

palm + AV-ICN **EXPO MAGAZINE**

PRO AUDIO | STAGE | STUDIO | AV INTEGRATED SYSTEMS | BROADCAST | DISPLAY | LIGHTING



**PALM EXPO 2023 ACHIEVES
RECOGNITION FROM GLOBAL BRANDS**

**PRO AV MASS MARKET MOMENTUM
EMPHASIZES AV-ICN EXPO SUCCESS**

- AR/VR AT AV-ICN
- EPSON MAPPING PROJECTORS AT AV-ICN
- KELVIN ASHBY-KING IS AV ARCHITECT OF THE YEAR
- 11TH PALM SOUND & LIGHT AWARDS HIGHLIGHTS
- IN CONVERSATION WITH ACE LIGHTING DESIGNER LLOYD ALBUQUERQUE

JULY - AUGUST ISSUE 2023

Post Show Review issue

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17th edition



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EESA CONDUCTS A RIGGING CERTIFICATION MASTERCLASS ON CHAIN SAFETY

Assertively commissions India's first-ever internationally recognized rigging certification masterclass to a rousing response and follows up with an exceptionally successful training seminar on chain safety

The Event Equipment Services Association (EESA) is India's leading not-for-profit national organization dedicated to promoting a structured, secure, and progressive business environment for and within the event equipment rental services industry and the event technical services industry in India. And the association has consistently promoted endeavours and initiatives that look to empower its members with crucial knowledge and resources that elevate the standards of not just individual businesses, but the entire event industry at large.

Recognizing the alarming rise in mishaps at events due to gross negligence and an unacceptable disregard for safety standards and protocols; EESA took a resolute stance on the matter, with the belief that a tangible difference could only be achieved by actively disseminating high-quality knowledge and information on this crucial subject. Therefore, EESA planned and commissioned a comprehensive line-up of education endeavours that spotlighted strict adherence to safety protocols across disciplines of rigging and trussing. These initiatives delved into the deepest details of upholding the highest standards of professionalism, and demonstrated how following such industry standards and protocols can ensure the safety and well-being of all stakeholders present at an event site.

The observant sessions at the masterclass were covered with meticulously designed mix of theoretical and practical curriculum for rigging and trussing

To begin with, in a first of its kind initiative to take place in the country, EESA has successfully organized India's first ever internationally recognized rigging certification masterclass – an endeavour that aimed to equip participants with in-depth knowledge and skills necessary to rig stages and equipment safely and efficiently for events of all scales and applications. The initiative was conceptualized and spearheaded by proud EESA members **Anil**



The observant sessions at the masterclass were covered with meticulously designed mix of theoretical and practical curriculum for rigging and trussing

Balakrishna from Graflex Inc, **Mankaran Singh** from Men-At-Work-Stagecraft, and **Avishkar Tendle** of Natura Outdoor Education & Training Solutions – who worked together on organizing every minute detail of the masterclass.

With industry leader brands **Global Truss** and **Broadweigh** extending their invaluable support to the masterclass as Lead Sponsor and Premium Sponsor respectively; the multi-city educational endeavour was curated and presented by globally respected industry veteran **Harold Waldack**, Managing Director of ICRCsarl France, ICRC Middle East and Asiatic Co. Ltd, Thailand, who has

conducted multiple rigging trainings across the world over the course of his illustrious carrier.

The first leg of the masterclass session took place in Mumbai from 28th May 2023 to 1st June 2023 and was hosted at the business premises of Electrocraft – a proud EESA member; whereas the second leg of the masterclass which took place in Bangalore from 3rd June 2023 to 7th June 2023, was hosted at the business premises of Graflex Inc. The masterclass in the respective cities was spread over the course of 5 days each and involved a meticulously designed mix of theoretical and practical

curriculum.

Catering exclusively to registered members of EESA; the course curriculum covered crucial topics such as Risk Assessment, Rigging Basics, Calculations, PPE (Personal Protective Equipment), Hoist Technology, Controllers, etc, and participants got the opportunity to learn some of the most essential aspects of rigging that includes dealing with different types of rigging hardware, load calculations, and proper rigging techniques, in addition to learning about international standards in safety protocols and best practices while constructing ground structures, and while working at heights and around heavy equipment. Mankaran Singh of Men-At-Work Stagecraft and Avishkar Tendle and his team at Natura provided invaluable experiential insights on various facets of rigging, with their knowledge contributions expertly complementing the wealth of knowledge shared by Harold Waldack himself.

With the understanding of both practical and theoretical knowledge, EESA was successful at helping the participants learn the



EESA Rigging Certification Masterclass - L to R - Mankaran Singh, Harold Waldack, Anil Balakirshna & Avishkar Tendle

(Continued on page 15)

STAGEMIX INTRODUCES FENIX STAGE PRODUCTS IN INDIA

Stagemix, distributors of **Fenix Stage** in India, have introduced a range of cutting-edge lifting towers, trusses, stage platforms, and accessories for the events industry. Stagemix works to bring innovative design, unmatched quality, and limitless creativity to elevate stage experiences like never before.

Megara 150

Telescopic Lifting Tower with removable legs, Easy to handle & light weight. It's made of Steel.

Uses: For rising sound systems, lighting, and truss.



Maximum Height: 5,30m
Maximum Load: 150kg

Megara 300

Telescopic Lifting Tower with removable legs, Easy to handle & light weight. It's made of Steel.



Uses: For rising sound systems, lighting, and truss.
Maximum Height: 5,30m
Maximum Load: 300kg

Hercules 6.5

Super frontal loading lifting tower. HERCULES Series, powerful and easy to use. Made of aluminium, lifts load from the floor and are height adjustable.

Uses: For lifting line array systems,



trussing or LED screens.

Maximum Height: 6,50m

Maximum Load: 350kg

Hercules 6.5 Plus

Super frontal loading lifting tower. HERCULES Series, powerful and easy to use. Made of aluminium, lifts load from the floor and are height adjustable.

Uses: For lifting line array systems,



trussing or LED screens.

Maximum Height: 6,50m

Maximum Load: 500kg

AT-06B

Frontal loading lifting tower. AT Series allows you to lift loads from the floor, reducing user effort. Made of Aluminium, all AT towers lift load from the floor.

Uses: The AT Series is perfect to lift line array systems, can also raise trussing and LED screens.

Maximum Height: 6,50m

Maximum Load: 250kg

ELV 300/6

Telescopic lifting tower. ELV Series towers have a special 'outrigger' system that can work almost anywhere. Tower



is made of steel.

Uses: Ideal for indoor events, the adjustable leg system allows you to install the tower almost anywhere.

Maximum Height: 6,10m

Maximum Load: 300kg

N-LABS LIFTS THE CURTAIN ON BRAND NEW DIGITAL AUDIO PROCESSOR XP48 AT PALM EXPO 2023

The **XP48** by **N-Labs**, launched at **PALM Expo 2023**, is a next-gen digital audio processor, featuring 1 Ghz audio core, an audio bandwidth of 96 KHz, and 192-bit AD/DA conversion capacity.

N-Labs, one of the leading manufacturers and suppliers of sound system products and components in India, launched the company's new digital audio processor, called **XP48**, at the **PALM Expo, 2023**, held from 25th May – 27th May at **BEC, Mumbai**.

The **XP48** is a next-generation digital audio processor, designed & developed in India for the Indian



The XP48 by N-Labs, launched at PALM Expo 2023, is a next-gen digital audio processor, featuring 1 Ghz audio core, an audio bandwidth of 96 KHz, and 192-bit AD/DA conversion capacity

market. The **XP48** is the first of its kind state-of-the-art audio processor with a 1 Ghz audio core, capable of delivering an audio bandwidth of 96 KHz with the capacity of 192-bit AD / DA conversion.

The **XP48** features multiple scene controls and in-built Wi-Fi, eliminating the use of wires for all the operations via N-Labs' in-house software on Windows platform. The digital audio processor is

also equipped with standard network and USB feature.

The **XP48** runs on **UI V2.0**, providing glitch-free operations with an option to customize the language according to customer demands. The **UI** is based on requirements of a normal mid-sized user, giving them a flexibility on routing in all four inputs and eight outputs. The product also provides completely flexible Phase, Delay, Limiter, EQ and Gain

Controls on all inputs and outputs. Moreover, **XP48** also gives the user a flexible 31 Band Graphics EQ and adjustable PEQ on all the inputs. For all the outputs, the **XP48** gives the user an option to select from Linkwitz Riley, Bessel, and Butterworth Filters. Additionally, N-Labs also offers a free preset library for the users to download a variety of customized presets for **XP48**.

NARAIN AUDIO LAUNCHES GAMUT OF PRO AUDIO PRODUCTS AT PALM EXPO 2023

Narain Audio, one of the leading pro audio manufacturers in India, participated as an exhibitor at the **PALM Expo 2023**, held from 25th May – 27th May, 2023 at Bombay Exhibition Centre, Mumbai, India. Narain Audio launched a total of 20 products at the Expo, which included **DX480, DX260, DX Software Series Control, Sabre1404MK2, Blue Bass 21" XB21 Cone Speakers, Vector 34, Vector 23, and Harmony Series**.

Nx Audio DX480 and DX260

The DX480 and DX260 are the latest Digital Audio Processors from Nx Audio,

Easy setup is assured with the intuitive front panel controls and an interactive LCD display for local setup or dedicated PC control interface or remote monitoring and configuration via USB or RS485 and dedicated control software. The DX Series supports a full matrix mixing mode where inputs may be routed/mixed in any ratio to any output.

Blue Bass Sabre1404MK2

The Sabre series from Blue Bass is a line of class D amplifiers known for its superb sonic quality, great watts-

professional application needs in Rental Sound, Clubs, Bars, Auditoriums, Cinema and more.

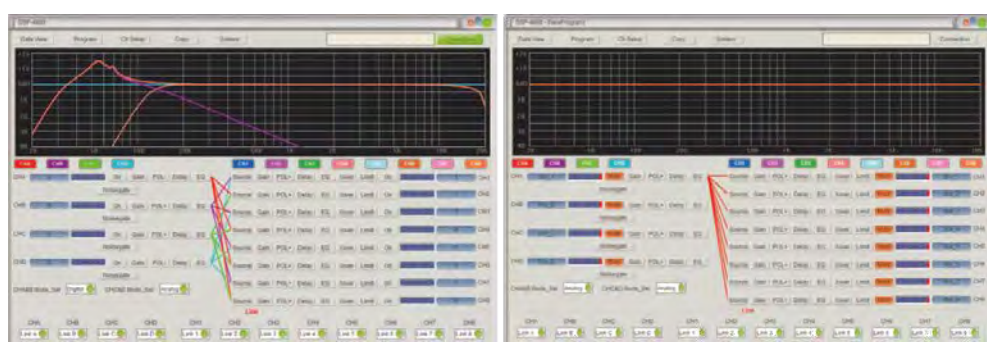
Nx Audio Vector 34 and Vector 23

The Vector Series is designed for better sound, providing superb high-precision audio frequency separation using state-of-the-art circuitry, superior-grade components, low-noise op amps and balanced I/O connectivity. The Vector-34 is a Stereo 2-way/3-way / Mono 4-way active crossover while the Vector-23 is a Stereo 2-way / Mono 3-way active crossover.

Vector Analog Crossovers can be

amps for delivering fat, natural sounding bass and smooth, soaring highs, with very low distortion, Harmony offers reliable 3-band with swept mid equalisation when users need nuanced management of a tone.

The Harmony series has dual digital multi-effect processors, offering a comprehensive suite of 31+16 editable digital effects perfect for enhancing a mix, whether it is adding depth to a speaking engagement or breathing new colour and atmosphere into a live



Nx Audio DX480 and DX260 Digital Audio Processors

offering precise operation and designed for maximum versatility, providing all the processing and control necessary for both live and fixed installation use.

The DX series High End Digital Speaker Management Systems combine 96Hz DSP processors with Floating 32-Bit

to-money ratio and its light weight and compact size, making it easy to transport and install. With the launch of the Sabre-1404MK2, Blue Bass delivers efficiency at an even higher power level.

The Sabre Series creates the ultimate classy atmosphere, with the amplifiers

configured in Stereo and Mono models with a flip of the rear side switch with features like Limiters on all crossover outputs for optimal loudspeaker protection; an adjustable Time Delay for proper phase-alignment of the drivers; High-Frequency (HF) horn equalisation for constant-directivity compensation; and a mono "Low Sum" Output (stereo modes only), which is ideal for your subwoofer applications. The low/mid crossover frequencies are adjustable in two switchable ranges: 44 to 930 Hz and 440 Hz to 9.3 kHz.

Compared to digital loudspeaker management systems, Vector X-overs are not only more affordable, but also offer greater ease-of-use and a full 20dB signal headroom that only an analog processor can provide.

Nx Audio Harmony Series

Using studio-grade discrete PRE pre-



Nx Audio Harmony Series

band performance. In particular, the high-quality reverb and delay expand the spatial quality of the sound with remarkable realism and naturalness.

Blue Bass 21" XB-21 Cone Speakers

The XB21 low frequency transducer is the result of years of R&D to achieve superb performance levels. Designed to excel in Dual Horns, it has advancements and improvements in all the key areas of transducer technology: incredibly linear frequency response characteristics, genuinely higher power



Blue Bass Sabre1404MK2 audio power amplifier

AD/DA Converters to provide a superb sonic performance. The DX260 has 2 analog inputs, 6 analog outputs and an AES/EBU input. The DX480 offers 4 analog inputs, 8 analog outputs and 2 AES/EBU inputs, widening the options available for the user and making it versatile for many setups.

designed for compact rack space and variable-speed fan for low noise. Additionally, the Sabre Series has maximum flexibility with the 1 + 2 and 3 + 4 Bridgeable channels and clear indicators including signal, clip and protect on the comprehensive front panel.

The Sabre-1404MK2 meets pro-



Blue Bass 21" XB-21 Cone Speakers

handling of any comparable transducer, with low power compression.

The XB21 features a nano fibre loaded cone assembly, sandwich suspension damper along with optimum excursion, and constant geometry surrounded with high Conex fabric and 4-layer Copper 2:2 windings, together providing remarkable strength.

"This year, Nx Audio launched over 20 new products and with PALM's great



Nx Audio Vector 34 and Vector 23

(Continued on page 10)

Go Wireless Conference System With JTS !



CS-W4T Wireless Transmitter



CS-W4C Wireless Receiver

JBL PROFESSIONAL VTX A6 LINE ARRAY DEBUTS AT PALM EXPO 2023

HARMAN Professional Solutions showcases cutting-edge pro audio technology and powerful sound solutions at PALM Expo 2023

HARMAN Professional Solutions, one of the global leaders in audio, video, lighting, and control technologies, announces the India debut of the A6, a subcompact dual 6.5-inch passive line array element, at **PALM Expo 2023**. This renowned event, dedicated to showcasing cutting-edge pro audio equipment and technology from major global brands, took place from May 25th to May 27th, offering an immersive experience for attendees.

HARMAN Professional show-

cased products from its brand portfolio including **JBL Professional**, **Martin Professional Lighting**, **AKG**, **Soundcraft**, **Crown** and more. In addition, HARMAN products energized the Live Arena with a series of concerts over three consecutive days. The concert lineup included top artists such as *Kabir Cafe*, *Rhythm Shaw X Gino Banks*, *Ranjit Barot & Contraband*, and many more, delivering outstanding performances that captivated the audience. During PALM Expo, visitors participated in the engaging **"Light it Up"** workshop, featuring

Wouter Verlinden, HARMAN Product Manager for Creative LED & Control supporting product development of Martin Professional lighting fixtures.

The newly launched A6 is a remarkable 6.5-inch passive two-way line array element, designed to deliver exceptional sonic performance and seamless integration. It can be used as a stand-alone system or as an addition to larger VTX systems. With two custom 6.5-inch woofers and a 3-inch annular-diaphragm compression driver, the A6 incorporates the latest acoustic innova-

tions from JBL's VTX line, including the patented Radiation Boundary Integrator (RBI) and Differential Drive dual-voice coil, dual-magnet woofer. The result is a low-profile loudspeaker that provides an impressive big-system performance, boasting a low-frequency extension down to 67 Hz and an astonishing maximum SPL of 134 db.

PALM Expo 2023 also hosted the felicitation ceremony of the highly anticipated **Indian Recording Arts Academy Awards**, celebrating excellence in sound recording. With a remarkable 85 categories and 73 awards, this segment showcased the finest achievements and innovations in the pro audio industry.

"We are thrilled to be at the forefront of PALM Expo 2023, seizing this unique opportunity to present our latest pro audio equipment and technologies to industry professionals. Through workshops and immersive experiences, we aim to support the growth of our valued professionals. The newly launched A6, with its advanced acoustic innovations and cutting-edge technology from the VTX line, is set to revolutionize the pro audio industry by delivering an extraordinary big-system performance," said **Amar Subash**, Vice President and General Manager, HARMAN Professional Solutions APAC.



HARMAN Professional Solutions display a spectrum of products from a myriad of reputed brands such as JBL Professional, Martin Professional Lighting, Soundcraft, AKG, and more at the PALM Expo 2023

INDIA GETS NEW TRUSSING COMPANY – METASTAGING

India gets a new trussing company. Called **MetaStaging**, the company is founded by **Warren Dsouza**, Founder and Managing Director, **SOUND.COM**. MetaStaging aims at unveiling a new era of event trussing and rigging in India, with services ranging from trussing, scaffolding, automation, as well as safety and education standards.

Addressing the need to start a new trussing and rigging company in India, Dsouza, Founder, MetaStaging, comments, "The need to start a trussing and rigging company in India comes from that the fact that the country has very few professional companies doing trussing in staging and there was a lot of



Warren Dsouza, Founder and Managing Director, SOUND.COM



METASTAGING

demand for unicorn companies in this business, with people who would take safety very seriously as well. We saw the opportunity to enter this business also because of the weather in India, that keeps changing so drastically that everywhere roof structures are required now,

which good trussing can fulfill."

PALM + AV-ICN Magazine will cover MetaStaging's key products and projects in detail in one of the forthcoming issues.

NX AUDIO LAUNCHES...

(Continued from page 08)

organisation and footfall, we were able to get superb insights through the positive in-person customer response to them. It's good to see PALM continue to grow exponentially with the industry, and I'm excited to see where it goes in the future," stated, **Manoj Motwani**, Marketing Director, Narain Audio.

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5-Transducer 3-Way Full Range Speaker

Frequency Response(-3db)	:50Hz-20kHz
Compression driver	:2 x 75mm HF
Woofer	:2 x 10" LF
Total Power	:LF:400W, MF:250W, HF:160W(RMS)



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LINK SRL OFFERS RELIABLE SOLUTIONS FOR THE INDIAN PRO AUDIO INDUSTRY

Leading audio brands such as Meyer Sound & HARMAN recognize and recommend Link's audio components as standard products for their live stage & sound range

Established in 1987, **Link** started with manufacturing and distributing cables, connectors, and other pro audio accessories. From that day to this one, the company has gradually evolved to being one of the leading manufacturers of essential audio components around

Corporation, which carries a legacy of over two generations in the Pro Audio business, "India is currently the fastest growing market for almost all industries and thereby having increased demand in the events space, this has in turn added the demand for Pro Audio products including the complete range of Link

their zero-failure rate and creative engineering solutions have always pushed me towards this brand. I am glad that the brands of the world have started to recognize this and that we distribute it today in India", says **Sancheth Suvarna**, Live Sound Engineer and Managing Partner, Circle Pro Audio.

Link S.R.L. or Link Italy has been one of the most prominent, highly engineered, and reliable Pro AVL supplement manufactures from Italy, holding a legacy of over 35 years. The company has had a strong base of coming up with innovative engineered products. "We at Link have



Link USA team with Biren Sheth



Link Italy with Biren Sheth and Sachit Subramanian



Link team along with their global distributors

the world, especially in India. This article outlines Link's journey, from inception to expansion, and how, a partnership with **Circle Pro Audio** and **Kiran Sales Corporation** puts the brand at the helm of the pro audio landscape in the country.

In 2018, Link started its journey in India with Circle Pave Global Solutions, which is a joint venture between Circle Pro Audio, one of the most sought after Indian Pro Audio brands, and Kiran Sales

products in both the rental and install market", says **Biren Sheth**, Managing Partner- CEO, Circle Pave.

In December 2022, Meyer Sound Labs, USA, approved all Link SRL's Eurocables and LK Connectors as standard and recommended products for the global range of Panther Series. Subsequently, in February 2023, HARMAN Group also recognized Link as the official cable supplier for the VTX series. "I have used Link and Eurocables for over a decade now, the quality of the cables,

Currently, Circle Pave Global Solutions has acquired the complete range of Link SRL's Eurocables and LK Connectors in India, and the company has a network of highly capable dealers across India that helps manage and expand its reach seamlessly. Apart from Link SRL, Circle Pave Global Solutions also distributes SKB Cases, GUIL, DirtyRiggers, and ARNO. The partner company, Kiran Sales, also is the distributor for Riptie, Pressmaster, Partex and dealer for Neutrik and many such brands across India.

always believed in innovation, it's been our core strength in making ourselves as a premium brand in the European and world markets", says **Assunta Fratocchi**, Managing Director, Link Italy.

"Link was started with a vision for providing a modular connector capable of surviving the harsh elements of concert touring while at the same time maintaining the precision fidelity required in the entertainment industry. Inspired by the military and avionics industry, we developed a new breed of connectors that surpassed all requirements in the industry", comments **Marco Piromalli**, Founder and Current President, LINK.

Not too soon ago, Link also opened its subsidiary to cater to the growing USA Market under the leadership of veteran audio professional Bob Vanden Burgt. "The ever-growing USA market and the creative demands that come from audio rental companies, manufactures and install entities always keeps our technical minds working", says Burgt, Vice President

(Continued on page 14)



DIGITAL SPEAKER MANAGEMENT SYSTEM

DX-4804 IN \ 8 Out

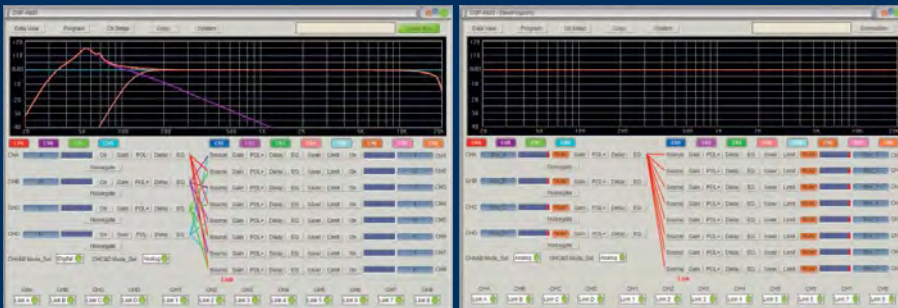


DX-2602 IN \ 6 Out

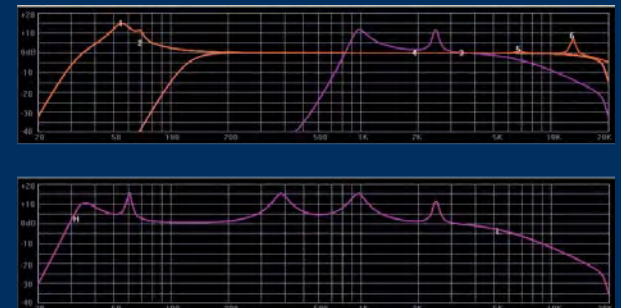


- 8 band parametric EQ on each Input
- 6 band parametric EQ on each Output
- Adjustable Delay time upto 1000 ms on each input and output
- Noise gate and phase on each input
- Password Protect Security
- RS485 connection
- Crossover filters from 12 to 48 dB/ Octave including Butterworth, Bessel, Linkwitz-Riley
- Limiter and phase of each output
- Full matrix routing
- 30 Presets with Copy function

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SHOWMAKERS EVENTS INVESTS IN SSL L200+ CONSOLE AND ML 32.32

Showmakers Events, the brainchild of visionary entrepreneur **Harry Kaushik**, recently made a significant investment. Showmakers Events, the leading event management company in Delhi acquired the state-of-the-art Solid State Logic (SSL) L200+ console and ML 32.32 – MADI Analogue Stagebox. This groundbreaking purchase is poised to revolutionize the audio experience at their events, ensuring a seamless and unforgettable experience for both performers and audiences alike.

A game-changer in audio technology

The SSL L200+ console represents the pinnacle of audio engineering technology. Top-tier live sound applications prefer L200+ for its exceptional sound quality, versatile functionality, and user-friendly interface. Showmakers Events' adoption of this console demonstrates their commitment to delivering unparalleled audio performance and taking event production to the next level.

Audio Clarity and Precision

One of the primary reasons behind Showmakers Events' investment in the SSL L200+ console is its unmatched audio clarity and precision. The console employs advanced analog and digital circuitry, ensuring that every subtle nuance of the sound is faithfully reproduced. This level of sonic accuracy



Showmakers Events purchases SSL L200+ console to deliver the best-in-class audio performance in India

enables performers to showcase their talents with unparalleled authenticity, creating an immersive experience for the audience.

Flexibility for diverse event requirements

Showmakers Events caters to a wide array of events, ranging from corporate conferences to concerts and festivals. The SSL L200+ console's flexibility allows it to adapt seamlessly to various audio setups and requirements. Its customizable routing options, powerful processing capabilities, and extensive I/O options provide sound engineers

with the tools they need to deliver flawless performances in any event setting.

ML 32.32 – MADI Analogue Stagebox

Alongside the SSL L200+ console, Showmakers Events acquired the ML 32.32 – MADI Analogue Stagebox, further expanding their audio capabilities. This advanced stagebox facilitates efficient multichannel audio transmission between the stage and the FOH (Front of House) console. With 32 pristine analog inputs and outputs, the ML 32.32 offers an unprecedented level of connectivity, streamlining the audio signal flow and enhancing overall efficiency during event setups.

Elevating Showmakers Events' Reputation

Harry Kaushik's strategic decision to invest in cutting-edge audio equipment showcases his commitment to providing clients with unforgettable event experiences. With the SSL L200+ console and ML 32.32 stagebox, Showmakers Events elevates its reputation as a premier event management company, attracting renowned artists and clients seeking top-tier audio production for their events.

"We are thrilled to be part of SSL range with our investment in SSL L200 plus; the flexibility, reliability and

unmatched sound clarity of the console truly impressed us. With this big screen and powerful engine, we have taken a significant step forward in our audio services," expressed Harry Kaushik.

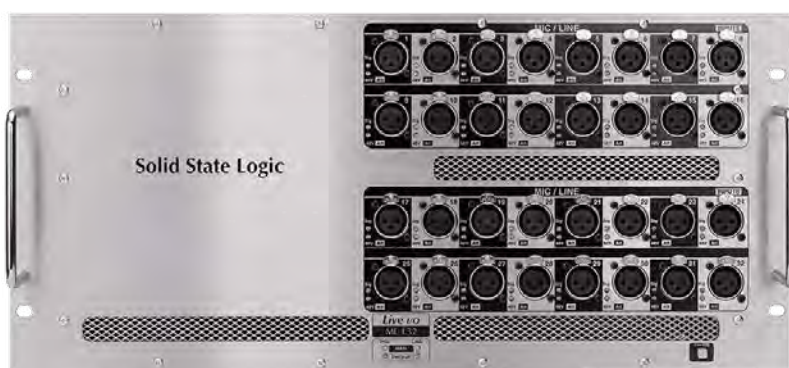
Commitment to Sustainable Event Production

Beyond its technical prowess, the SSL L200+ console and ML 32.32 stagebox also align with Showmakers Events' commitment to sustainable event production. These high-end audio solutions are designed to be energy-efficient, minimizing their environmental impact without compromising on performance quality.

Showmakers Events' recent purchase of the Solid State Logic L200+ console and ML 32.32 – MADI Analogue Stagebox represents a pivotal moment in the event management industry. This landmark investment not only reaffirms Harry Kaushik's vision for delivering top-tier audio experiences but also positions Showmakers Events as a trailblazer in the field of event production. With the integration of these cutting-edge technologies, Showmakers Events is poised to create unforgettable memories and set new standards of excellence in the world of live sound production.



SSL L200 Plus console



ML 32.32 – MADI Analogue Stagebox

LINK SRL OFFERS RELIABLE... (Continued from page 12)

Global Marketing / GM Americas.

Today, Link has a variety of sub brands under its scope, including LK connectors, Eurocable, PD Link, DG Link, and Link on Air, and more.

The company believes in creating customized and modern solutions using the latest technology and protocol language to fit to the current environment.

EESA CONDUCTS A RIGGING CERTIFICATION MASTERCLASS...

(Continued from page 06)

concepts of rigging and trussing effectively

The end of 5-day intensive training schedule witnessed the participants knowledge on the subject matter being put to the test via a theoretical examination, which was curated and approved by Harold Waldack himself. And participants who were able to successfully clear the examination were provided with a certificate of completion authenticated by Harold Waldack; which officially grants them the distinction of being one of India's first internationally recognized certified rigging professionals.

Speaking about the successful culmination of India's first ever internationally recognized rigging certification masterclass organized by EESA, **Felix Remedios**, President of the Event Equipment Services Association (EESA) exclaims, "We at EESA are extremely proud of the successful commissioning of India's first internationally recognized rigging certification masterclass.

This initiative showcases the dedication and collaborative spirit of our esteemed EESA members, who have taken the lead in promoting safety and professionalism within the event equipment industry. We extend our sincerest appreciation to Anil Balakrishna, Mankaran Singh, and Avishkar Tendle for their visionary approach in organizing this masterclass and ensuring its resounding success. We are also grateful to our sponsors, Global Truss and Broadweigh, for their generous support, which played a vital role in bringing this masterclass to fruition. Their commitment to enhancing rigging standards and fostering professional development is truly commendable. At the same time, we also would like to extend our deepest gratitude and thanks to Harold Waldack – one of the world's most respected professionals in the field of rigging and safety – for taking the time and effort to share his invaluable wealth of knowledge and expertise with our members. And finally, to each participant who attended the masterclass – each of them is now at the helm of leading a positive

revolution within the live event fraternity in India when it comes to safety and professionalism."

Hot on the heels of India's first-ever internationally recognized rigging certification masterclass, EESA worked together with its EESA Platinum Partners – ChainMaster, a global leader in chain hoist technology, to offer a comprehensive educational seminar on the topic of 'Chain Safety in Electric Chain Hoists'.

Curated and presented by **Adam Beaumont**, Product Manager, ChainMaster, the session was conducted online on 22nd June 2023, and witnessed a rousing turn-out of over 48 different event equipment service providers from across India tuning in to learn more about the topic. During the session, Adam explained about the various nuances of chain safety, the importance of regular inspection of chains, and various other intricate aspects concerning the overall maintenance of chains. Through a perfectly balanced mix of theoretical and practical demonstrations, Adam explained how equipment service providers can leverage the value proposition of chain hoist systems by simply paying attention to its regular maintenance and up-keep, and how this simple act can definitively enhance the safety and security of not just crew members working on-site, but also on-stage performers and the audience-members at large.

"EESA remains committed to promoting excellence and safety in event services, and the fact that we followed up the industry re-defining first ever rigging certification masterclass with such a high-quality education session on chain safety represents a significant step towards achieving that goal. We are grateful to our EESA Platinum Partners – ChainMaster – and to Adam Beaumont, for taking the time and effort to put together such a wonderfully informative curriculum, which I'm sure has benefitted all the companies who attended the session. EESA is committed to delivering such exceptional initiatives that empower our industry professionals and elevate India's event landscape to new heights," concludes Felix Remedios.



With the understanding of both practical and theoretical knowledge, EESA was successful at helping the participants learn the concepts of rigging and trussing effectively

S21 SUBWOOFER

5.5" VOICE COIL | 2500W RMS | 97 DB SENSITIVITY | 8Ω



S18 SUBWOOFER

4" VOICE COIL | 1500W RMS | 97 DB SENSITIVITY | 8Ω



S12 LOUDSPEAKER

3" VOICE COIL | 500W RMS | 99 DB SENSITIVITY | 8Ω



HFS2 HF DRIVER

3" VOICE COIL | 2" THROAT | 110 DB SENSITIVITY | 8Ω 160W RMS



SENNHEISER EXPANDS PRODUCT PORTFOLIO AND SHOWCASES INNOVATIVE AUDIO SOLUTIONS AT PALM EXPO 2023

Sennheiser, one of the leading providers of cutting-edge professional audio solutions, showcased its existing product portfolio and unveiled new additions at the prestigious **PALM Expo 2023** in India. Among the highlights of Sennheiser's showcase were the highly anticipated launches of the **Neumann MT 48**, **Sennheiser EW DP**, and **Neumann KH 120 II**. These ground-breaking products not only expand Sennheiser's product offerings but also represent the company's dedication to pushing the boundaries of innovation in the audio industry.

The event, recognized globally for its focus on pro audio, lighting, audiovisual, and music production, provided the perfect platform for Sennheiser to solidify its position as an industry leader and demonstrate its unwavering commitment to delivering exceptional audio experiences.

The Neumann MT 48, a unique solution in its range, revolutionizes the audio experience by integrating the full potential of Neumann microphones, monitors, and headphones into a single device. This cutting-edge technology empowers audio professionals to unlock



Sennheiser's booth at the PALM Expo 2023 is populated with the brand's latest pro audio product launches and innovations

new creative possibilities and achieve unparalleled audio quality.

The EW DP:

Another remarkable addition to Sennheiser's lineup is the Sennheiser EW DP, a wireless microphone system designed to transform sound production on set. With state-of-the-art technology and an ergonomic build, the EW DP is set to redefine audio workflows for both indi-

vidual creators and production crews.

The Neumann KH 120 II:

The Neumann KH 120 II, the next generation of studio monitors, offers unparalleled linearity, minimal distortion, and perfect adaptability to any acoustic environment. With enhanced clarity and efficiency, the KH 120 II empowers audio professionals to create mixes that seamlessly translate across different playback systems.

"PALM Expo stands out as a key industry event, attracting industry

high-quality audio solutions to our valued stakeholders. It has also allowed us to connect with a diverse range of audiophiles, musicians, DJs, content creators, broadcasters, and other industry professionals. The overwhelming response and positive feedback we received during the expo have further solidified our belief in the transformative power of innovation and exceptional audio experiences."



Neumann MT 48



Sennheiser EW DP



Neumann KH 120 II

professionals who gather to witness the cutting-edge technologies that are shaping the present and future of audio," said **Vipin Pungalia**, Director, Professional Segment, Sennheiser Electronics India Pvt. Ltd. "Our consistent participation in PALM Expo over the years has provided us with an invaluable platform to demonstrate our unwavering commitment to delivering

Sennheiser's presence at PALM Expo 2023 once again demonstrated its unwavering dedication to its mission. These innovative audio solutions, meticulously crafted to deliver unparalleled immersive experiences, fostered connections across various industry sectors and paved the way for the future of audio.

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HALL TECHNOLOGIES INTRODUCE AIM-70, AIM-100, AND ASTRO2-4

Nteck
systems

Hall Technologies, a global AV company specializing in end-to-end solutions, debuts three new products in the InfoComm Show in Orlando, FL. The bold new red trio of **AIM-70**, **AIM-100**, and **ASTRO2-4** demonstrated Hall's Nexus Connect

series of products.

"We've recently added AIM-70 and AIM-100 to our line of HDBaseT Extenders. Partly to fill a gap of a mid-range extension product and partly to replace the outdated UH-BT and UH-BTX 70m and 100m HDBaseT extender sets.

Our AIM products were designed as a cost-effective way to extend signals from laptops to projectors or flat panels displays in classroom or meeting rooms primarily," says VP of Technology, **Ken Eagle**. "ASTRO2-4 is an extender kit for USB 2.0 devices like Interactive Flat

Panels, USB Cameras, Microphones, and Speakerphones. ASTRO is also ideal for classroom and conference room environments where robust transmission is needed for signal extension for up to 4 USB devices."

AIM-70 and AIM-100 supports resolutions up to 4K@60Hz and HDCP 2.2 over CATx cables and supports bi-directional IR and RS232 pass-through. ASTRO2-4 as well as high-speed USB 2.0 (Up to 480Mbps) devices over CATx cable 50m (164ft). Up to 4 x USB 2.0 device connections are available with this plug-and-play device. ASTRO2-4 can also be used for connectivity for soft-codec applications such as TEAMS, ZOOM, and more.



AIM-70 for meeting rooms



The new AIM-100



ASTRO2-4: Ideal for classrooms and conference rooms

INOGENI LAUNCHES THE U-BRIDGE USB 2.0 EXTENDER

Nteck
systems

INOGENI, one of the leading providers of innovative USB video and audio solutions, launches the U-BRIDGE USB 2.0 extender for cameras and pro-AV devices. Based on proven technology, this cutting-edge USB 2.0 extender offers a seamless solution to the interoperability challenges encountered by AV installers who require reliable high-quality video/audio transmission.

Ideal for videoconference USB devices (camera and audio)

The U-BRIDGE is fully compatible with all USB cameras, including professional-caliber equipment, such as Vaddio, Huddly, HuddleCamHD, AVer, Jabra,

Logitech, Marshall cameras, and web cameras. The extender can achieve high-speed connections up to 100 meters (330 feet) over a single CAT 5e/6/7 cable. This makes it the perfect choice for USB camera extension in videoconference rooms, ensuring hassle-free installation and setup. With its plug-and-play convenience, there is no need for software drivers, providing a seamless user experience.

Extend the USB 2.0 with any INOGENI devices, room PC or CODECs

The U-BRIDGE USB 2.0 extender supports all USB 2.0/1.1 devices, including USB cameras, microphones, audio

devices, and more. Its versatility and compatibility with major operating systems such as Windows, macOS, and Linux make it an ideal solution for a wide range of applications. The U-BRIDGE will connect a USB 2.0 device to any INOGENI mixer, switcher, or converter and to any PC, room PC or videoconferencing systems like Microsoft Teams Rooms (MTR), Zoom Rooms, CODECs or Room PC from Lenovo, Poly, Crestron, Cisco, Logitech, Q-SYS, and Barco.

To further enhance customer satis-

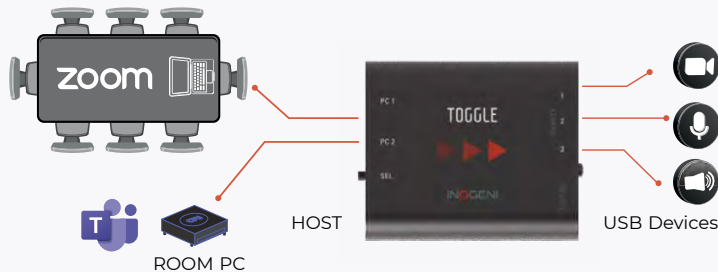
USB cameras and videoconference PC Rooms, CODECs, matrixes and displays. The U-BRIDGE USB 2.0 extender is the perfect solution for ensuring peace of mind with a setup that does not cause any interoperability issues. This a reliable product based on proven technology that addresses the evolving needs of AV professionals. The U-BRIDGE USB 2.0 extender for cameras uses the MJPEG video compression format, which



faction, the U-BRIDGE USB 2.0 extender comes with a comprehensive two-year warranty, providing added peace of mind. **Gilles Chouinard**, President, and CTO of INOGENI said, "INOGENI's products provide the connectivity between

provides high-quality video and audio solutions that simplify AV installations with very low latency. It is ideal for hiding all interconnectivity wiring – all while maintaining a reliable connection. What stays visible is only what matters."

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LIGHTWARE ANNOUNCES PARTNERSHIP WITH SENNHEISER FOR ADVANCED AV INTERACTIONS

Lightware announced a partnership with Sennheiser, an advanced audio technology provider that makes collaboration and learning easier, to deliver a ground-breaking AV solution that caters to the modern, dynamic nature of modern meetings. The partnership is part of Lightware's ongoing expansion in the meeting and conferencing markets, focusing on delivering innovative solutions designed for hybrid working environments.

Lightware and Sennheiser are joining forces to develop a highly efficient and immersive audio-visual solution, which will feature Sennheiser's ceiling microphones, such as the **TCC2**, which are equipped with state-of-the-art technology to capture high-quality voice and beamforming technology that provides information about the direction of the sound source. When integrated with **Lightware's Taurus UCX**, which employs **Lightware Advanced Room Automation (LARA)**, this powerful integrated solution will process the information from the Sennheiser Ceiling microphone and control a PTZ camera to visually track the voice source.

The technology will ensure that remote meeting participants can clearly see and hear who is speaking at any given moment. It will also feature built-in intelligence to detect multiple speakers and adapt camera focus accordingly.

In instances of silence, it also provides a comprehensive view of the room – a capability essential for holding successful meetings in medium to large meeting rooms where participants also attend remotely.

As a result, remote participants in meetings held in rooms designed for eight or more people will enjoy a more personal and engaging experience, as they can clearly see and hear on-site colleagues. In addition, organisations seeking to standardise this solution globally can rely on the cooperation between Lightware and Sennheiser, while AV professionals, including integrators and consultants, can implement a cutting-edge technology solution.

"This is an exciting partnership with a huge degree of potential," commented **Gergely Vida**, CEO. "When joint Lightware and Sennheiser solutions come to market, remote meeting participants will be able to hold much more effective one-to-one discussions with both

individuals and groups within the live meeting location room. This represents an important set of capabilities in the hybrid working era."

"Sennheiser is excited to partner with Lightware to support TeamConnect Ceiling Microphones on the Taurus plat-

form. Our customers want meeting room solutions that are easy to use without sacrificing audio quality," said **Charlie Jones**, Global Alliance & Partnership Manager at Sennheiser. "The Lightware solution delivers on all accounts."



Lightware and Sennheiser join forces to develop an immersive AV solution that features the TCC2

ROLAND ANNOUNCES VR-400UHD 4K STREAMING AV MIXER

Intuitive Two-Touchscreen 4K Switcher for Seamless Scene Transitions Matched with Powerful Audio Mixing to Simplify Live Events

Roland's Professional A/V Division announced the **VR-400UHD 4K Streaming AV Mixer**, an easy-to-use, powerful 4K switcher that gives anyone the power to run a successful live event. With its innovative two touchscreens, users can quickly set various scene presets, preview them in real-time, and confidently run transitions by knowing precisely what viewers will see in every instance. AV solutions like the VR-400UHD are crucial in everyday applications where professional operators are not always

readily available.

The **VR-400UHD** can preview eight scenes at once on the touchscreen, and with eight programmable scene banks, the VR-400UHD can hold up to 64 possible saved scenes, providing enterprise users like churches, companies, and schools with all the presets they may need for production.

Equipped with seven HDMI ports, the VR-400UHD supports high-quality video up to 4K/60p with four cross points. The fourth cross point has four HDMI inputs, so additional sources can be connected

and instantly assigned with a scene switch. It also includes a 14-channel audio mixer for combining analog inputs with embedded digital audio.

The USB-C port outputs up to 4K/30p video with audio to a PC for high-end 4K livestreaming of the event from the venue.



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palmexpo 2023

Achieves Recognition from Global Brands. Strength of Indian Market Demands Strong Presence

PALM Expo 2023 returned to the BEC, Mumbai, for its 21st edition, drawing exhibitors and attendees from around the globe, simultaneously placing the Indian pro audio and lighting industry on the map. PALM Magazine reports from the trade show floor of the three-day expo.

The strong surge of visitors at the Pro Audio Hall 1 and Hall 3 Lighting Hall crossing 27,000+ footfalls was a fascinating display of professional buyers inundating the aisles creating an undeniable vindication of the Indian market estimated at over a billion dollars for pro audio equipment. It was this factor for the marquee booths expanding and display of the absolutely latest equipment showcased anywhere in the world of high-end audio and lighting including, Big Stage Sound, 3D Holographic, AR, VR, Intelligent Lighting, Projection Blend Display, 3D Projection Mapping, Lighting Effects, etc.

"This demand is so substantial I dare say there is a paradigm shift in the global pie chart for pro audio and pro sound consumption, major manufacturers need to realize this shift and redesign sourcing and supply for Indian consumption. Indian engineering talent is the second most important traction in making India the hub for global supply and product development. PALM is the perfect platform to provide distribution and talent" avers **Anil Chopra**, founding director of PALM Expo.

ATTENDEES AT PALM

PALM + AV-ICN Expo witnessed a total footfall of 27,786 and 21,659 unique visitors across the expo halls from 25th May – 27th May 2023. The expo helped

"PALM Expo is a remarkably well organised event. We also presented a seminar at the 2023 conference, and we also had a booth on the exhibition floor. At every turn PALM staff were professional, friendly, and prompt. This was particularly helpful to us as we organised everything from the UK and only arrived in India the day before it opened. They made a complex undertaking smooth and easy for us."

DONAL WHELAN
MD AND MASTERING ENGINEER,
HAFOD MASTERING

the visitors interact and explore more about the innovations and technologies introduced in the pro audio, lighting, and sound industry. The rough estimate for visitor analysis at the PALM Expo 2023 reflects that the show floor was populated with approximately 59% Actual Users and 41% Trade Visitors.

EXHIBITORS AT PALM

Around 145 exhibitors took to the PALM platform to deliver lighting display, install sound, recording sound, rental sound, stage sound, surround sound,

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palmexpo
sound ▶ light ▶ audiovisual

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LARGEST DISPLAY OF
ENTERTAINMENT
LIGHTING

soundtrack, post-production, or music production products and latest technologies in Hall 1 and 3 of the expo. PALM provided a platform for the top national and international brands like **Ahuja Radios, Alphatec Audio Video, Ansata, Beta Three Audio, Generation AV, HARMAN International, Hemona Acoustics, Integrated Entertainment Solutions, Italian Sound Design, Decibel Pro, Modern Stage Service Pvt. Ltd., Osram Lighting, Pink Noise Professionals, Sennheiser, Sonotone Audio, Stagemix, Sun Infonet, Vardhaman Megatech, Narain Audio & Lighting, LBT Electronics, Calibre Sound Systems, ATIPRO**, and many more to exhibit cutting-edge technologies, introduce new products, and bring in advanced solutions from the pro audio, sound, and lighting industry in India.

"We are thrilled to be at the forefront of PALM Expo 2023, seizing this unique opportunity to present our latest pro audio equipment and technologies to industry professionals. Through workshops and immersive experiences, we aim to support the growth of our valued professionals. The newly launched A6, with its advanced acoustic innovations and cutting-edge technology from the VTX line, is set to revolutionize the pro audio industry by delivering an extraordinary big-system performance," stated **Amar Subash**, Vice President and General Manager, **HARMAN Professional Solutions APAC**.

Commenting on the annual event, **Vipin Pungalia**, Director, Professional Segment, **Sennheiser Electronics India Pvt. Ltd.**, stated, "PALM Expo stands out as a key industry event, attracting industry professionals who gather to

witness the cutting-edge technologies that are shaping the present and future of audio."

Robin Ghose, Business Development Manager (Professional and Consumer) at **Audio-Technica** also shared his experiences as one of the exhibitors at the PALM Expo 2023. He said, "We are thrilled to participate in the PALM Expo 2023 and present our latest audio solutions to the industry professionals and enthusiasts. At Audio-Technica, we strive to deliver products that combine exceptional sound quality, reliability, and user-friendly features. PALM Expo provides an excellent platform to connect with our customers, showcase our offerings, and reinforce our commitment to superior audio performance."

PALM CONFERENCE & SEMINAR 2023

The **PALM Conference 2023** was a huge success as delegates thronged the conference room to listen to industry expert providing insights on studio sound, live sound engineering and design, audiovisual integration, and much more. The conference also delivered interesting insights on relevant and topical subjects.

The PALM Conference started with Anil Chopra's keynote address carrying the most apt message for the pro audio industry. He said, "India possesses a very dynamic cultural landscape, and we witness that in terms of the tremendous amount of content that is generated in the country. PALM Expo represents that energy,

“PALM Expo stands out as a key industry event, attracting industry professionals who gather to witness the cutting-edge technologies that are shaping the present and future of audio.”

VIPIN PUNGALIA
DIRECTOR, PROFESSIONAL SEGMENT,
SENNHEISER ELECTRONICS INDIA PVT. LTD.

that growth, and the tremendous power of the India's pro audio industry. My keynote this year is that this country and all the players in the pro audio industry must seriously look at manufacturing. This is the beginning. The Indian market is so large and so demanding and so knowledgeable that I would say on a very serious keynote that investment into manufacturing is a must for pro audio," says Chopra. "And that is as far as the story of PALM goes and it will continue from strength to strength each year, we will have larger exhibits, we will have more participants with almost every product and technology in pro audio. I think the objective 21 years ago, which was born out of the earnest desire to have a dedicated pro audio platform in India by the professionals in the country by PALM Expo, has been delivered with dedication, perseverance, and single-mindedness of purpose. It has also encouraged the participation all these years to the exhibition. My keynote is for the industry, to get serious about product development, design, and manufacturing, that we should look into the coming years."

The proceedings at the three-day PALM Conference, provoked the industry experts to re-analyze the Indian pro-audio, sound, and lighting market. It reflected on the major shift required to establish the profound industry in India and lead the market globally. The major discussions covered key topics like *Artificial Intelligence and Machine Learning*, *Pushing Back Analogue Boundaries*, *Dynamics of FOH*, *Deploying Immersive Audio in Live Sound*, *A New Frontier In Recording - The Firdaus Studio By A.R. Rahman*, *Future of live sound In Big Ticket Events*, *Dolby Atmos experience*, and much more.

Unspooling Memories of Sounds & Music with Avinash Oak

The PALM AES Session on **Unspooling Memories of Sounds & Music with Avinash Oak** started with the discussion on exploring the world of sound recording with **Avinash Oak's** recently launched book, *'Unspooling Memories: The Sound and Music of My Life.'* Other panellists included **Vinayak B. Deo**, Director, AVB Consultants and **Anil Chopra**, Founding Director, PALM and AV-ICN Expo. Summarizing the content of the book, Anil Chopra, said, "Avinash Oak has unspooled the memories of the whole industry. The book is not at all about Avinash. He has narrated the whole history of the Indian Recording Industry by virtue of this book. For any

researcher who is trying to find about India's recording industry and the history of the entire era in sound recording, the book delivers an in-depth knowledge about everything." Adding to the talks, Vinayak B. Deo stated, "Avinash has gone where no other sound recording artist has gone before." The session discussed many topics like how Avinash Oak managed to maintain the precise pitch, Avinash's contemporary friends from FTI, is it possible to separate the tone of music and instruments, are we using excessive gadgets that may destroy the sweetness or correct feelings of the sound, and more.

Pushing Back the Analogue Boundaries

The session by **Gethin John**, Chief Engineer and **Donal Whelan**, MD and Mastering Engineer at **Hafod Mastering**, on 'Pushing Back the Analogue Boundaries' drove the audience towards enthralling discussions about analogue setups, what is mastering, how it helps music producers and engineers, difference between self-mastering and pro-mastering, importance of mastering room setup, upgrading the mains supply, upgrading the mains wiring, upgrading the mains earthing, installing a relay patch matrix, upgrading the audio wiring, unbalancing the mastering chain, new buffer amps in the mastering and monitoring chains, and more. Questions like "what is it that you are listening for as a mastering engineer to add the sparkle that makes it better," were also put up at the end of the conference session.

Artificial Intelligence and Machine Learning For Audio Engineers

Sreejesh Nair, Avid Dolby Certified Audio Application Specialist, took to the stage to discuss the fundamentals of AI and Machine learning. The session attracted a full house with Sreejesh Nair's thoughtful insights in Artificial Intelligence and Machine Learning. His experiences and expertise in audio drew the audience to the session in large numbers, eager to receive in-depth knowledge on audio analysis, equalization, mixing, speech-to-text conversion, intelligent spatial mixing, new speech synthesis, sentiment analysis, and more. The sessions also initiated the conversation with the young audio engineers seated in the audience discussing aspects like – should audio engineers focus on coding for creating audio, and more such queries.

A New Frontier in Recording - The Firdaus Studio by A.R. Rahman

Aditya Modi, Designer and Head, **Firdaus Studio by A.R. Rahman**, elaborated on why and how a large format studio is designed in the modern times through this session. He also emphasized on how the technology is future proof and makes the studio more decentralized, wherein there is a blurry line between various spaces, and each space can be utilized the way the client demands. The session shared insights on how Firdaus Studio located in Expo City Dubai is a home for the only all-female Firdaus Orchestra. The session ended with an interactive Q&A where the audience pitched some thought-provoking questions.

Panel Discussion on The Dynamics Of FOH

The FOH-focused session discussed critical factors to consider for optimum FOH



L to R: Vinayak B. Deo, Director, AVB Consultants, Anil Chopra, Founding Director, PALM Expo, Avinash Oak, Esteemed Sound Engineer at the PALM AES Session

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Donal Whelan, Mastering Engineer and Gethin John, Chief Engineer from Hafod Mastering at the session - Pushing Back The Analogue Boundaries

delivery. The moderator of the session **Jayakrishnan Nalinkumar**, Founder, **TAG Institute** began the session with the most intriguing questions informing the audience about the FOH mix positions, better stage, FOH communication, and more. The panellists for the session **Vijay Benegal**, Live Sound Engineer and Co-founder, **OdBle Consultants**, **Mujeeb Dadarkar**, Audio Consultant and Co-founder, **OdBle Consultants**, **Fali Damania**, Live sound Engineer & Market Development Manager at **Shure Incorporated**, **Dwayne Das**, Live Sound Engineer and Application Engineer, **Alphatec Audio Video Pvt Ltd**, and **James Baker**, FOH Engineer, FOH Technician and Senior International Sales Manager, **DiGiCo** added to the wonderful session with their technical expertise in FOH industry.

Insights into the World of a Lighting Designer for Careers into Light Design

Lloyd Albuquerque, Lighting Designer and Director, discussed what a lighting designer brings to the table. The session informed the audience about how people should see lighting in terms of symmetry, abstract, shades, colour, and hue. Facilitated by the **International Institute of Event Design**, the session educated lighting enthusiasts and professionals on the basics of lighting, law and physics of light, lighting plot, depth of lighting, texture, and more. It also emphasised on the sound, video, sets, and production part of an event as covered in the courses by IIED for light designing engineers. Lloyd Albuquerque believes in "getting the jargons out of the way in light design". He says, "Know the environment before you get there. If you don't know what you are dealing with, it won't work." For the aspiring lighting designers and even experienced professionals, the session worked upon the ideas of staging, props, budgets in light design, and how being pre-planned caters to a successful event. "Every lighting scene should be perfect and only young minds can change it because they have the ability to think out-of-the-box and create a better version of it. And if that happens in the next 5 or 10 years and the industry get a spurt of that, I think we have ignited something, and I have started something that I can be proud of," said Lloyd Albuquerque closing the session.

Deploying Immersive Audio in Live Sound

Rahul Samuel, Live Sound Engineer and Application Engineer for the Middle East and India, **L-Acoustics** drove the audience's interest towards the new buzzword – 'immersive audio' in live sound at the PALM Expo. The session began with the illustrations of how the stage concerts looked in the 1960s. Samuel diversified the topic with discussions on state-of-the-art stereo, consoles with 48 channels from the 1960s, amplifiers, loudspeakers that actually catered to more than 10,000 people, and high-class filters. Not only that, but he also brought light to the transformation in performance of audio with features like uniform coverage, mixing in stereo, masking and unmasking, identifying pathlength differences, impulse degradation, localisation, intelligibility, and distance. The interactive session explored essential aspects like design considerations for the room engine to improve live sound experiences. The session taught young engineers about the steps to improve immersive sound with processor, speaker, control through object-based mixing, and pre-production through controller software with virtual processor. The session concluded with the presentation of a definite example from the SoundVision software, L-ISA model, to import the speaker layout and a quick overview of what immersive audio can bring to your events. There was one question put up by one of the delegates – if you put a tracker on a guy and he is between the centre and the speaker in the left, are you going to have cone filtering between those two, to which Rahul Samuel answered, "Yes, when you put two loudspeakers, you will require cone-filtering, but when it comes to designing speaker systems, there are a certain set of rules to be followed." This and many other questions were answered by Samuel during the conference in-depth.

Panel Discussion on the future of Live Sound in Big Ticket Events

The panellists including **Dr. Rajesh Khade**, Sound Design and Optimization Engineer, **Manish Mavani**, Director, **Sound and Light Professionals (SNL Pro)**, **Warren Dsouza**, Founder & Managing Director, **Sound.com**, **George Georgallis**, Director Performance Audio, **HARMAN International**, and **Tony Sawyer**, Applications Manager at **Generation AV**, took to the stage to discuss the growth trajectory for the big stage and sound systems, the rental industry, and more. The session started with the moderator, Dr. Rajesh Khade's initiating the discussion about what constitutes big-ticket events, the right box-size for these events, the difference between the boxes and the reasoning for choice of big-size and small-size boxes and factors that rental owners should consider while choosing the box.

George Georgallis shared his opinions on what drives the international market, with respect to brands. He says, "I think for the most part, the Tier-I market is brand based and the companies are making large investments they usually want to go with, they have to build a reputation for being in the market for a long time. So, probably the Tier-I market tends to go with the bigger and more reputable brands."

Tony Sawyer shared, "I think what a rental company needs to look at is, if it's targeting that 5% or 2% market driven at the international market or the domestic rental market. Domestic rental market tends to be lenient towards the brands

(Continued on page 32)



Aditya Modi, Designer And Head Firdaus Studio By A.R. Rahman, elaborating on Studio Recording



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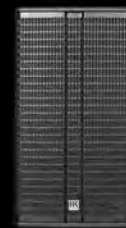


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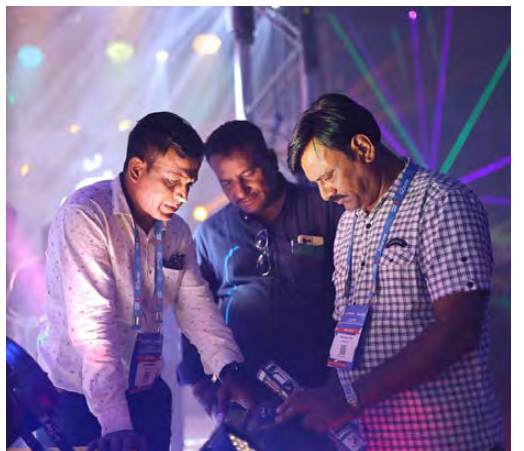
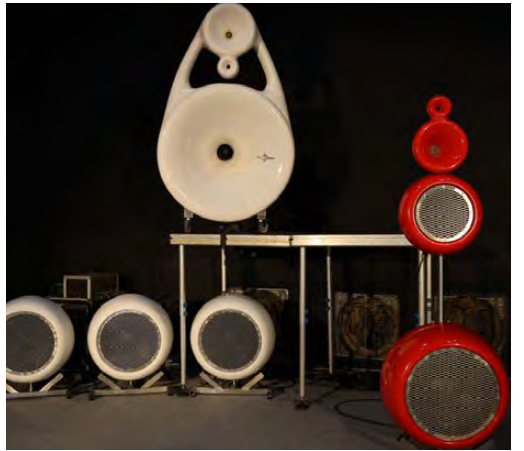


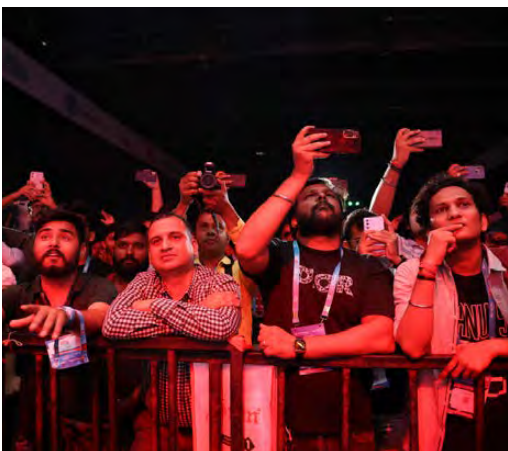
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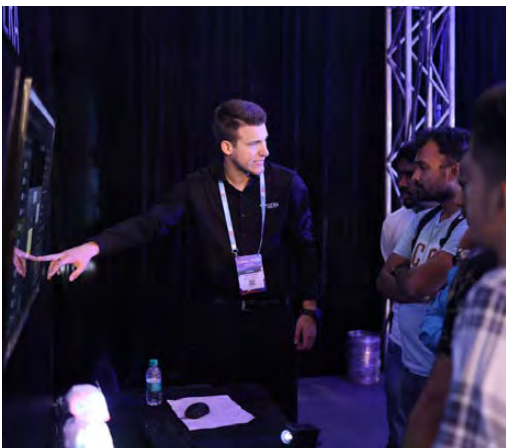
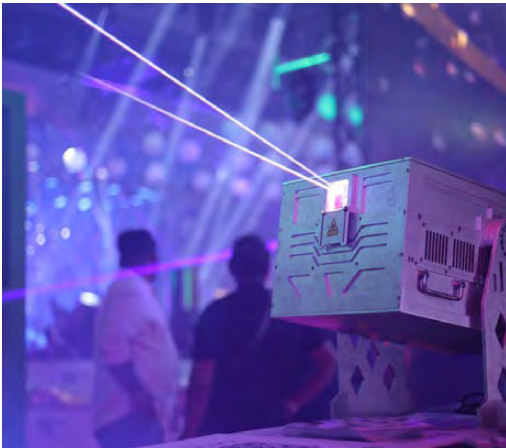
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L to R: Jayakrishnan Nalinkumar - Founder, TAG Institute; Vijay Benegal - Live Sound Engineer and Co-founder, Odble Consultants; Mujeeb Dadarkar - Audio Consultant and Co-founder, Odble Consultants; James Baker - FOH Engineer, FOH Technician and Senior International Sales Manager, DiGiCo; Dwayne Das - Live Sound Engineer and Application Engineer, Alphatec Audio Video Pvt Ltd; Fali Damania - Live sound Engineer & Market Development Manager at Shure at the PALM Conference

“PALM expo, has always excelled, be it the exhibit floor or the Conference! I’ve been attending the expo every year, mostly as an exhibitor, and just when I thought it couldn’t get any better, it always did. Keeping the community together & well informed and educating the next generation - are key success points of the PALM Conference that keeps motivating speakers like me to come back each year.”

ADITYA MODI
DESIGNER AND HEAD FIRDAUS STUDIO
BY A.R. RAHMAN

(Continued from page 26)

because it’s more feasible.”

“When you are calculating your ROI, just don’t look at the rental versus the system. You also have to look at adding into your PNL. There should be a pre-PNL and post-PNL for your project,” says Manish Mavani while commenting on the essential factors to consider for big-ticket events.

Sharing his experience and expertise, Warren Dsouza, stated, “The cost of time is very important and when you add all these factors up, you realise how small your margin ultimately becomes and all we are working for is the bottom-line.”

The session covered many more questions related to equipment, sourcing, and ROI from big-ticket events. Panellists shared inputs on how to push a new brand in the market, should you invest in powered or passive speakers, how long can you continue using an old equipment, and more.

Exploiting the Sound Engineering Talent of the Visually Impaired

The session, which included panellists **Jijesh**, Managing Director of **Mookambika Foundation for Adaptive Services**, **Ed Gray**, Director of Accessibility at **Avid**, **Byron Harden**, Founder, **I See Music (ISM)**, **Ibrahim Dammie Onafeko**, Multimedia Journalist, and **Sushma Gaikwad**, Co-Founder, **Ice Global**, discussed the experiences of the visually impaired who have heightened sense of sound enabling them to deliver optimally to studios and sound production. Sushma Gaikwad commended the PALM Conference platform for having put together this session. “Let’s begin to showcase the work and achievements of the sight impaired. It is time for us to present the sight impaired as the professional role models and to take leadership

roles in the industry. It’s definitely time to create accessibility to the entire talent that is available on this platform, and it’s time to create a network that bridges phenomenal talent and the industry that provides employment opportunity and work on prestigious projects. I am so happy that PALM Expo has taken on the entire aspect and the effort to create this hub for collaboration. So, kudos to the entire team at PALM Expo!” The session discussed ideas for starting a program in schools for the visually impaired students in India, as India currently doesn’t have a standardised education system for the visually impaired students.” The session ended with a very interesting video presented by Jijesh about a visually impaired musician who uses a software ‘**Logic Pro X**’ to express himself and ease his routine tasks like cooking, etc.

Immersing your Audience with the Dolby Atmos Experience

Bhaskar Pal, Content Lead, India, ME, and Africa at **Dolby India** added to the pool of wonderful sessions at the PALM Conference with informational insights on Dolby Atmos and immersive content creation. The session focused on the opportunities that exist with Dolby Atmos as a format for creating immersive content. Bhaskar Pal while discussing the advancement of Dolby Atmos talked about Dolby Atmos in cinemas, home entertainment, broadcast, gaming, music, podcasting, and Dolby Atmos live. “IPL broadcasts in Dolby Atmos since its inception. The whole idea is to bring the stadium experience to home,” stated Bhaskar Pal. “The reaction time improves significantly with Dolby Atmos. As creators, one can have more creative freedom and retain audience’s attention with lifelike features enhancing storytelling and engagement.” The session also discussed the solutions offered by Dolby Atmos like binaural audio, ecosystem momentum, and more through advanced Dolby Atmos tools.

Fireside Chat – 90 mins in and 90 mins out

Sachit Subramanian, Co-Founder and CEO at **Circle Pro Audio**, **Sancheth Suvarna**, Senior Engineer-NJSM, Touring Engineer, Co-Founder & Product Head at



L to R: Manish Mavani, Director - SNL Pro; Warren Dsouza - Founder & Managing Director, Sound.com; George Georgallis - Director Performance Audio HARMAN International, and Tony Sawyer, Applications Manager at Generation AV

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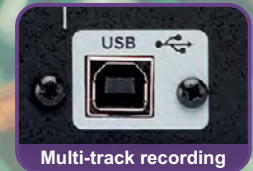
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PALM Sound & Light Awards felicitates BookMyShow Live for Outstanding Music Festival Event Promoter of the Year. Kunal Khambhati, Head - Live Events & IP, BookMyShow receives the trophy

Circle Pro Audio, **Vishrut V. Joshi**, Head Operations at **MEGA SOUND INDIA**, and **Luca Opizzi**, Technical Sales Executive at **Link Italy**, discussed how to achieve a tech setup within 90 mins and how it could be accomplished efficiently. "Once everything has reached the venue, rigging of speakers is the easiest part and can be achieved in less than 30 minutes," added Sachit Subramanian during the discussion on how to setup a good show in 90-min. The session discussed easy solutions for coiling cables, how to optimise all the processes from warehouse to the stage, etc. Furthermore, the session also discussed about how to divide the tasks amongst the crew members and what is the best way to wind up the optical cable and store it, and more.

PALM SOUND AND LIGHT AWARDS 2023

The **PALM Sound & Light Awards** recognizes and celebrates outstanding excellence in the fields of pro sound and lighting. The Awards are a nod to the superlative brilliance of the brands, companies, and professionals from the pro sound and light industries, be it trailblazing sound and light rental companies, groundbreaking brands, eminent live event organizers or ingenious professional and sound engineers all of whom have played a part in elevating the world of sound and light in India to a global level, setting the gold standard in sound, lighting, and AV innovation, distribution, and rental.

This year, in its 11th edition, PALM Sound and Light Awards recognized excellence and professionalism across a total of 20 categories including the coveted "AV Architect of the Year" which went to **Kelvin Ashby King**, Principal Consultant, **Clarity Consulting**.

The awards were presented at PALM Expo Exhibitor's Networking and Dinner, which took place at Bombay Exhibition Centre's Grande C banquet hall.

Full report on *pg. 54*.

INDIAN RECORDING ARTS ACADEMY (IRAA) AWARDS

The **IRAA** continually strives to bring into the limelight excellence in sound engi-



IRRA Awards felicitates sound engineers and music producers at the PALM Expo 2023

"It was so nice of PALM to get me involved in the expo as a conference panellist and as a member of the Jury for IRRA Awards. Though the job of assessing all those hundreds of soundtracks was very tiring and exhaustive, the final culmination in the awards function was worth every bit of it. The Awards function was massive and almost whole music and sound industry was present with all the enthusiasm."

AVINASH OAK
ESTEEMED SOUND ENGINEER

neering and music production in India that define independent and popular music culture. In its 16th edition, with more than 80 award categories across ten main segments, the IRRA Awards acknowledged and celebrated technical genius and mastery in the field of sound recording, mixing, mastering, music production and postproduction. Year after year, the awards elevate the benchmark for brilliance, redefining time and again, the parameters of excellence in sound engineering and sound design for independent and pop music, as well as for films and OTT, that span regions, cultures, and languages across the country.

PALM expo announced the IRRA 2022 Awards through a virtual awards ceremony in April this year (*readers can access the video on the PALM YouTube Channel*) and all the winners were felicitated at a physical event on the sideline of the PALM expo.

The IRRA (Indian Recording Arts Academy) Awards 2022 felicitation ceremony took place on 25th May at Supporting Partner **HARMAN's** Live Arena at the expo. From 6:00 PM onwards, winners and their families gathered in strength to receive their awards. Also present were esteemed members of the Jury, both past and current.

"It was so nice of PALM to get me involved in the expo as a conference panellist and as a member of the Jury for IRRA Awards. Though the job of assessing all those hundreds of soundtracks was very tiring and exhaustive, the culmination in the awards function was worth every bit of it. The Felicitation ceremony was massive and almost the whole music and sound industry was present with all the enthusiasm," remarked **Avinash Oak**, Esteemed Sound Engineer.

A BREATHTAKING WALK TOWARDS PALM LIGHTING DESIGN SHOWCASE

The 5th consecutive year of **PALM Lighting Design Showcase** at the PALM Expo 2023 in India, lured the visitors with the most intriguing lighting designs by **Ulhas Sahasrabudde** and his team at **SSL Media Technology & Solutions Pvt. Ltd.** once again. The unique designs by the creative and talented light designers reflected creative excellence for live events and entertainment industry. Moreover, the unique showcase captured audience's interests with an ever-evolving display of innovative visual imagery, creative stage lighting design, and reflections of the lighting console technology that is breaking new grounds in the events industry. This year at the PALM Lighting design showcase, **SSL Media** created a Pixel - Wheel of Fortune, which was controlled through a **Madrix** software and could be triggered by a lighting console. In addition to this the showcase had moving heads, moving washes & pixel dots.

ENTERING PALM DEMO QUBE: DEMONSTRATING STAGE AND SOUND SOLUTIONS

The **PALM Demo Qube**, a square, sound-proofed space for high-decibel sound reinforcement systems is intended for demonstrating innovative stage and sound solutions. The Qube enables visitors to find cutting-edge sound systems from around the globe and attracts major sound systems rental companies to source their next big investment in new technology.

Mumbai based distribution company **Alphatec Audio**, which distributes some of the world's best audio and video equipment across India, availed of the Demo

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CODA Audio and Pequod, demo a range of products at the Demo Qube

Qube facility, to introduce an exciting range of high-decibel sound reinforcement systems from **CODA Audio** and **Pequod**, attracting many visitors to the Qube.

Italian brand Pequod Acoustics which makes high quality audio equipment for professional users and audiophiles, has a range of speakers to meet any need, worldwide distribution, and many custom installations in nightclubs, discos, and other venues all over the world. At the Demo Qube, Alphatec Audio Video showcased the following products from Pequod:

Polyphemus 14.1 - Very High Performance Three-Way Horn-Loaded System: Polyphemus is a high performance, passive full-horn, three-way system. Polyphemus is designed to seamlessly integrate the dedicated transducers with composite horns for elevated sensitivity, dynamics, definition and durability. By providing wide angle coverage of a highly controlled sound field, it has the ability to reach sound levels at the limits of human tolerance with no perceptible distortion.

Ovoid 5.1 - 18" Subwoofers: The Ovoid 5.1 sub is a long excursion bass reflex subwoofer in ovoid axisymmetric closed structure, characterized by extreme sensitivity, dynamics, and emission power, made with an incredibly rigid and light structure in durable composite materials. The subwoofer uses a single hi-quality transducer of 18" (460mm). The structure is rigid and very light (considering the overall weight and the dB/Kg ratio).

Kona Supra: Composed of two main parts, starting with the Ovoid 5.1 long excursion 18" bass reflex subwoofer, and adding a new headboard made from a high speed and high sensibility 12" Cone Woofer connected to two compression drivers, one dedicated to the medium range frequency that gives definition and truthfulness to vocals, and the other covering the high range frequency with extremely clear and defined sound. The shape, with the emission centers close to each other and designed like a passive crossover, makes the sound front compact and extremely focused, with a realistic tridimensional reconstruction of the sound.

Germany-based CODA Audio, a leading designer and manufacturer of high quality pro-audio loudspeaker systems, announced its entry into the Indian market at the PALM Expo 2023. To further strengthen its business and enhance product awareness in India, the brand signed a strategic distribution partnership agreement with Alphatec.

CODA Audio has a unique patented driver technology designs which provide outstanding dynamic results as well as improved precision and reliability over



Visitors experience live demonstrations of advanced sound and lighting systems at the PALM Expo



SSL Media and Technology Solutions facilitate the most intriguing lighting designs at PALM Lighting Design Showcase

conventional components. It offers a wide product range of high quality solutions to satisfy the most discerning and complex professional sound reinforcement applications, ranging from portable to installation to touring.

Alphatec showcased 12 units x **ViRAY** and 4 units x **SCV-F subwoofer** from CODA Audio. ViRAY has a unique 8" coaxial mid/high planar wave driver and dual 8" neodymium ultra low distortion cone drivers. The SCV-F is a sensor controlled subwoofer incorporating an 18" woofer in a compact, vented enclosure. The complete system was powered by **LINUS T-RACK** which has 3x **LINUS14 amplifier** in a 10U heavy-duty rack.

GATEWAY TO IMMERSION WITH 3D IMMERSIVE PROJECTION MAPPING

Designed and delivered by **MSSPL** in collaboration with **Christie**, with content by **Pixadoo Visuals** and Experience Engineer **Vijay Sabhlok**, the **3D Immersive Projection Mapping** feature at the PALM Expo 2023 was a head-turner. The 3D Immersive Projection Mapping set itself apart from traditional video mapping by making use of all surface types in 360° with immersive sound and 360° projection to transport viewers through an enthralling experience.

With the help of immersive technology, MSSPL and Pixadoo Visuals offered attendees a special experience that gives the impression that the real world and virtual reality are coexisting. This was achieved using sound and video technologies, and in this case, projection mapping. Immersive projection is becoming more and more awe inspiring, and it's easy to see why. "It has the unmatched capacity to transform any area by immersing the audience in amazingly realistic sound and vision while also transferring them to a whole different environment and location."

LIVE ARENA, LIVE DEMONSTRATIONS OF SOUND AND LIGHTING DESIGNS

HARMAN PALM Live Arena, in its 12th consecutive year, once again facilitated live demonstrations of advanced sound and lighting systems through musical performances by popular and budding artistes and bands across the three-days PALM Expo.

At the **HARMAN Live Arena**, **HARMAN Professional Solutions** launched the **A6**, a subcompact dual 6.5-inch passive line array element, in India. The A6 is designed to be used as a standalone system or as an addition to larger VTX systems. The product has a low-frequency extension down to 67 Hz and a maximum SPL of 134 dB and features two custom 6.5-inch woofers along with a 3-inch annular-diaphragm compression driver, which enables it to incorporate the latest acoustic innovations from JBL's VTX line, including the patented Radiation Boundary Integrator (RBI) and Differential Drive dual-voice coil, dual-magnet woofer.

WHAT'S NEXT!

The PALM Expo successfully accomplished its vision and mission this year, which was 'Delivering Business', enabling exhibitors and attendees to connect in a hassle-free environment, and ushering business growth for a multitude of product categories. With innovation at the centre of the pro audio and lighting nexus in India, PALM Expo shone the light on brands, both local and international, that are bringing a mix of reliable technology and experiential innovation to the table.

PALM Expo is set to return from **30th May, 2024 – 1st June, 2024** at the BEC, Mumbai, India.



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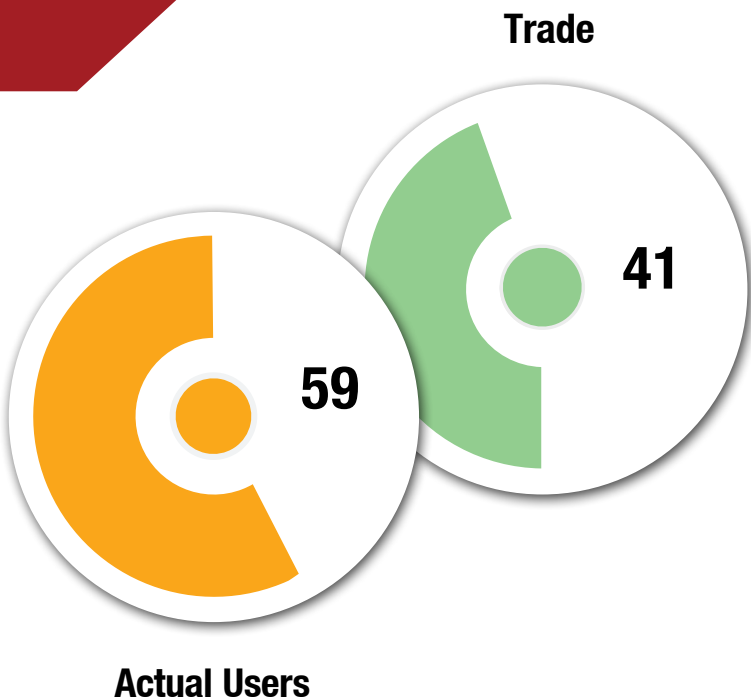
PALM 2023 STATISTICS AND ATTENDEE PROFILE

The strong surge of visitors at the Pro Audio Hall 1 and Hall 3 Lighting Hall, crossing 27000+ footfalls was a fascinating display of professional buyers inundating the aisles creating an undeniable vindication of the Indian market. The breakdown below of the attendee demographics and professional interests provides an understanding of the dynamics of the expo and industry inclinations.

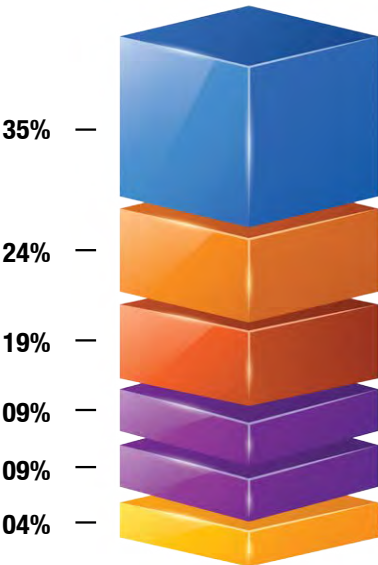
PALM 2023 BUYERS & SELLERS WHO ATTENDED

Actual Users comprised professionals from Government Organisations; House of Worship; Clubs / Pubs / Discos / Lounge Bars / Restaurants; Rental Companies; Studios (Recording / Postproduction), Media & Advertising, Corporates, Event Management, etc. as well as Systems Integrators and AV Consultants.

Trade comprised of Manufacturers; Distributors & Dealers; Importers; Agents; Subsidiaries etc.



PROFESSIONAL INTEREST – AUDIO



Sound (35%) – Sound equipment for Rental market - from Big Stage to DJ rental

Pro Audio (24%) – Sound Reinforcement, Audio Mastering, Mixing, Audio Sampling, PA Stage

Install Sound (19%) – Pubs, Bars, Lounges, Lobbies, Restaurants

Studio Sound (9%) – Recording Studio, Broadcast Studio, Television Studio

Postproduction (9%) – Soundtrack, Music track, Editing and Effects

Cinema Sound (4%) – Theatres & Multiplexes

PROFESSIONAL INTEREST – LIGHTING



Entertainment Lighting (35%) – Pubs, Clubs, Lounges, hospitality

Stage Lighting (30%) – Lighting for stages – concerts, auditoriums, weddings

Laser Effects & Lighting (22%) - Universal Application

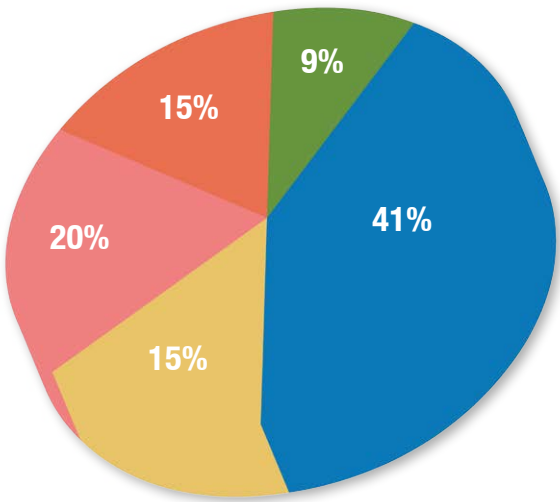
Lighting Special Effects (10%) - Universal Application

3D Lighting & Hologram Lighting (3%) - Universal Application

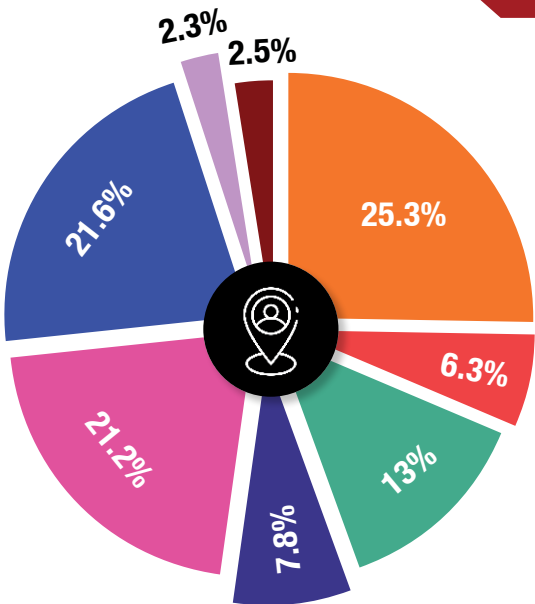
PALM AV-ICN EXHIBITORS PRODUCT PROFILE

Number of exhibitors for each segment across all halls

Stage Sound	41%
AV	15%
Lighting	20%
Install Sound	15%
Studio & Audio Production	09%



PURPOSE OF VISIT - PALM



CONNECT WITH THE TRADE - 25.3%

EVALUATE SHOW FOR FUTURE PARTICIPATION - 6.3%

LOOKING FOR BUSINESS EXPANSION - 13.0%

NETWORKING / MARKET RESEARCH - 7.8%

NEW PRODUCT & TECHNOLOGY - 21.2%

PURCHASE & ORDER - 21.6%

SEEKING REPRESENTATION TIE-UP - 2.3%

OTHERS - 2.5%

GENELEC PARTNERS WITH INDIAN RECORDING ARTS ACADEMY AWARDS (IRAA) 2023

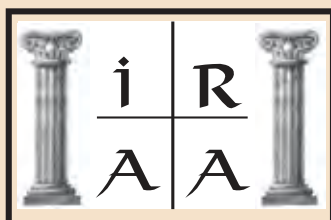
The Indian Recording Arts Academy Awards (IRAA) is happy to announce Genelec as the official Platinum Partner for the 2023 IRAA awards, which is now in its 17th consecutive year.

Based in Iisalmi, Finland, and celebrating its 45th anniversary this year, Genelec's active studio monitoring solutions deliver truthful, neutral sound reproduction – enabling audio professionals to produce accurate, reliable mixes that translate consistently.

"It is a matter of great pride for IRAA to enter into a Platinum Partnership with Genelec, and I am grateful to this iconic studio brand - which I have admired immensely since 1986 as the defacto standard in studio monitoring. This partnership will see serious effort on the part of IRAA to grow nominations across categories. Genelec's support for IRAA is a true recognition of the sound engineering fraternity of India who have contributed to establish a creditable award platform now reputed worldwide," said **Anil Chopra**, Founder and Chairman of the IRAA awards.

"The IRAA continually strives to bring into the limelight excellence in sound engineering and music production in India that define independent and popular music culture," said **Smita Rai**, IRAA

17th edition



indian
RECORDING
ARTS ACADEMY
AWARDS

Supported by

GENELEC®

Director. "We are fortunate to have Platinum Partners – Genelec to share our passion, vision and mission. The IRAA is India's highest honor for studio sound engineering, so it's only fitting that we have one of the world's top studio brands partner with us for this year's awards."

"Genelec has had a long and happy relationship with the music, broadcast and post-production community in India, so partnering with the IRAA is a natural step forward in increasing our support for this important international market," added Genelec Managing Director **Siamäk Naghian**. "As a company, we have really admired India's rich cultural heritage and talent for content creation, and we are very excited about the creative potential that this region offers. So, we are delighted to support the IRAA and wish them every success

with the upcoming awards event."

The 17th Indian Recording Arts Academy awards is planned as an Independent, standalone, red-carpet, black-tie event. Date and Venue will be announced in due course.

The nominations for IRAA will be live soon on the official website and complete details regarding the event will follow soon after.

Once again, a 12-member jury consisting of top audio engineers, music producers and arrangers from across the country supports the IRAA committee's efforts and vision. Besides IRAA Honorary Chairman – **KJ Singh**, the jury comprises of **Anindo Bose, Avinash Oak, Daman Sood, DJ Phukan, Goutam Basu, Nikkhil Beri, P.A. Deepak, S. Sivakumar, Sai Shravanam, Sita Raina, Vijay Rathinam, and Vijay Thomas Kurien**.

ABOUT IRAA

With more than 80 award categories across ten main segments, the IRAA Awards acknowledges and celebrates technical genius and mastery in the field of sound recording, mixing, mastering, music production and postproduction since its inception in 2006. Year after year, the awards elevate the benchmark for brilliance, redefining time and again, the parameters of excellence in sound engineering and sound design for independent and pop music, as well as for films and OTT, that span regions, cultures, and languages across the country.

The awards are organized by Hyve India, a leading organizer of trade exhibitions, conferences, and business events in India.

For more information about IRAA, please visit www.iraa.in. You can join IRAA's social media communities on Instagram, Facebook, YouTube, and LinkedIn.

ABOUT GENELEC

Since the founding of Genelec in 1978, professional audio monitoring has been at the core of the business. An unrivalled commitment to research and development has resulted in a number of industry firsts and established Genelec as the industry leader in active monitors. 45 years later Genelec monitoring products remain true to the original philosophy, offering reliability, neutral sound reproduction regardless of size, as well as the ability to adapt to the acoustic conditions of the listening environment. Genelec customers receive paramount support in the field, from acoustical advice and calibration services to technical service and long product life span. Buying a Genelec product is a secure long-term investment in outstanding and reliable audio monitoring.

www.genelec.com

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FOR MORE INFORMATION,
CONTACT: **Smita Rai**
Smita.raihyve.group



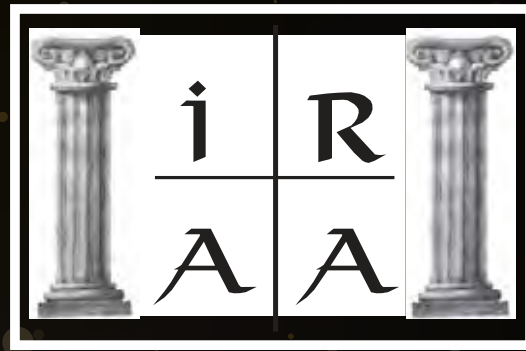
Anil Chopra, Founder and Chairman of the IRAA awards



Siamäk Naghian, Genelec Managing Director

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INDIAN RECORDING ARTS ACADEMY AWARDS

MAIN AWARD CATEGORIES

Feature Films | Documentary | Short Films | Advertisements | OTT
Independent Music | Instrumental Music (Non-Classical)
Indian Classical Music | Devotional / Spiritual Music
Traditional / Folk / Dance Music | Podcast (Audio)

NOMINATIONS OPEN NOW

VISIT **www.iraain** TO SUBMIT YOUR BEST WORK
RELEASED BETWEEN

1ST JANUARY 2022 - 31ST DECEMBER 2022

To win the coveted trophy nominate now!

Nomination Fees Rs 500 (including GST)

IRAA 2023 Awards Ceremony will be Standalone red-carpet
event with Cocktail & Dinner!

For enquiries contact: **Smita Rai** | **smita.raihyvegroup**

Pro AV Mass Market Momentum Emphasizes AV-ICN Expo Success

AV-ICN Expo 2023 took place across three days, from 25th May to 27th May, 2023 at the BEC, Mumbai. With 44 pro AV global exhibitors occupying Hall 2, displaying a gamut of groundbreaking technologies along with innovative products, and with a unique visitor count of 21,659 over the three days, the AV-ICN Expo has once again marked its presence as the torchbearer for the AV industry in India, proving once again, that international brands can no longer ignore the impact AV-ICN Expo has created in the world of audiovisual.

AV-ICN Expo won the support of the AV industry which was equally determined in creating an alternate AV expo platform that could be trusted to be neutral and independent. The Indian AV industry by virtue of strong IT legacy and very high level of knowledge in integration, communication, and networking boasts of a developed AV ecosystem. The AV professionals thus recognized the need for AV-ICN Expo as providing a just platform to showcase their latest product technology, innovation and frontier-edge engineering in providing solutions for 4G/5G interface and delivery in audio video - AV over IP. "Creating the future was the mantra for AV-ICN, and now after witnessing the opposing wind to somehow forestall AV-ICN, the mantra now is determining the future", declared AV-ICN Expo's Founding Director, **Anil Chopra**. He adds, "The explosion of very high-end AV projects in India in sports, hospitality, education, corporate, devotional and consequently explosion of large system integrators augurs success of AV-ICN."

Attendees Galore At The AV-ICN Expo:

PALM + AV-ICN Expo witnessed a total footfall of **27,786** and a unique visitor count of **21,659** across Halls 1,2, and 3 over the course of three days, with the visitors exploring and interacting with state-of-the-art product technology, innovation, and display, while acquiring



INDIA'S GREATEST SHOW ON PRO AUDIO, PRO AV & LIGHTING SOLUTIONS



trade knowledge, insight, and wisdom from reputed industry experts at the **AV-ICN Conference**. The rough estimate for visitor analysis at the AV-ICN Expo 2023 reflects that the show floor was populated with approximately **43% Actual Users** and **57% Trade Visitors**.

With these visitors engaging the exhibitors for business and identifying products for their needs, the show delivered quantum business to fulfil the demand in the pro AV industry which is exploding – whether it is display, digital signage, or OOH LEDs. The exponential growth in AV conferencing in India with the entire marketplace supported by affordable broadband and the rapid explosion of corporate conferencing has resulted in a massive demand for microphones, displays, and speakers – fulfilled by a massive number of integrators.

A total of 44 marquee exhibitors displayed the latest AV products and solutions at the AV-ICN Expo in Hall 2, while a substantial number of exhibitors covering AV segments such as, but not limited to, install sound, amplifiers, and more, were at the top of their game in Hall 1. The AV-ICN Expo 2023 saw crème de la crème exhibitors, influential, decisive, key players from the AV market, exhibiting avant-garde products from the game-changing brands, from **Epson, Christie,**

Aero, BenQ, Optoma, Maxhub, Absen, NVVincy, NewTech Video Systems, Lotus Cine Group, and NTeck Systems.

Narendra Naidu, Chairman & MD, Rhino Engineers Pvt. Ltd., was all praise for the show, "AV-ICN Expo 2023 was great - I really enjoyed it! It was great to meet OEMs and Systems Integrators from the AV Industry face-to-face and understand their experiences about the growth of AV products after the pandemic.

He further added, "Coming to CAVS 2023, it was always a unique experience for me to attend such kind of event which leads me to explore new ways of designing technologies in smarter ways while educating the young generation about the professional audio, video, and various types of equipment used in AV Industry Application. Last but not the least, congratulations to the team of PALM and CAVS for managing the entire event on such a humongous scale. Thank you, Anil Chopra, for giving a chance to share my experience knowledge on the subject of professional audio system to the dynamic younger generation."

Global Exhibitors Assemble For The Biggest Indian AV Event For The Year

The AV-ICN Expo 2023 witnessed crème de la crème exhibitors, influential, decisive, key players from the AV market, exhibiting avant-garde products from the game-changing brands. Companies, both local and international marked their presence at the Expo with direct participation, propelling, addressing, and catering to the popularity and demand for more innovation, more cutting-edge, and more seamless pro AV solutions. The trade floor was permeated with a display of state-of-the-art AV products and technologies, drawing a massive number of AV-aware visitors to the show, inquisitive and interested in the emergence of pro AV as a pioneering field in the country, and delivering a clear message – from this moment onwards, the AV-ICN Expo cannot be ignored.

At the AV-ICN Expo, **Aputure** exhibited the **INFINIBAR**, the brand's first RGBWW full-colour LED pixel bars. Offered in 1-foot, 2-foot, and 4-foot lengths (the PB3, the



Aputure's booth at the AV-ICN Expo captivates the visitors with its first RGBWW full colour LED pixel bars called INFINIBAR

PB6, and the PB12, respectively), each INFINIBAR Pixel Bar features a pixel density of 24 pixels per foot.

Astera LED displayed the **Astera HydraPanel**, a beam shaped panel with six light modifiers and a large range of mounting options, which makes the product more flexible than any other product in its class.

BenQ showcased the **RM03A Interactive Display Panel**, the industry-first octa-core processor- equipped interactive display series, the **LK935 – 5500**

ANSI lumens high brightness 4K laser projector, the **LH730** – world's first high brightness 4LED projector, the **EH620** – world's first windows-based smart projector, and the **VS20**, a wireless presentation device.

The EH620 is an all-in-one full HD smart projector, with a built-in windows 11 operating system and Intel processor, enabling wireless and PC-less meeting rooms. The LH730 is the world's first high-brightness 4LED projector, featuring a 4LED light source (an additional green LED diode), which increases the perceived brightness of the projected image by a factor of 1.5x~2.4x. BenQ's LK935 is a 5500 ANSI lumens high brightness 4K UHD laser projector with 92% Rec. 709 colour coverage, enabling users to create large displays in conference rooms, auditoriums, and theatres. The RM03A Interactive Display Panel is industry's first octa-core processor-equipped interactive display series for the performance-oriented education and corporate sector.

BenQ's driver-free wireless presentation and collaboration device, InstaShow VS20, comes with a native 4K image quality transmission and an intuitive microphone with echo cancellation that provides users with an easy, secure, and efficient way of wireless presentation and video conferencing experience during hybrid meetings.

Canara Lighting displayed the **LED Space Light**, the **LED LINEAR WASH**, the **JEET light**, the **LED Jagle Panel**, and the Canaflo lights at the AV-ICN Expo.

The LED Space Light is an excellent quality Canara LED Bi Color space light with dimming option for creating many effects for multiple applications. The LED LINEAR WASH is a high-quality LED Wash Light consisting of 18pcs LEDs, having various beam angles to support a variety of light distribution for different applications, including floodlighting, wall grazing and asymmetric wall washing. The JEET Light is perfect for indoor and outdoor use, with a protection rating of IP 20 and IP 66. The light is flexible to handle with a lifetime of more than 50,000 hours, CE and RoHS compliant, 5 times brighter than HMI. The LED Jagle Panel is true to its name,



At the AV-ICN Expo, Maxhub's booth delivers spectacular visual display with the V6 Classic Series' 75" Interactive Flat Panel For Display among a spectrum of other corporate AV solutions

"FROM INDIA WITH PRIDE"

NATIONAL GEOGRAPHIC LISTS RED FORT JAI HIND SHOW AMONG
WORLD'S TOP 5 SOUND & LIGHT SHOW



The show, "Jai Hind" depicts the early history of the Red Fort on Naubat Khana facade. The show includes a delightful musical light and dance performance in the Diwan-e-aam, as well as various art forms, cultural elements, and India's freedom struggle portrayed in the other facades.

The show combines projection, life-size puppets, and live performers to create an immersive and unforgettable experience for the audience. The viewers were captivated and left with a greater appreciation for the cultural heritage of the Red Fort. The use of projection mapping allowed for storytelling on various mediums, but the collaboration with live actors on stage during Jai Hind presented a unique and memorable challenge that resulted in a truly one-of-a-kind experience for all.

Mr. Pratik Wadhwa, CEO of Modern Stage Services Pvt. Ltd., expressed immense pride in his company's recent accomplishment. He attributed this incredible milestone to his team's unwavering dedication and passion for delivering exceptional experiences to their clients and audiences. He extended his heartfelt gratitude to the Ministry of Culture and the Dalmia Bharat Group, specifically thanking Shri Puneet Dalmia Ji, the MD of the Dalmia Bharat Group, for providing this incredible opportunity. The project involved a stellar collaboration, including a script by Prof. Kapil Kumar, narration by Amitabh Bachchan (in Hindi) and Kabir Bedi (in English), direction and choreography by Maitreyee Pahari, music by Sharat Chandra Srivastava, projection content by Knownsense Studio, lighting design by Beckett Tundatil, audio support by Harman International, projectors by Christie India, lights by PR Lighting and special thanks to Artkonnnect for production support.

Modern Stage Services Pvt. Ltd is a highly regarded organization that produces large-scale light and sound shows. The company prides itself on having a team of exceptionally talented professionals who consistently deliver innovative and visually stunning experiences, pushing the boundaries of what can be achieved in the industry. Their unwavering dedication to excellence and the constant pursuit of new ideas and approaches has earned them a well-deserved reputation as industry leaders.

Blend Of Storytelling with Projection, Actors & Puppets



which is a derivative of Jaguar (which denotes high speed) and Eagle (which denotes sharp), the LED Jagle Panel imbibes the spirit of light in form and function; and is dubbed as a “dream for all lighting designers.” The Canaflo Lights are high-quality LED soft light with high CRI for different applications, including flood lighting, photography, and video applications.

Gigatronics exhibited the **Audio Cable 1813A**, the **Audio Snake Cable 1512C**, **High-Speed HDMI Active Optical Cable with Detachable Connector**, and the **USB 3.0 Type-A to Type-C Active Device Repeater Cable**. The **Belden Audio Cable 1813A** is a professional-grade two-conductor audio cable designed to deliver superior audio quality with minimal interference and noise. The Belden Audio Snake Cable 1512C is a high-performance audio cable designed to deliver exceptional audio quality for professional audio applications. The High-Speed HDMI Active Optical Cable with Detachable Connector is a 20 m (65 ft.), 4K@60Hz UHD, HDMI Male to Micro HDMI Male (Type D) and Detachable HDMI Male (Type A), featuring HEC, ARC, Gold-plated Contacts. The USB 3.0 Type-A to Type-C Active Device Repeater Cable is a USB-A Male to USB-C Male Cable, which is 10 m (33 ft.), SuperSpeed USB (USB 3.2 Gen 1), featuring 5 Gbps, built-in signal booster.

Lead Vision Electronics displayed the **Lead Vision P4.8 outdoor rental screen Full Color LED Screen**, the **Lead Vision P3 indoor rental screen Full Color LED Screen**, the **Lead Vision P6 outdoor rental screen Full Color LED Screen**, and the **Lead Vision Indoor Poster Cabinet**. The Lead Vision P4.8 outdoor rental screen Full Color LED Screen comes in the size of 576×576mm×65mm with 4 modules. Each module offers a pixel size of SMD 1921 and density of 43264 dots/m². The P4.8 cabinet comes with Nova receiving card and life span of 100,000 hours with a refresh rate > 3840 HZ. The P3 Indoor Rental Screen Full Color LED Screen features a size of 576×576mm×65mm with 9 modules. Each module offers a pixel size of SMD2020 and density of 111111 dots/m². The P6 Outdoor Rental Screen Full Color LED Screen comes in the size of 576×576mm×65mm with 9 modules. Each module offers a pixel size of SMD2525 and density of 27777 dots/m². The Poster Cabinet is available in the size of Height 192 cm X Width 64 cm X Depth of 4.8 cm.



The BenQ booth at the Expo, with the LK935 4K projector on display

This cabinet has 24 modules with bracket or base installation options.

Nteck Systems exhibited the **WiFi - DIN-Rail 8-Channel Digital Input Output Module**, the **IPEVO-V4K Ultra High Definition USB Document Camera-Flyer**, the **EMCEE200**, and the **TOTEM**. The WI-IO-8 is a Din rail Digital Input & Output 8-Channel module that provides eight digital input dry contact and eight dry contact closure outputs at 12 Volt. The IPEVO V4K is IPEVO's lightweight, foldable and affordable USB document camera for those who like their doc camera as portable as their laptop. It is plug-and-play and easy to use. The EMCEE200 is a seamless multiview presentation switcher and scaler with Picture-in-Picture (PIP) and Picture-Over-Picture (POP) capabilities.

Optoma India showcased the **ZU2200T**, an ultra-bright professional WUXGA laser projector, the **ZU920TST**, an ultra-bright professional laser projector, the **ZU500UST**, a high-brightness WUXGA ultra short throw laser projector, and the **ZH406ST**, a compact high-brightness short throw laser projector.

The high brightness ZU2200 professional laser projector fills the need for high-end installations, including the entertainment, exhibition, and digital signage markets. Part of Optoma's Ultra Bright Series, this projector offers incredibly high brightness of 22,000 lumens as well as extreme flexibility with eight interchangeable lenses to meet the needs of even the most complex installations.

At 9,800 lumens with 4K and HDR compatibility, the ZU920TST features a dust-resistant IP5X certified optical engine for 24/7 operation capabilities, offering true maintenance-free projection for up to 30,000 hours of powerful performance in Eco mode. Other features include a motorized zoom and focus, full motorized lens shift and built-in dual 10W speakers. High brightness, color precision and quiet operation, along with a short throw lens make this projector the ideal solution for a variety of end-user scenarios and professional environments, such as short throw digital signage, edge-blending and projection mapping, simulation, and immersive installations. The added control flexibility of HDBaseT and LAN make this projector an affordable install and forget solution.

The ZU500USTe is powered by long-lasting, low maintenance DuraCore laser light source. The lamp-less and filter-free design vastly reduces running costs for a lower total cost of ownership. Weighing only 12.5lbs, this projector can be mounted just inches away from a wall or surface and can project an image size of over 100 inches. Supporting 24/7 operation and versatile orientation, the ZU500USTe is



Optoma's ultra-bright laser projectors at work, delivering exceptional visual projection for a variety of applications

a flexible, powerful and bright ultra short throw projector that makes for a superb signage solution where space or accessibility can be limited, such as shop windows or retail displays.

The ZH406STx is a compact short throw Full HD 1080p DuraCore laser projector. Designed for virtually maintenance-free, continuous operation it can be installed in almost any orientation. Feature packed, this compact laser projector has built-in speakers, is 4K and HDR compatible, and is low maintenance with extremely long-life laser technology. For ultimate control, the projector comes with RJ45 connection allowing you to monitor and control your network in multiple rooms. Perfect for business, education and museums where a clear, bright image is required.

RZone Visual Studio exhibited the **MI BAR Light** and the **PSU 4X-100-V2**. The MI BAR Light is a dynamic and versatile multi-use LED light bar that can be used in wedding events, lounges and bars, social gatherings, clubs, resorts, banquets, and outdoor building lighting. The PSU 4X-100-V2 is widely used in stage lighting, bar atmosphere, advertising display, planetarium and science museum effect embellishment.

VCore showcased the **Private Design Cabinet**, which has connectivity with full power box and hub connection, which is available in several different pixels such as P3, P3.79, P3.84, and P4.8.

But it wasn't just the trade floor that was populated with top brands and innovative products. The exhibitors and visitors at the AV-ICN Expo 2023 were served with a treasure house of knowledge and wisdom at the AV-ICN Conference.

AV-ICN Conference 2023: A Symposium of Intelligentsia

A total of five key AV-centric conferences, divided over a span of three days, focused on the latest trends, practices, and innovations in the world of Pro AV. The biggest names from the AV industry marked their presence at the Conference to address the audience on what, how, and why the field of AV is undergoing a massive transformation.

Prashant Govindan, Director – India, **Generation AV (India) Pvt. Ltd.**, **Adrian Ickeringill**, Director of Sales, **Sonance**, and

Rachel Jacob, Architect, **Munro Acoustics** engaged the audience in a session titled, **'Sound In Visual Design – Integrating Invisible Sound Into Aesthetic Spaces'**, elaborating more about how sound designers and visual designers at constantly working in tandem yet stay conflicted when it comes to integrating 'invisible' sound into visual design. The core of the session revolved around how form and function are brought together by creating a fine balance between aural and visual components in design.

The session was brought to life with a thoughtful question put forward by Prashant Govindan, "Is form more important than function or function is more important than form?" While Rachel Jacob and Adrian Ickeringill shared their opinions, the session took a new turn on more relevant discussions like how the panellists have been able to address all the concerns of the customers that arrive with technology and manufacturing, their experiences on how they incorporated sound technology into a completely wrapped wooden décor, and more. The ses-



Narendra Naidu, Chairman and Managing Director, **Rhino Engineers Pvt Ltd** the technical know-how of a large-scale venue's AV installation with the audience at the AV-ICN Conference

sion successfully ended with some well-thought conversations and precise information on sound technology and an interactive Q&A with the audience where more questions from the young minds opened the floor up to more enlightening conversations.

Sharing his thoughts on the AV-ICN Conference, Prashant Govindan commented, "The PALM AV-ICN Conference is a powerful platform for bringing together professionals and technology enthusiasts. Being part of PALM AV-ICN Expo, the premier event for professional sound, light, and systems integration in India, it lends itself to being an informative and authoritative platform for exchange of ideas, knowledge, and a vibrant forum for networking. I have been fortunate to be associated with the PALM Conference for the last several years and I have seen both the content and the level of participation grow leaps and bounds, both in the quality of speakers and the level of audience participation. With the PALM AV-ICN Conference team bringing more interesting and relevant topics to the forum each year, we can only see more interest and participation in the years to come. I wish the team all the best and my continued support and participation."



Prashant Govindan, **Adrian Ickeringill**, and **Rachel Jacob** take the stage to discuss the role of 'invisible' sound into the aesthetics of a space - and how both form and function can work in tandem to create the desired effect

Three major sessions informed the attendees on what trend, technology, and technique is dominating the world of AV. The first session titled, **'Large Scale AV Integration of Visitor Attraction Venues'** by **Narendra Naidu**, Chairman & Managing Director, **Rhino Engineers Pvt. Ltd.**, took the audience behind the scenes of the mega visitor attraction AV projects in India. Naidu started the session by sharing that every big AV project begins with a big thought. He shared, "Allocate some time to think big. When you have allocation of time to think big, you have to 'buddy up'. 'Buddy up' means, have a team, have colleagues, have people to interact with on how to derive the best technologies, the best ideas, for the best projects. Ground yourself in reality."

Naidu also talked about Rhino Engineers' AV project at Gabbar Hill in Gujarat, stating that this project is, in his own words, "India's Largest 3D Projection Mapping on Natural Surface." He added, "The site was 265 m. wide and 68 m. tall. We encountered rocky mountain surface in a very rough terrain. The project cost was

West India, **Optoma**, and **Rohit AK**, Head of Corporate Business, **Maxhub**, deliver an overview of the emerging trends from the display industry and the momentum it has created with regards to the demand for various AV applications that facilitate innovation in display technology.

The session started with the moderator, Anil Chopra, posing an important question: What segment takes over the biggest chunk of the LED display market? To which, Aman Singh's response was that, "Advertising could be a major segment for larger LEDs. However, the consumer segment for LED display takes up a smaller chunk, only around 25-30%. The largest segment for LED display is actually corporate, residential, and education." Rohit AK adds, "Post the pandemic, in the educational sector, LED display has become a necessity rather than luxury."

Another session titled, **'Holistic Museum Design and Integration'**, revolved around **Kelvin Ashby King**, Principal Consultant, clarify the implications involved in museum design and integration, and how, developing a talent pool of AV professionals will make it easier for AV integrators and consultants to deliver holistic solutions for museums, be it AV, lighting, ICT, and acoustics. In the session, King claims that till now, none of the museum installations overtaken by his company has been completed before two years from the date of conception, the reason being that multiple layers and teams are involved in bringing a museum to life from AV and lighting perspective. The most important thing, according to King, is that the AV and lighting controls should not stick out in the museum design as an added element, rather, it should feel naturalized in a manner, since technology must enhance the museum communication and convey emotions more than aesthetics.

Kairav Adhvaryu, Technical Manager, **MNT Info Vision Pvt. Ltd.** took the stage for a session titled, **'Education – Smart Class'**, where he extensively spoke about how the Indian education sector is making knowledge accessible to students from every nook and corner of the country by making use of powerful AV applications such as PTZ cameras, AR/VR, AI, and more, to ensure teaching and learning turns into a virtual, immersive, experiential, and interactive process for people at both ends of the spectrum.



In his conference session, Kelvin Ashby King, Principal Consultant, Clarity Consulting, talks about the AV & ICT design elements, coupled with a touch of emotional connection with the visitors, that together complete any mega-scale AV project

13.56 crores. It was commenced in March 2022 and completed in April 2022, which is a matter of pride for any AV consultancy."

Going further, amongst many other things, Naidu also informed the audience about the projectors that were used during the 3D Projection Mapping at Gabbar Hill, "Six units of projectors were deployed in the projection. The projectors were mounted on two specially constructed towers, each tower measuring 5 metres. One projector was fitted horizontally on one tower, while the second tower featured four projectors stacked in 2x2 matrix, protected by weatherproof enclosures. These projectors were placed 120 metres away from the Gabbar Projection Site."

Naidu also stated that since the completion of the project, the footfall at Gabbar Hill in Gujarat has tripled.

The next session titled, **'PANEL DISCUSSION ON TOP DISPLAY TRENDS IN 2023 – Flexible Displays, Immersive Displays, Digital Signage, Micro LEDs, LCDs, Projection Technologies, OLEDs, Quantum Dots, Laser-based Display'** had panellists **Anil Chopra**, Founding Director, **AV-ICN Expo**, **Aman Singh**, Zonal Head, North &



Kairav Adhvaryu, Technical Manager, MNT Info Vision Pvt Ltd presents use case scenarios for AV technology in the field of education



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By
Hyve



L to R: Anil Chopra, Founder, CAVS; Sajan Joseph, Co-Founder & CEO, Ctrl Alt Experience; Satyanarayana Reddy, Technical Manager, The Siemon Company; Abdul Waheed, Managing Director, EYTE Technologies; Harshen Naidu, Director, Rhino Engineers Pvt Ltd; Smita Rai, Deputy Project Manager, Hyve India Pvt Ltd



Narendra Naidu, Chairman and Managing Director, Rhino Engineers Pvt Ltd, educates the participants on pro audio trends, technologies and applications

CAVS 2023 Galvanizes Indian Pro AV Education:

A highlight feature of AV-ICN Expo, CAVS (Certified AV Specialist) Course played a proactive role in galvanizing Pro AV standards, integration, and process for AV professionals in India. With 50 attendees eager to upskill themselves in the field of AV, over the course of three days, the CAVS imparted AV knowledge to numerous attendees, with renowned industry experts such as Narendra Naidu, Arif Patil, Satyanaryanan Reddy, and Sajan Joseph conducting day-long sessions on Pro Audio, Video, Integration Networking, and AR/VR respectively.

Aman Prajapati, AV System Engineer, Munro Acoustics, expressed his appreciation for the platform provided by CAVS to AV professionals seeking to upskill themselves from a professional standpoint, "CAVS 2023 was a great opportunity to network with professionals and experts in the audiovisual industry. I was impressed by the quality and diversity of the presentations and demonstrations. I gained valuable insights and knowledge that will help me in my career. I highly recommend CAVS to anyone who wants to stay updated on the latest trends and innovations in the AV field."

AR/VR Registers Unprecedented Success At The AV-ICN Expo:

Ctrl Alt Experience delivered another pivotal feature of the AV-ICN Expo with the revolutionary AR/VR walkthroughs. The company successfully got in touch with numerous clientele who demanded the AR/VR applications, such as 3D AR/VR Virtual Reality Walkthroughs, for their AV consultancies. To read the full article, go to pg....

This Is Just The Beginning:

The AV industry is growing at an unprecedented rate in India. The AV-ICN Expo successfully mirrored and captured the growth of AV in Hall 2 at the BEC, Mumbai. With exhibitors, innovations, and interactions galore, it was evident that the Indian AV market is gearing up for the next big revolution in audio and display.

The AV-ICN Expo is set to return to its home ground at BEC, Mumbai from 30th May to 1st June, 2024.



Visitors experience a comprehensive VR walkthrough with Meta Quest 2, PICO NEO 3 and PICO 4 Headsets at the AV-ICN's AR/VR feature

AV-ICN EXPO

INDIAN PRO AV MOMENTUM

30.05 - 01.06.2024 : BEC, MUMBAI, INDIA

DECODED: THE SUBTLE ART OF CAPTURING SOUND IN THE DESERT

By **Cheerag Cama**, Freelance Audio Engineer

In PALM Magazine's March-April 2023 Issue, Cheerag Cama, Freelance Audio Engineer, expounded on key tips and tricks to follow when capturing sound during a shoot in the desert. But he's not done yet. In this issue, with Part II of his previous guest column, Cama takes his readers through some more significant insights for sound engineers attempting to capture sound in a dry location, basis his own experience and learnings.

Recently, I went abroad to shoot a feature film in the desert and spent close to 60 days out there. As the shoot progressed, I kept making notes about the shoot - especially of things that were not going as expected, and what I would do, if given a similar chance again.

Below are some tips / suggestions / observations that I thought of sharing.

Always carry a backup multitrack recorder: I try to keep a backup or secondary recorder with me and use it to record ambiances with a MS mic. The secondary recorder can also act as your backup recorder, in case your primary recorder has a failure.

As far as recording ambience in the desert goes, it can be deathly silent if there is no wind, and howling wind if it gets windy. Wind hitting on the headphones can also create a noise, which can be disturbing, as you cannot judge properly what you are recording. Try and sit inside a car with your recorder when it gets too windy outside.

When travelling to a foreign country, always carry international power adapters. Croma has some good ones. They can be a real lifesaver.

Always carry a dynamic mic like the **Shure SM58**. You never know when you will need it.

Ask for earpieces on all walkies: Nowadays, a film crew has 50 to 100 walkies. Ask for earpieces on all walkies. Open walkies just add to the noise on the set. Sometimes, the walkie can cause a lot of EMI / RF interference on condenser mics, like the older Neumann KMR81, 82. Try and carry extra shotgun mics if you can, and preferably of a different brand...like Sennheiser

or Schoeps. You never know when you may need to switch over to another shotgun.

Carry an EMI RFI clip choke, as it can help cut hiss on the KMR81 or 82 when used with an A10 digital transmitter as a plug on.

We associate deserts with extreme heat. So, **a big cap and sunglasses are a must.**

But deserts can get extremely cold too! So, **pack stuff for cold nights too...** sweaters, jackets, woollen head caps that cover the ears.

Carry a big head scarf. In the hot desert afternoons, it can keep the sun off your face and even sand out of your ears when it gets windy. In the evenings, when it gets cold, you will appreciate the warmth around your ears.

When we walk in the sand, we leave behind footprints. When shooting in the desert, the crew has to be very mindful of where they can move about, as footprints in the sand can spoil a shot.

Trying to see the screen of your recorder properly in the harsh desert sunlight will be very difficult. **Keep some black cloth with you** to help you shield the screen from ambient light.

On outdoor shoots, especially when going to a foreign country, carry all possible medicines that you may need. Simple medicines that we can buy over the counter here in India may not be available out there without a doctor's prescription. Be prepared with general purpose lubricating eye drops, clove oil for toothaches, painkillers, sunscreen....

Below is a list of items I recommend every audio engineer carries with him/her:

- A Spanner
- Multi-purpose tool - Leatherman type of tool
- Carry Decathlon rain covers
- If you can, a Megaphone - to keep the crew quiet by shouting

SILENCE ON SET!

- Plenty of general-purpose lubricating eye drops, and an eye cup, to clean eyes of sand.
- Goggles - the type used by swimmers underwater, or by skiers - this is for those days when it gets very windy and you will not be able to keep your eyes open wearing regular shades.
- Glares to protect the eyes from harsh sunlight.
- Make a transparent cover for the recorder, so that you can see the screen of your recorder and also have it covered.
- Try and carry a voltage stabiliser and a UPS, to use with your battery chargers.
- A soldering kit.
- Small USB powered lights, torches, head lamps.
- Small folding Decathlon stools.
- Carry umbrellas....it can even rain in the desert!
- Wear ankle length shoes - regular ones will get filled up with sand and keep you uncomfortable all day.
- You will need a lot of wind protection for lapels, shotguns - keep all windjammers handy.

Better to also carry Tuneable Dipole antennas, as paddle antennas keep turning around in the wind.

Carry a small inexpensive tripod. You can mount your zoom recorders or even your cell phone camera for some great stills, videos etc....

If working with camels and goats (that is with animals), it is very difficult to get good sound on a shoot during takes. They may overlap on dialogue. Or the animals may need to be forced to make sounds, for which, a keeper may make some noise. Best to keep a few hours of dedicated time just to record animal sounds, without the crew being present.

On our shoot in the desert, we did

not have any vanity vans. The actors used to sit in their cars when not required on set. And because it would be hot in the daytime, the car engines would keep running to keep the air-conditioning working. So it is a good idea to prepare for this, by having the actors' cars parked as far away as possible from the actual location.

We had around 20 cars on location. Keeping the crew quiet on set when rolling sound can be a daunting task, when you have to factor in local drivers who are not versed in film shoot etiquette and don't understand the importance of maintaining silence on set, especially when you are rolling!!! Suddenly, they will start to repair their cars, or fill air in their tires using a compressor, or clean the car using a compressor, or play loud music, or watch some video on their mobile with the sound turned up, or make a phone call to someone! Exasperating!

Generators are a source of noise on a film set. In the desert, if you are on flattish terrain, the generator will be heard even from a long distance. Sometimes, just parking it behind a sand dune will kill most of the noise. Use the terrain to your advantage and plan the position of the generator judiciously.

Always carry extra CF and SD cards and also extra HDD to back up your data. Also carry card readers. The DIT may not have a CF or SD card reader as they normally are more concerned with copying the camera cards. Also, with USB C and USB 2 still in use, carry enough assorted USB cables.

Production will always want to save money and ask the sound department to work with a three-person crew. I personally feel that the Sound team should always be a four-person crew. I nowadays prefer to use two booms on most

(Continued on page 90)



AV-ICN 2023 STATISTICS AND ATTENDEE PROFILE

With attendees engaging exhibitors for business and identifying products for their needs, the AV-ICN expo 2023 delivered quantum business to fulfil the demand in the pro AV industry. The demographics and professional interest estimated in the statistics, indicate the demand for Pro AV products fulfilled by a significant number of actual users.

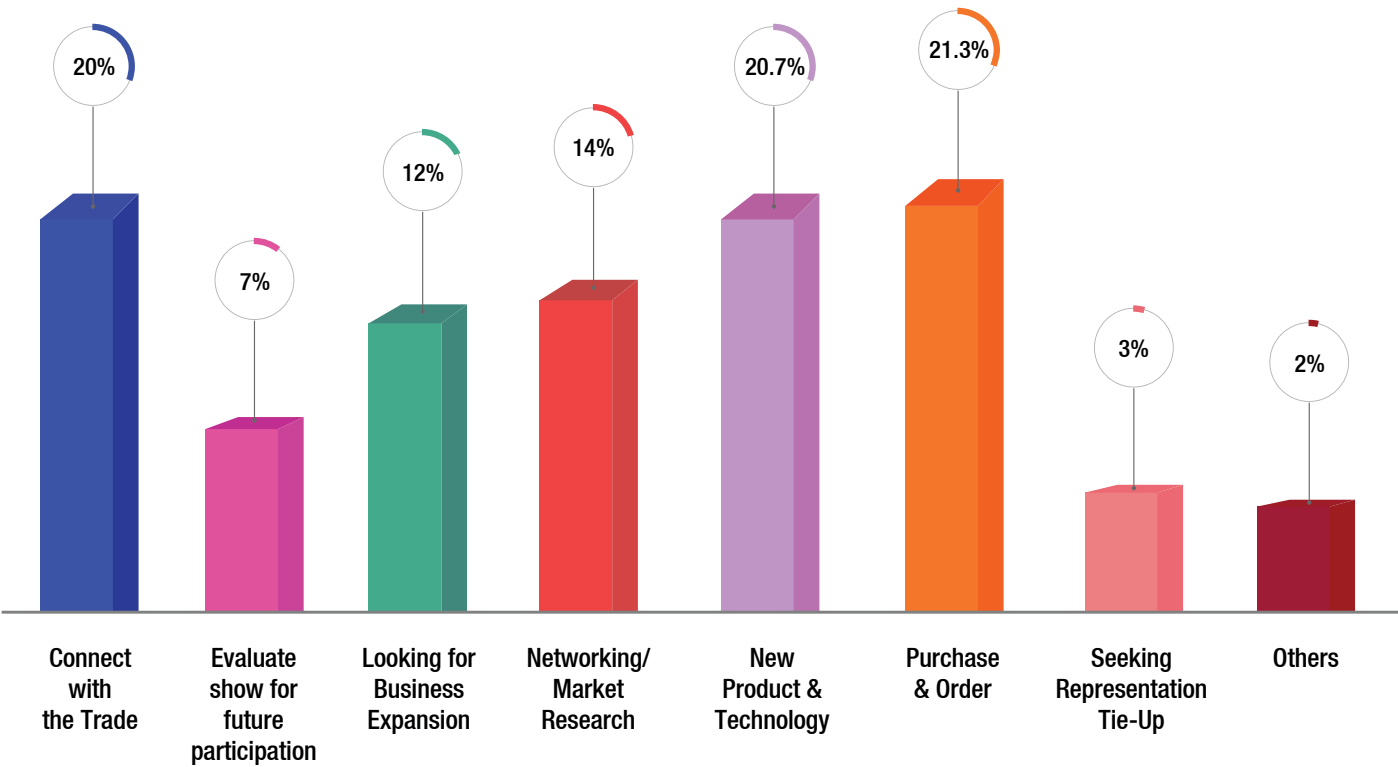
AV-ICN 2023 BUYERS & SELLERS WHO ATTENDED

Actual Users comprised professionals from Government Organisations; Projects; Education, House of Worship; Hospitality; Rental Companies; Media & Advertising, Corporates, etc. as well as Systems Integrators and AV Consultants.

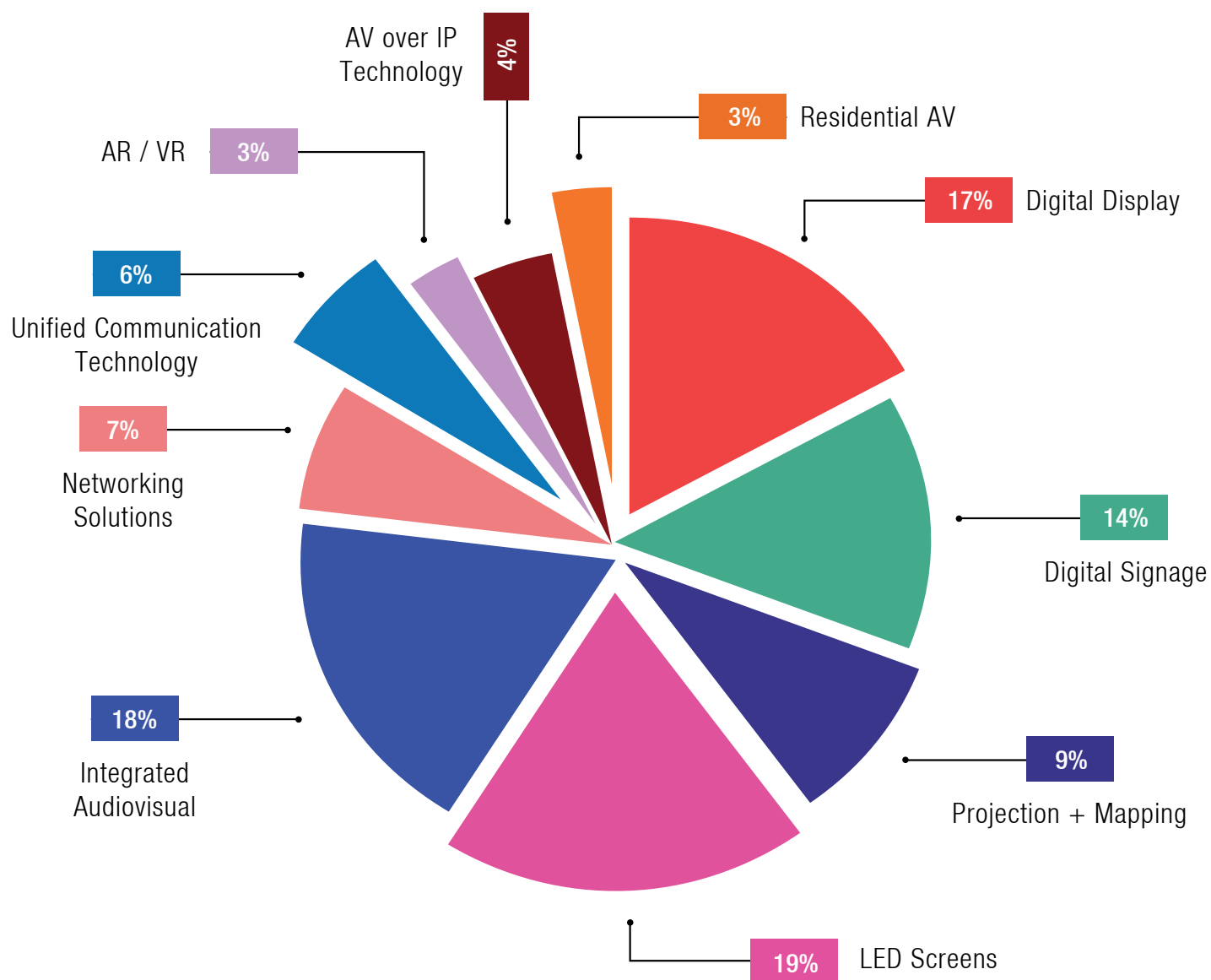
Trade comprised of Manufacturers; Distributors & Dealers; Importers; Agents; Subsidiaries etc.



PURPOSE OF VISIT



PROFESSIONAL INTEREST – AV



VISITOR PROFILE

PROFESSIONALS

- Architects
- AV Consultants
- Chief Information Officers (CIOs)
- Chief Technology Officers (CTOs)
- IT Aggregators
- IT Head
- Project Managers
- Purchase Manager
- Systems Integrators

BUSINESS

- Banking
- Building & Infrastructure
- Education
- Enterprise / Corporate
- Government
- Hospital
- Hospitality
- Manufacturer / Distributor / Dealer
- Retail

11th PALM SOUND & LIGHT AWARDS Recognize Talent in Pro Sound and Lighting Industry

The 11th PALM Sound & Light Awards continued the tradition of identifying and celebrating the cream-of-the-crop from the pro sound and lighting industry. From sound engineering and lighting design to homegrown pro audio manufacturing, rental, and distribution, the PALM Sound & Light Awards honoured deserving individuals and companies from the pro sound and lighting industry. The article reports on the highlights and winners of the 11th PALM Sound & Light Awards.

The 11th PALM Sound & Light Awards, held at Grande C, Bombay Exhibition Centre, Mumbai, is PALM Expo's highlight feature. The awards are a nod to the superlative brilliance of the brands, companies, and professionals from the pro sound and light industries, be it trailblazing sound and light rental companies, groundbreaking brands, eminent live event organizers or ingenious professional and sound engineers all of whom have played a part in elevating the world of sound and light in India to a global level, setting the gold standard in sound, lighting, and AV innovation, distribution, and rental. The PALM Sound & Light Awards also announced the 'AV Architect of the Year' award, which was given to **Kelvin Ashby King**, Principal Consultant, **Clarity Consulting**. Here are the winners of the 11th PALM Sound & Light Awards.

PALM SOUND AND LIGHT AWARDS – WINNERS 2023

Sunny M.R. was awarded with **Outstanding Audio FOH Engineer Of The Year** for creating notable *Front of House (FOH)* mixes for *Arijit Singh Live* and other artists. Sunny M.R. has been a prominent figure of the music industry for over 20 years now and has worked in over 100+ films, receiving several awards, ranging from music production to mixing engineering.

Outstanding Audio Monitor Mix Engineer Of The Year was awarded to **Lee Braganza** for delivering outstanding *Monitor (MON)* mixes for various artists at various events. Lee Braganza started mixing for brands at the age of 15 and has been a Sound and Mix Engineer who has been in the industry since 28 years.

The award for **Outstanding Audio Systems Engineer Of The Year** for delivering outstanding performance in the field of professional sound system design, calibration, & alignment for events was granted to **Dr. Rajesh Khade**. Khade is a doctor by profession, a drummer by inheritance, an entrepreneur by circumstances, and a system engineer by passion. He is also a distributor for internationally recognized industry standard products like iSEMcon Measurement Mics, Sonnect Sound Bullet, and Alpine Hearing Protection, to name a few.

Outstanding Lighting Designer Of The Year was awarded to **Sohail Mansuri** for delivering world-class alluring lighting designs for events. He is a highly experienced Light Designer, who has worked with some of the best artists, architects,



Sophia Braganza collects the Outstanding Audio Monitor Mix Engineer of the Year Award on behalf of Lee Braganza



Dr. Rajesh Khade was awarded with Outstanding Audio Systems Engineer Of The Year



Sarath Chandran receives Outstanding Audio FOH Engineer of the Year Award on behalf of Sunny M.R.



Sohail Manusri receives Outstanding Lighting Designer Of The Year Award

movie makers, and visionary lighting designers, helping them tell their stories through light.

SOUND.COM earned the award for **Sound Company Of The Year** for maintaining the highest standards of quality, service, and delivery in the field of professional audio rentals for live events. SOUND.COM has pushed the boundaries of technical excellence & service provision for turnkey audio rental solutions, becoming globally recognized as the preferred sound rental company to work within India in a short span of time.

Sugandar House of Sound & Light was awarded with **Outstanding Sound Rental Company (Regional)** for maintaining high standards of quality, service, and delivery in the field of professional audio rentals for live events. Sugandar House of Sound and Light started off as a small Bengaluru-based sound and lighting venture in 1958, under the strong leadership of Founder, **S. M. Mohan**. Since 1958, Sugandar House of Sound and Light (erstwhile Sugandar Light House) has strived for excellence in the field of sound and light.

Video Display Rental Company Of The Year was awarded to **Spectrum AV LLP** for one of the largest inventory of video display rental for live events. Spectrum AV LLP was started by **Jay Mathuria**, later followed by **Ashish Saxena**, who took it a notch higher, growing into one of the best rental companies in the country.

Vibhore Khandelwal, Founder & Global Creative Director, **Creative Factory**, was awarded for **Innovative Projection Mapping Of The Year** for delivering enthralling, entertaining, and thrilling projection mapping special effects for stage events and special venues. Over the span of his 24-year journey in creative industry and 15 years in the events industry, Khandelwal has amassed a wealth of experience in delivering on-brand experiences that blend cutting-edge technologies with artistic vision. His innate ability to weave captivating narratives and push the boundaries of creativity and technological excellence has made Creative Factory the partner of choice for leading brands and event management companies across the region.

The award for **Outstanding Visual Content On Stage** was given to **Wolves** for exploiting maximum impact on stage - LED Screen/Display at live events. Wolves



Nidhi Udesi and Sumit Srivastava, Creative Factory collect the award on behalf of Vibhore Khandelwal for Innovative Projection Mapping Of The Year



Jash Reen collects the award for Outstanding Visual Content on Stage for Wolves Inc.



Kunal Khambhati collects Outstanding Music Festival Event Promoter of the Year for BookMyShow Live



Neil Lean receives Excellence In Sound Design & Integration Award



Kelvin Ashby-King, Clarity Consulting receives the Outstanding Contribution to AV Integration



Warren Dsouza collects Sound Company of the Year Award for SOUND.COM



Prabhakar M.S. collects Outstanding Sound Rental Company (Regional) for Sugandar House of Sound & Light



Ashish Mehta and Ashish Saxena receive Video Rental Display of the Year for Spectrum AV LLP



Amar Subash collects Major Brand Audio Distribution Network Award for HARMAN Professional Solutions



Rashesh Parekh collects the award for High-End Lighting Design Solutions for Integrated Entertainment Solutions



Rajan Gupta collects Best Distributor Award for Hi-Tech Audio & Image LLP



Davinder Wadhwa receives the award for the Visionary Industry Leader Of The Pro AV Industry



Hemal Bhatt collects the award for Indigenous Manufacturing Of Amplifiers for Hemonia Electro Acoustics Pvt. Ltd.

is a visual agency that works closely with artists, live events, media groups, brands, and entertainment companies around the world. The organisation rose to acclaim by redefining 3D mapping installations and stage design for some of India's most cutting-edge nightclubs before scaling up to top-tier commercial entities and corporate signage.

BookMyShow Live was awarded the title of **Outstanding Music Festival Event Promoter Of The Year** for organizing world-class music festivals, live events, and staging world class artistes on the Indian stage. BookMyShow Live is the live entertainment division of BookMyShow, India's leading entertainment destination, and has been making compelling strides in India's live entertainment ecosystem across live music, comedy, performance, sports, theatricals and more.

Excellence In Sound Design & Integration was awarded to **Neil Lean, ANSATA**, for uplifting the paradigm of electroacoustic engineering in audio installation in India through the design and integration of a d&b audiotechnik system with immersive audio for Concerts, Theatre, Film (Dolby Atmos) and a variable acoustic system in the Grand Theatre at the Nita Mukesh Ambani Cultural Centre, Mumbai.

Kelvin Ashby-King, Clarity Consulting was awarded **Outstanding Contribution To AV Integration** for decades of project implementation of high quality adopting latest trends and techniques in AV integration. Kelvin Ashby King is a founding member of the Indian Association of Acoustics. He has been involved in the audio-visual and lighting industry throughout his professional career. King has designed over 100 theatre shows for Dolphin Theatre Company, HOC, TDS, and many other theatre companies.

HARMAN Professional Solutions was awarded **Major Audio Brand Distribution Network** for establishing an excellent countrywide dealership and distribution network for the prosumer range through marquee stores that connect with customers.

Best Distributor Award was awarded to **Hi-Tech Audio & Image LLP** for representing top global brands in pro audio and lighting and establishing excellent countrywide distribution.

Indigenous Manufacturing Of Amplifiers was awarded to **Hemonia Electro Acoustics Pvt. Ltd.** for indigenous design and manufacture of amplifier components meeting international standards and adequately fulfilling the demands of domestic amplifier market.

Wizard India Pvt. Ltd. won the award for **Largest & Indigenous Manufacturer And Exporter Of Speaker Components** for establishing manufacturing of global quality standards in speaker components and for exporting Indian manufactured speaker components to global brands.

Devil Truss was awarded **Achievement In Trussing Design & Production Award** for being one of the largest manufacturers of trussing in India and for innovation in design and solution-based truss manufacturing.

High-End Lighting Design Solutions Award was given to **Integrated Entertainment Solutions** for incorporating high-end lighting & control solutions from **Robe, Madrix & Avolites** at the Nita Mukesh Ambani Cultural Centre.

Visionary Industry Leader Of The Pro AV Industry was awarded to **Davinder Wadhwa** for visionary leadership in consistently exploiting innovation and new products in delivering excellence in projection and display technology in event installation.



Sayeed and Naved Akhtar collect the award for Largest & Indigenous Manufacturer and Exporter of Speaker Components for Wizard India Pvt. Ltd.



Akshay and Arvind collect the award for Achievement in Trussing Design & Production for Grand Truss

VOICE OF THE INDUSTRY POWER OF THE INDUSTRY



Creating new milestones every passing year, the **PALM + AV-ICN Magazine** curates, reports, and delivers factual, responsible, and relevant content of the industry, from the industry, to the industry.



PALM Sound & Light Awards: A Commemoration of Talent & Innovation

A photo feature of the iconic PALM Sound & Light Awards' timeline, with glimpses of the equally iconic recipients down the years



2015

2016

2017

Now in its 11th edition, the PALM Sound & Light Awards continue to confer premier talent from the pro audio and lighting industry with recognition and reward for their unparalleled contribution to the field in India and overseas. Individuals and companies, from fields such as sound design, lighting design, audio manufacturing, distribution, and rental, are awarded for the integrity, inspiration, and innovation that they bring to the Indian pro audio and lighting landscape. Year on year, the PALM Sound & Light Awards raise the bar when it comes to identifying and celebrating the genius that elevates the Indian pro audio and lighting in a myriad of ways. This photo feature, featuring the winners of PALM Sound & Light Awards since 2015, is a commemoration of the journey and success of the awards over the years.



2022

2019

2018

PALM SOUND & LIGHT AWARDS



AV-ICN Expo's AV

Kelvin Ashby-King honoured with 'AV Architect of the Year Award' 2023



(L-R) Anil Chopra, Founder, PALM Sound & Light Awards, Kelvin Ashby-King, Principal Consultant, Clarity Consulting, Ramesh Chetwani, Exhibition Director, AV-ICN Expo and Gaurav Sood, General Manager - India, Hyve Group PLC

*A Son et Lumiere today is incomplete without a comprehensive projection mapping. Reflecting this massive revolution, PALM Sound & Light Awards recognized the contribution of audiovisual design in the world of pro Sound and Light. In a dramatic moment at the 11th PALM Sound & Light Awards, Founder **Anil Chopra** announced **Kelvin Ashby-King** the 'AV Architect of the Year' 2023. The article details the life and work of the maestro of the AV industry.*

Celebrating AV Innovation

The **AV Architect of the Year Award** was established with a vision to identify and celebrate distinguished AV professionals, integrators, and consultants, who have contributed to the field of audiovisual in immense proportions. These individuals have always traversed the extra mile, thought out-of-the-box, and pushed the boundaries of AV design and application in various fields around the globe. In 2022, the AV Architect of the Year Award was awarded to **Narendra Naidu**, Chairman and Managing Director, Rhino Engineers Private Limited. In its third consecutive year, this year, the award was conferred on **Kelvin Ashby-King**, Principal Consultant/Director, Clarity Consulting, for his outstanding imprint in the AV industry.

Kelvin Ashby-King: Life & Work

While at University in New Zealand, British born Kelvin spent more time in the University Theatre than in lectures, as he discovered and developed his real passion which had started in secondary school which was Lighting, Sound, and Set Design for the theatre. He worked for various theatre companies and traveling productions in New Zealand, Australia, and England as a freelance designer, but when he got married and was about to start a family he realised you need to have a steady job and income so in 1985 he joined Selecon New Zealand Limited (a theatrical lighting manufacturer) as New Zealand Market Manager and went on to become the Director of Sales for Asia Pacific.

Architect of the Year



Kelvin Ashby-King with Smita Rai, Deputy Project Director, AV-ICN Expo

In 1990 Kelvin was offered a job with Inova Audio Visual Limited in Singapore and took the plunge in moving to Asia and worked in Singapore and Thailand for Inova Audio Visual Designs Limited which specialised then in nightclub/theme park design but as the industry changed moved into commercial audio visual and lighting in hospitality and then into the corporate world and beyond as the industry developed providing acoustic, audio visual and architectural lighting design services....

In 1999 Kelvin took the plunge and moved his then young family to India (as Asia was suffering a major recession from the Asian currency crisis and there was basically no work) and this when his roller coaster ride started and love affair with India started....

Kelvin developed the office Inova established in India in 1994 (basically servicing 5 star nightclubs in India) into a full consultancy practise for AV, Acoustics and Lighting and in 2000 joined Esco Audio Visual as its CEO turned Esco into India first and market leading AVSI company....

In 2004 Kelvin sold his stake in Esco and moved back into pure consulting.... Inova Consulting was born with Kelvin as the Founder and Principal Consultant. Inova went through a number of identity changes over years..... In 2005 the name changed to Techlogique Consulting and then in 2010 to T2 Consulting Group. In 2021 Kelvin sold his stake in T2 and formed Clarity Consulting based in Pune.

The most recent projects completed in the last few years are:

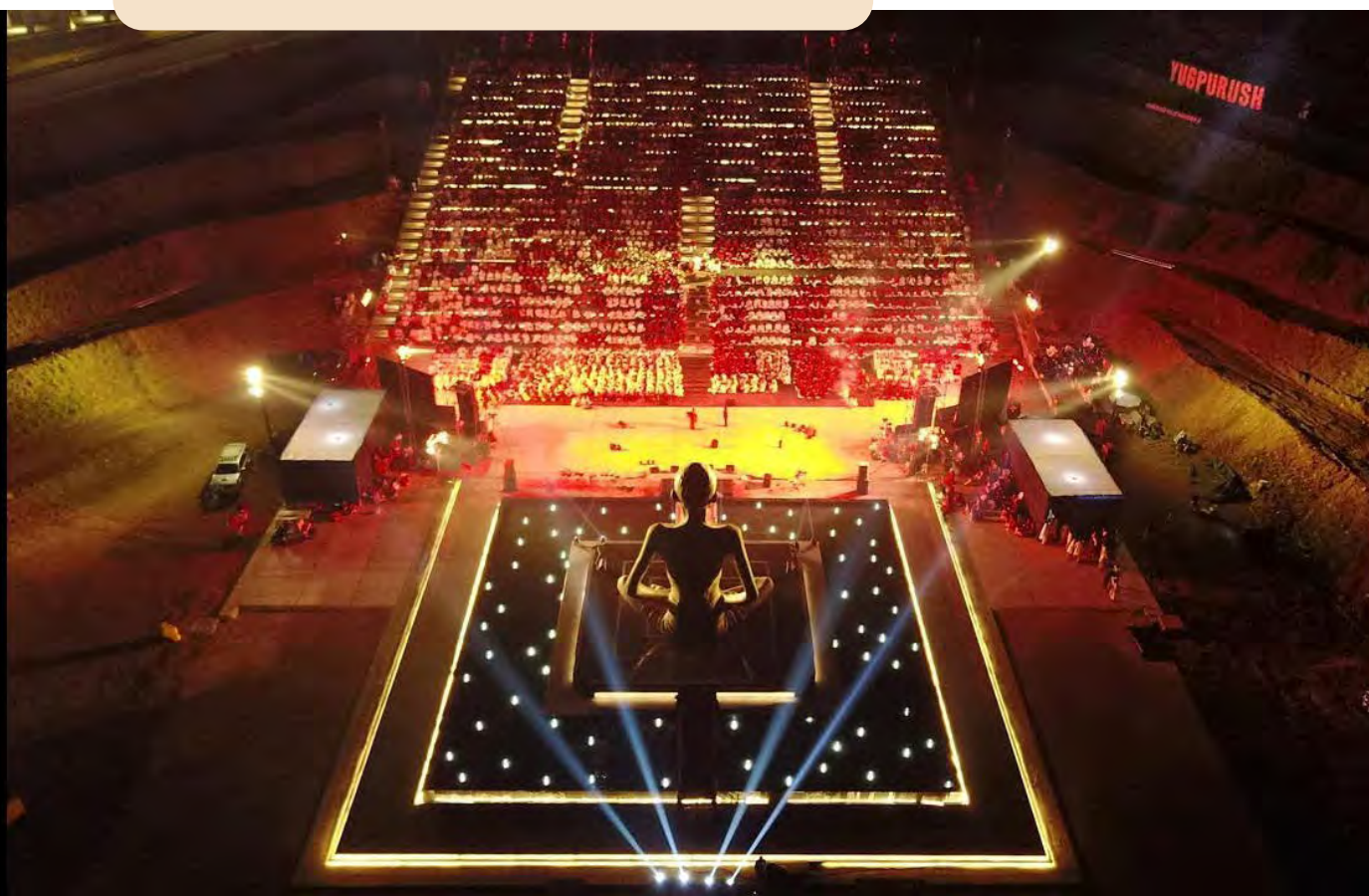
- Bharat Mandapam (ITPO/Pragati Maidan Development) in Delhi for G20 and International Exhibitions (AV, Acoustics/ICT/Lighting/Stage Systems)
- Alipore Convention Centre in Kolkata (AV, Acoustics/ICT/Lighting/Stage Systems)
- Biswas Bangla Convention Centre – Kolkata (AV, Acoustics/ICT/Lighting/Stage Systems)
- Wellington College International in Pune (AV, Acoustics/ICT/Lighting/Stage Systems)
- Aquatic Gallery (Aquarium) – Science Centre Gujarat (AV, Acoustics/Lighting/Stage Systems)
- NetApp – Bengaluru (AV/Acoustics/Lighting)
- Microsoft Building 1 Redevelopment – Hyderabad
- Victoria Memorial Sound and Light Show (Concept Design)
- Gandhi Darshan Museum – Jaipur
- Dandi Kutir (Mahatma Gandhi Museum) – Gujarat
- Piramal House – Worli (Acoustics)

When asked what are his most memorial project in his career Kelvin replied that this is a very hard question to answer but those that stand out would be:

- Peninsula Hotel – Bangkok (Lighting/AV/Acoustics)
- Being part of the Lighting Design Team for 1990 Commonwealth Games Opening/Closing Ceremonies
- Taj Hotel Mumbai – Lighting and AV for Ballroom and Crystal Ballroom
- Khalsa Heritage Museum – Punjab – AV, Lighting and Acoustics
- Infosys Campus – Corporate Building, Education and Research and India's First NOC
- Working Inhouse as AV and Acoustic Consultants for over 80 TCS AV Projects
- Darshan Museum – Sadhu Vaswani Museum – Pune – Lighting and AV
- Indian Pavilion at Expo 2002 in Korea – AV and Lighting
- Airtel Network Experience Centre in Delhi – World largest single video wall at the time
- Infosys Zero to Infinity and Satyam Live Customer Experience Centres
- National Science Museum – Bangkok
- Volcano Land – Sentosa, Singapore
- Microsoft Buildings 1-4 in Hyderabad (Lighting and AV)
- Assam Assembly and Secretariat – AV, Lighting and Acoustics



The Peninsula Bangkok



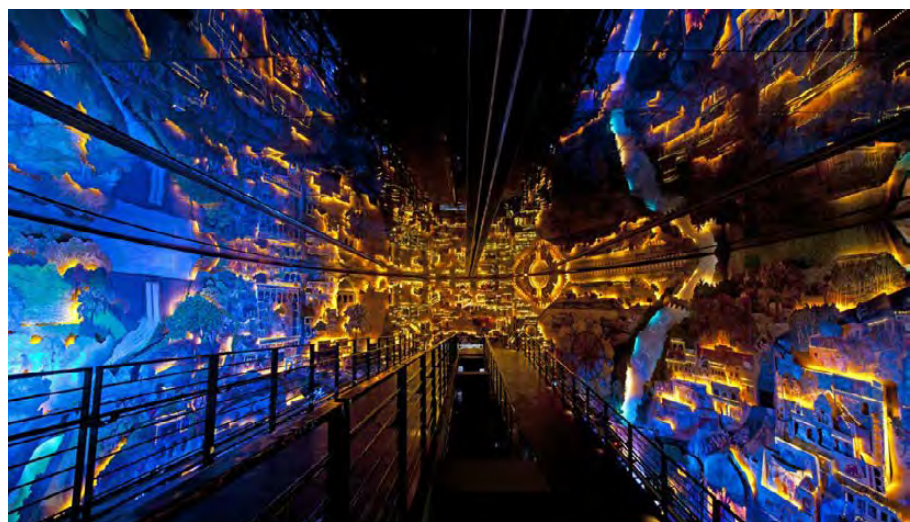
SRM Dharampur

Kelvin has been pivotal in the development of the AV and Lighting industry in the India.... he has been a pioneer and leader and has created a lot of "firsts" in the industry, as well as his companies providing the learning/training ground for many people now running the largest and most successful AV companies in India and Asia or heading major manufacturers operations in India and Asia/Middle East... When being awarded the Lifetime Achievement Award by SIA/Infocomm in 2016 he was described as being the **'Godfather of the AV Industry in India'**. Kelvin has always put training and development of his teams as the primary focus of his business as he says the people are what lead to your success.

Through his 35+ years in the industry Kelvin has designed over 100+ Nightclubs and Entertainment Venues, 220+ Hotels, 300+



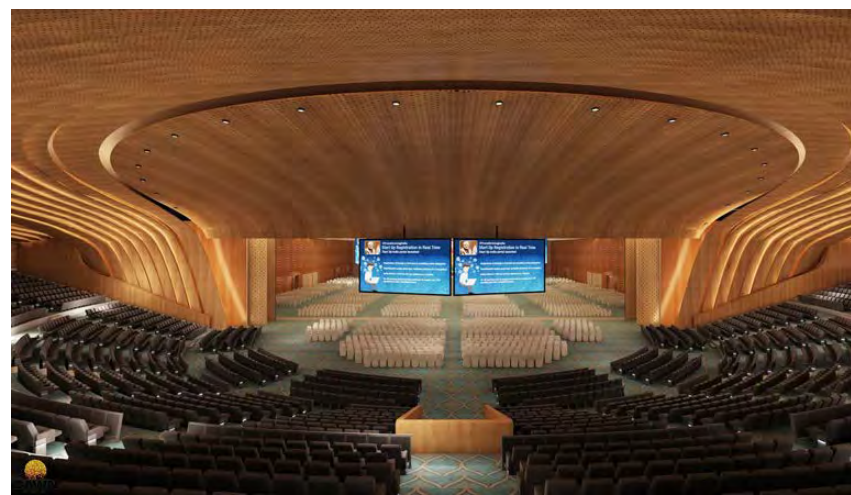
Airtel Delhi



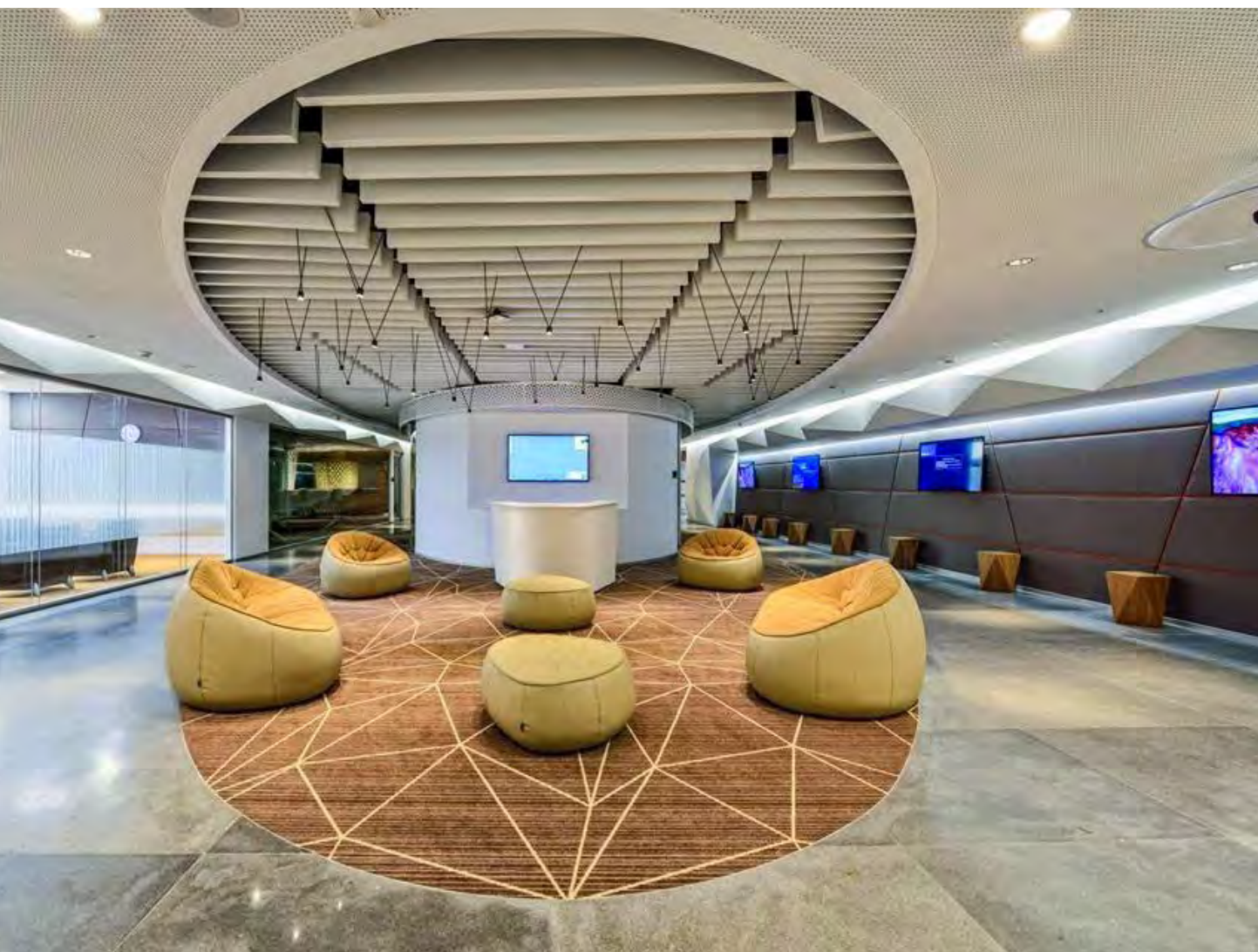
Khalsa Heritage Museum Punjab



Statue of Unity Hyderabad



ITPO Planery Hall Delhi



VMWare Bengaluru India

Corporates (over 10,000 meeting/training rooms at last count), 50+ Religious Projects, 30+ Hospitals, 80+ Government Projects, 100+ Theatres, Auditoriums and Convention Centres, 100+ Residences and 50+ Museums and Heritage Projects, 100+ Educations Institutions.... Plus many more more....

We asked Kelvin why India for all these years and he replied, "It is the people, the desire to be better and be better, and the range of opportunities India gives and keeps giving", and he went on to state, "Projects are done by teams, not single people, and I am grateful and blessed for all the teams I have been part of and will be part of going forward – what I have achieved during my career is all due to due to the people I work with."

A connoisseur of establishing natural synergy of audiovisual design in large indoor and outdoor venues' architecture, Kelvin believes that an exceptional AV design is meant to enhance communication between the source and the seeker of knowledge and ensures the same in all his projects in a masterful manner. There certainly isn't a better recipient of the AV Architect of the Year Award than Kelvin Ashby-King, the man who knows how to integrate the audiovisual in the traditional, so that the ordinary can at last be astonishing.

THE NEW GENERATION OF EVENTS- GET SET GO!!!

stage
sound & tech

Very recently we spoke at the prestigious **PALM Expo** in a fireside chat, on if we can achieve speed and finesse in executing an event, and if we can set up an event within 90 mins. and if we can wrap up and leave the venue in the same lighting speed. Post this amazing chat that happened with the industry experts, manufacturers and end users. What came across as take away points within this conversation is that the most important aspect within this is the backbone system that needs to be built, the cabling, wiring and most importantly the education that goes behind this whole ecosystem.

Consolidation of Resources

Events in today's time are always planned and executed in a hurry! How do you achieve speed. But at the same time improve in the quality of execution and stand out within the rising competition? Let's start by decoding what takes the most amount of time! How can education help? How can the right planning and plotting make life easy and where should you as engineers, stakeholders, technical production managers be spending the maximum time?

Learn and Grow

The life of an event starts with education; every successful event has a technical backbone and the success to achieve speed and perfection comes from the right knowledge. We again should be thankful to the R&D Division of every manufacturer who have developed not just amazing products but also prediction software, applications that make it very easy to send the data to the right devices with just the click of a button and more. The best practice is to make sure that we are educating every person that walks through the doors of any rental company or an integrator and train them in using these software. Almost all of them in today's time are pretty much accurate, at least some of them that we use are definitely very accurate in the audio space. We are sure you can find the same in the lighting and visual space as well. Education not just helps having a successful event, but is a very efficient HR tool,

In India we have a lot of workforce that don't come from a formal education background, having trainings for them, equipping them with the knowhow of even just the gear that a particular rental company owns is morally encouraging and keeps your workforce happy.

Rigging & Setup

Manufacturers in today's era be it speaker manufacturers or lighting fixture manufacturers or LED Wall specialists or all the allied equipment that come within the ecosystem, have

part of growth of any service provider in this space. When the world moved from Analog to Digital, there was a revolution within the industry, be it in the console kingdom or the amplification world, or the intelligent lighting world! The one common thing that connected all these was a magic word called copper. Today that magic word is slowly changing to Glass.... Eh.. Fiber is what we mean! The world of fiber optics is ever growing! Going to much intelligent solutions that marry every signal that one wants to

done via Fiber there are a lot of applications where fiber is yet the only way to get things done, for example last mile delivery of signals, power etc. But what makes things faster is the simplicity and smartness that some of the world's largest cable manufacturers have developed in terms of multicore hybrid cables. Running stage signals via standard **XLR Snakes** is the thing of the past. Today you use a single cable to run power and signal on the same multicore cable, thereby saving time and energy for the stage setups. Similarly running power via Multicore cables with Multi-Micro Pin connectors!

Clean It Up!

Apart from a great setup, disassembly is one of the most torturous parts of any event. By the time it's time to finish and move, a lot of the workforce is already tired! It's best to plan a windup right at your warehouse before leaving. We have always created a checklist and sent a fresh set of eyes especially to make sure that no gear is left behind! Remember there is no point in setting up in 90 mins if we can't leave in 90 mins. And the less number of gear on a gig, the less things left behind!

What Should I do? The Conclusion To A New Beginning

As engineers and people who run the show or an event, the maximum concentration should be on execution! What more can I do to make this gig memorable for the stakeholders, and what can I learn more! Often because of time constraints engineers, system designers, and show runners end up running through the process of not using technical systems of any kind to their full potential. This will change when setups get faster. With the ever growing technical demands that event companies, and promoters have and like we mentioned before the time to get these things done is always less. Today from snapshots to timecodes, and pre-programmed changeovers everything is possible within what we already have! It's time to harness the power that each of this equipment provides to us.

**Today from snapshots to timecodes,
and pre-programmed changeovers
everything is possible within what we
already have!**

found innovative ways to reduce rigging, placement, tuning and setup time; things have become considerably lighter than what it used to be. This solves majority of the hurdles to reach the load and fire up stage of an event. What's also very important is the implementation of the data from the prediction software, this will make sure that whatever time you have spent in getting things in place is accurate and you never do double work, after all it's not just about speed but it's also about quality.

The Fire Up Stage

Embracing technology and new age way of working is the most important

send be it AVB or ARTnet or DANTE or just a basic IP Data signal, now multiple signals like this can be transported from your FOH and Stage with just one cable, and that too with the robustness that our tour grade life and complicated installation world demands. Use of such technologies makes it super quick to fire up, makes it far more presentable, and can travel way larger distances than the regular copper cables. We are talking so much about cables, that's because it's statistically proven that cabling takes the most amount of time in any technical setup.

It's Not The End Of Copper

Although the master transport can be



L to R: Sachit Subramanian, Co-Founder and CEO of Circle Pro Audio and Sancheth Suvarna, Co-Founder and Product Head of Circle Pro Audio

*The world is becoming virtual. From education to corporate, from tourism to training, the experience is increasingly all about immersion. **AV-ICN Expo** witnessed the trajectory of virtual reality growing by leaps and bounds in India, and so, this year, at the Bombay Exhibition Centre, Mumbai, the Expo conceptualized the AR/VR feature, drawing curious AV consultants and Systems Integrators to the idea of creating an immersive walkthrough experience for their clientele. This article brings to the forefront the technology on display at AV-ICN's AR/VR feature at the **Ctrl Alt Experience** booth, its application in the field of AV, and much more.*

The Future of AV is Virtual

AV-ICN Expo 2023 introduces visitors to a reality that is equally virtual and tangible through a VR Walkthrough with Meta Quest 2, PICO Neo 3, and PICO Neo 4 VR Headsets

Held from 25th – 27th May, 2023 at the Bombay Exhibition Centre, Mumbai, India, the **AV-ICN Expo** echoed the resounding demand for AV innovation, technology, and application in India. Fueling AV consultancies' and AV integrators' clarion call for something more, something better, something extraordinary, the AV-ICN Expo's trade show floor was

populated with international AV companies attracting visitors from varied verticals – from education to corporate and from design to tourism – making it evident that the AV element has become a quintessential part of what every business' drive for growth.

The most revolutionary AV technology that has captured the imagination of AV consultants/system integrators and consumers



AV-ICN Expo's AR/VR feature turns into an activity as attendees gather in numbers to experience VR immersion at its finest

alike is the AR/VR. Displayed and demoed at the AV-ICN Expo, facilitated by Ctrl Alt Experience, these AR/VR Headsets were a major point of attraction for the visitors, creating a wave of inquisitiveness for immersion like never before.

Visitors at the booth used the **Meta Quest 2**, **PICO Neo 3**, and the **PICO 4** virtual reality standalone headsets all of which combine high-resolution displays, motion tracking, and audio with 6 Degrees of freedom enabling users to truly experience an immersive and interactive virtual environment. The application was developed in Unity3D and Unreal Engine, which then ran on the virtual headsets for an immersive experience/training.

Sajan Joseph, Co-Founder & CEO, Ctrl Alt Experience, recounts how the VR Walkthrough fascinated visitors at the expo, and how, the company was able to help the curious-minded explore the dimensions of virtual reality, "Visitors at the Ctrl Alt Experience VR Booth were able to explore 3D Virtual Interaction in training simulations, architectural visualisation, healthcare, virtual tourism and education offering them unprecedented levels of engagement and realism."

Joseph further expounds the role Ctrl Alt Experience plays in helping a spectrum of clients design a VR experience for their respective industry. He shares, "Since



Sajan Joseph, Co-Founder & CEO, Ctrl Alt Experience

Virtual Reality is a great tool that can be applied to practically any business to provide users with an immersive experience to explore and learn, we at Ctrl Alt Experience work with clients from a variety of industries to create Virtual Reality applications that are tailored to their individual needs. After outlining a VR strategy for the client based on their use case, we move on to the Experience Design Stage, where we help them develop the narrative, create the story line, and select the most suitable kind of VR Headset."

Joseph continues, "The team then begins the process of developing a thorough structure for the experience before

creating the environments, 3D assets, soundtrack, and voice-overs for the specific experience. Before the experience is fully produced and deployed on the selected hardware, the customer participates in the production stage through usable initial demos and iterations."

The Technology Behind Meta Quest 2 and PICO Neo3

Dubbed by Meta as "next level hardware that's easy to set up and use", the Meta Quest 2 is a VR headset that comes with two touch controllers and AA batteries, a glass spacer, charging cable, and power adapter to enable users to discover and experience the power of VR uninhibited. The Meta Quest 2 is guardian activated, safety enabled, and allows shared experience, making it ideal for applications in the field of education, architecture, healthcare, tourism, and more.

For a seamless immersive experience, the Meta Quest 2 also comes with 6 degrees of freedom, dynamic resolution scaling, 6DOF (which eliminates the need for external sensors), ergonomically improved controllers, fast-switch LCD display, 1832 x 1920 resolution per eye, in-built 3D positional audio, 3.5 mm audio port, 128 GB/256 GB storage, and more.

The PICO Neo3 Pro/Pro Eye is a leading all-in-one 6DoF VR Headset for Enterprises. With 6DoF positioning, Qualcomm XR2 platform, 4K HD screen, 98-degree



The PICO VR Headset, designed to deliver an immersive experience with 6DoF positioning, Qualcomm XR2 platform, 4K HD screen, and more



A VR walkthrough for visitors at the AV-ICN Expo

FOV, wired/wireless streaming, eye-tracking, and more, the PICO Neo3 Pro is ideal for business-level solutions. The 6DoF positioning and tracking algorithm-enabled multiple optical sensors offer the users millimeter-level precision, leading to a precise immersive, interactive experience. The ultra-accurate eye-level tracking offers in-depth insight about the user, allowing the user to enhance his/her own skills training, elevate business productivity, and accelerate the advancement of innovation in industries that require this level of minute accuracy.

AR/VR Booth Attracts Prospective Clientele

The revolutionary VR headset technology turned eyes at the AV-ICN Expo, with the booth witnessing a massive footfall of visitors wanting to experience 3D virtual reality through the headsets. The visitor profile included AV consultants and integrators, who sought novel ways to deliver an interactive experience to their clients from various segments such as architecture, corporate, tourism, education, et al.

Joseph affirms the same, "We had a unique opportunity to interact with a wide range of visitors at the AV-ICN Expo, including business owners, engineers, sales and marketing teams, technicians and even end users. This interaction enabled us to gather invaluable and diverse inputs. As visitors came to our Virtual Reality Experience booth, two things stood out as highlights of the event: Having great discussions and exchanging innovative ideas with visitors seeking immersive virtual reality solutions for their brand experiences as well as for virtual reality training. The other highlight for us was observing visitors who used the headsets for the first time and experienced a variety of feelings, including joy, happiness, feeling thrilled, and the sensation of experiencing magic. This served as a convincing example of how Virtual Reality may be used to provide the wearer with realistic experiences and immersive training."

Vipin Verma, AV Consultant, Directo, was all praise for the immersive VR walkthrough he experienced at the Ctrl Alt Experience booth, "It was great experience Ctrl Alt Experiential booth at the AV-ICN Expo in Mumbai. The virtual tour gave us a real time experience and team at the booth was also quite enthusiastic - Kudos to them and great going! I wish them great success."

Dhishan Chandran A., Managing Director, Daksh Management Solutions, also shared Verma's sentiment in appreciating the AR/VR feature at the AV-ICN Expo, "I would like to express my sincere thanks to the organizers of the AV-ICN Expo 2023. It was worth visiting all the way from South India. We appreciate the inclusion of future technology-displaying booth like Ctrl Alt Experience. In fact, we have already signed a deal with the company as well."

The AR/VR booth at the AV-ICN Expo, in essence, answered to the beckoning of the AV industry, as well as the industries that are connected to/relying heavily on the AV technology to position themselves at the apex, enabling them to design and deliver solutions that transcend the definition of the innovation.



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The Accidental Lighting Designer

Lloyd Albuquerque is a reputed name in the Indian pro lighting industry. A lighting designer who can visualize all client briefings in a spectrum of colours. In this interview, Albuquerque sits down with the team of **PALM Magazine** and shares his insights into the growth of the lighting market in the country, and how his own journey reflects the growth.

Lloyd Albuquerque didn't plan to be a lighting designer.

"It was a mistake," said Albuquerque. "I was a DJ in school. I was interested in sound. My brother worked with **Roger Drego**. In those days, Drego's company was looking for someone who could handle a small job, a guy who could work for them just once a week. Drego asked my brother if I can help him with sound recording at a studio. This is where it all started - my journey as a freelance 'sound guy' at the recording studio."

He continues, "One afternoon, during a time when there were hardly any shows; Ronnie the manager who supervised the lighting department asked me if I was free to lend him a helping hand

In Conversation with Lloyd Albuquerque, Lighting Designer, LGL Designs

What makes a lighting designer a lighting designer? Lloyd Albuquerque, in a tête-à-tête with PALM Magazine, reveals his foray and plans as the go-to "light guy" in the pro lighting industry; the current boom in the Indian pro lighting market, and how education can help bridge the gap between the rise in demand and untapped potential in the current market.



on gig. I agreed. To this day, I remember how I enjoyed working on that gig. The next morning, Drego called me to his office, and asked me if I had fun working on the gig the day before, and I said, "Yes!" He then asked me to choose between sound or lights, because, in his words, I 'can't do both. Do one and excel in one'. Because of my ego, and because Drego was a sound guy, I told him I will do lights. I started from scratch. I didn't even know how to roll a cable. But I learnt on the job. This one auditorium St Andrews I worked for was like a window into the world of theatre for me. I saw designers come in and ply their craft. But in four years, I learnt, and I found myself heading the lighting department. I did lighting design for shows like Stardust Awards, Zee Cine Awards, Shiamak Davar et al. As I continued working more and more, people involved in this business started to



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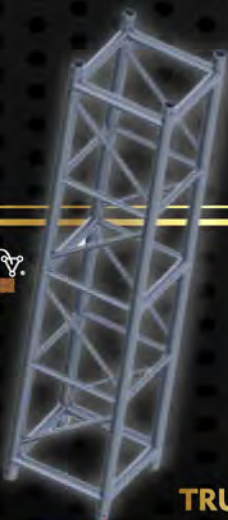
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realize that I knew what I am doing, interpreting their thoughts even before they could express what they wanted.”

Major Milestones as a Lighting Designer

Albuquerque recounts the three major milestones in his career as a lighting designer. “One major milestone in my life was that I recently became a ‘masterji’, a teacher. This is one of the finest things I have ever done in my life. It gives me joy.

It’s fascinating to see my students become self-aware and innovative at the same time. Another milestone in my life came to me when I decided to push away from work that did not satisfy me. When I got into the lighting design business, I made money. I didn’t know at that time what a lighting designer should make. There was no concept of a lighting designer. But today, when I realize that a particular segment of a job isn’t for me, I say No to it. That opened up new pathways for me.”

Albuquerque further adds, “The third milestone I recollect was getting my occupation changed from ‘Light Technician’ to ‘Lighting Designer’ on my Form 16. I fought with my manager over this. As I said earlier, there was no concept of a lighting designer back in those days. We would service the lights, pack the truss, put up the lights, programme the show, and then pack up. If I was doing all this and more, I wanted my designation to change!”

Key Qualities of an Aspiring Lighting Designer

Lloyd Albuquerque shares a few key traits that every aspiring lighting designer must inculcate. He says, “First of all, YOU decide. You decide what you want to do and how much of it you want to do. Because the Indian scenario is so different compared to an overseas one. Here, in a week, I will probably do four or five shows. Abroad, a lighting designer works on four or five shows in a year, and even that is too many for the designer, considering the scale of the projects at hand. There are lighting designers who only do theatre. There are lighting designers who only cover dance, or designers who only focus on fashion, or film and TV shows, or bands or live events. These are niche professionals. I do not belong to that niche. I do not belong to that differentiation. I am lucky to do everything.

So, a lighting designer in India needs to be very versatile, needs to have a thick skin, be ready to work odd hours, and always willing to learn. Every great lighting designer I have met is very weird, almost downright quirky in the way he/she breaks things down.”

Addressing the Lack of Talent Pool through Formal Education

Lloyd Albuquerque laments the lack of skilled lighting designers in India. He says, “The only reason there is a lack of talented lighting designers in this country is because there is no formal education! I got into lighting design by accident. There is no dearth of talent. It’s just that the right people are not picking up the profession.”

Talking about how the pro lighting industry in India is addressing the untapped potential in the world of lighting, Albuquerque responds, “The industry is trying to give more education to professionals involved in the field in terms of how to put up a truss, how to rig up a light, how to deal with power. These days, the shows are getting bigger, and as a result, the number of mistakes made by professionals in this field are also getting bigger – because no one taught anyone the right way to do things. That’s why trusses are falling, and people are dying. We are not ready for this. People aren’t qualified or trained to touch high-end equipment. For instance, take a worker, who is wearing a harness and putting up a truss – if he doesn’t know how to work the harness on, he’ll fall. If he’s taught how to put up a truss without the harness, and you suddenly put on more safety equipment on his body, then he must not only do his job but also keep thinking about utilizing the harness.”

He adds, “There’s also no time nowadays. We get the venues to set up the night before. The lighting designers and technicians are now travelling from show to show without a break. The equipment reaches the site without getting checked or serviced. The equipment coming in is also substandard. If I ask for a **PROLYTE** truss that is rated, that can take about 100 kilos at point load during this time of the year, I am not sure I am receiving just that from the vendor as I don’t know if its checked or serviced before it gets to me.”

Lighting Design in India v/s Lighting Design Overseas

Albuquerque also deep dives into several ways in which the pro lighting industry functions differently in international countries in comparison to India. He elucidates, “The big difference between lighting design overseas vis-à-vis India is that when you hire a well reputed lighting designer abroad, they know what they want, they know what the client wants from them, and things are generally well-planned. In India, the raw material gets supplied to us at the last minute. There’s rarely time

for the set designer to render the set, for me as a lighting designer to see the set design, the size and elevation of the set, and block the inventory. The bigger difference in lighting design overseas versus in the home country is that overseas, once the lighting design is complete, and the clients wants to change even the smallest of things, he/she will literally have to beg for that change. That is not the case here.”

He adds, “Overseas, for stage lighting, there’s a designer for the stage design, there’s a designer for the lights, there’s an operator, and then there’s someone who will run the show. If it’s a tour, there are probably two or more sets of hands for all these roles.”

The Significance of a Reliable Lighting Console

Lloyd Albuquerque’s reputation in the lighting industry relies heavily on the fact that he doesn’t compromise on his lighting equipment, especially the lighting console. He affirms, “Instead of the lights, I mainly stress on the lighting control, i.e. the lighting console. I always push for original consoles. The leading ones in the country are **MA Lighting** and **Avolites**. These brands have adapted in a way

“When I went to PALM Expo, I was looking for a replacement for a particular lighting product. I found two options that worked better than I expected. Now I know that for my next Fashion Week, with these alternatives, my generators will be down by 1/3rd of the normal usage, because I am getting the same quality, or even better, by using lesser power. We do have innovation here, and lighting designers have to push it. We are driving it.”

that every lighting fixture can be controlled from that desk no matter what make or model. I have invested in lighting consoles, so I own **MA3**, **MA2**, **Avolites**, and **Chamsys**. These consoles are my tools. If I can create anything out there, from here, imagine how important is this! If the lighting fixtures fail, you can replace them. But if the console fails, its game is over.”

However, no compromise doesn’t equate stubbornness. Albuquerque is understanding of the fact that clients and vendors come with their own budget restrictions. He corroborates this by stating, “But it’s also a game of numbers for the vendors. If my lighting vendor invests 1 crore, he’ll get 40 lakhs in return. If he must buy a branded product, like something from **Claypaky** or a **Martin** for instance, it will cost him 3x more. Is he going to get the rental price for buying an equipment that costly? If he buys a Chinese brand, he’ll get 10 such fixtures and spares in the same price. So, I understand where these vendors are coming from.”

Are Indian Manufacturers Stepping Up to The Demand For Good Lighting Equipment?

According to Lloyd Albuquerque, India is now witnessing a rise in the production of the home crop in the pro lighting industry, even when the manufacturing is inspired by the trending international products in lighting. He states, “When you talk about Indian manufacturers, it’s always an impression of what is currently running. It’s good that inspired manufacturing is happening in India, because now I have options. For example, LED Blinders - the original came in, and then there was this

Indian company that started making copies of that. But now, this Indian company's LED Blinders are everywhere. The price point is good, and I can see that light in every theatre now. It's not extraordinary, but it gets the job done."

Albuquerque further elaborates about how India-based expos and exhibitions are filling the demand for homegrown replacements of international brands, "When I went to PALM Expo, I was looking for a replacement for a particular lighting product. I found two options that worked better than I expected. Now I know that for my next Fashion Week, with these alternatives, my generators will down by 1/3rd of the normal usage, because I am getting the same quality, or even better, by using lesser power. We do have innovation here, and lighting designers have to push it. In fact, we are driving it."

Albuquerque also contemplates that the rise in Indian manufacturing of pro lighting products will eventually deplete the vendors' reliance on cheaper, copied Chinese products and ensure that the quality of the equipment used for a variety of venues do not deteriorate in the longer run. He shares, "The Indian manufacturing of pro lighting equipment will result in the decline in demand for the Chinese counterparts. It's all for the better. Let's face it, every time we bought something Chinese, with vendors spending their hard-earned money and time on it, and put it up on a project, we found that 50% of the lights are not working, something is damaged, or something burned out. In that case, what can the vendor do? He bought one batch of lights, and they worked well. So, he buys another batch of lights. But when you put these two batches next to each other, they are totally different in function! They are already paid for. But if these batches are manufactured here, the chances of this error happening are next to zero."

Evaluating The Indian Pro Lighting Market

Even when it is quite difficult to put an exact numeric value to the Indian pro lighting industry, Lloyd Albuquerque is of the opinion that different categories of the market drive the revenue differently. He explains, "There are different categories in the Indian pro lighting market. In the wedding market, for instance, there are not a lot of branded products in terms of lighting. But when it comes to live events, there is a presence of branded products in the lighting segment. Within these categories, there are subcategories. I am all for mid-level shows because that's where

the revenue generation happens. 20 or 30 such shows happen in a month, and they generate actual income for everyone involved, because the equipment quality needs are good, and the setup doesn't take time. Then you have the low-level shows. If the rental cost for a LED Bar is 750 rupees or 500 rupees, the vendor sources it for 100 rupees, while the retail cost of the LED is 3000 rupees!"

Albuquerque reflects on the pro lighting market's current state in India, and he is optimistic for the present and the future, "It's going crazy! I have never been so busy!"

The famed lighting designer also accounts for the segment that is witnessing the biggest growth in terms of demand for pro lighting equipment. He replies, "The growth is on the gold. For example the demand for product launches. It started with shatter glass and moving sets, and now, it has all become aerial. We now have aerial light drones, motorized curtains, hydraulic lifts, and more. The demand for a different experience drove the technology further. For instance, from holographic image projection to laser projection, lighting in the corporate sector is only getting bigger and better."

The Biggest Trend Dominating the Lighting Industry

Albuquerque expands on the trends that are gaining momentum in the pro lighting industry. He expounds, "When it comes to lighting, we are on the verge of a massive revolution. We are now gaining recognition and respect as Lighting Designers. We even have awards for lighting now. International pro lighting companies are now offering trainings. There are now opportunities to learn and create a skillset for the technicians. We are creating jobs. We have got international support. We are now pushing ourselves and the market more, doing many, many things in Lighting Design."

Albuquerque concludes with the biggest key trend that is set to bring lighting, audio, and AV under one roof for a smooth, seamless experience. He summarizes, "I see a lot of synergy in lighting, audio, and AV. The lighting consoles are now talking to sound, so I can play sound from my console, I can trigger trussing motor systems, I can work on video and software like Resolume, I can work on pyros, and establish madrix control from my light consoles. I have worked on and working on several time-coded light shows. We are now doing virtual shows too. For me, synergy is the key."



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The Bright Spark

LIGHT GUYS ON HOLIDAY

Viraf Pocha



Hey – We have all had a wonderful season. The Covid bounce-back has been amazing.

Lots of work means lots of money in the bank.

Lots of work means we've been away from our families.....a lot.

Lots of work means we are exhausted.

So, we need a holiday. Here I am wearing my Lighting Tour Guide hat and sharing some destinations every Light Guy should visit.

Destinations that pack something for our families. Something for our souls.

Something to inspire us to have an even more successful season ahead.

Some of us have been lucky to be on summer tours in Europe and America; and I'm sure you will have seen some amazing shows and played with some amazing equipment. Lucky you. Please share your stories on social media so all of us can learn a little.

This here is when you wear your holiday clothes and step out for some fun.

The first destination must be the NORTHERN LIGHTS. Aurora Borealis.

The sight filled the northern sky; the immensity of it was scarcely conceivable.

As if from Heaven itself, great curtains of delicate light hung and trembled.

Pale green and rose-pink, and as transparent as the most fragile fabric, and at the bottom edge a profound and fiery crimson like the fires of Hell,

they swung and shimmered loosely with more grace than the most skilful dancer.

Lyra thought she could even hear them: a vast distant whispering swish.

- **Phillip Pullman, His Dark Materials**

Solar storms on our star's surface give out huge clouds of electrically charged particles.

Most of these particles are deflected into space, but some get captured in the Earth's magnetic field, accelerating down towards the north and south poles into the atmosphere.

"These particles then slam into

atoms and molecules in the Earth's atmosphere and essentially heat them up," explains Royal Observatory astronomer **Tom Kerss**. "We call this physical process 'excitation', but it's very much like heating a gas and making it glow."

The Aurora's characteristic wavy patterns and 'curtains' of light are caused by the lines of force in the Earth's magnetic field.

I'm sure we have all seen the photos – but it is impossible to capture the scale. From one end of the horizon to another. Imagine 100 Pink Floyd stages lined up on the horizon. Now double that vision.

Usually green, sometimes blue. If you are lucky - pink.

Buy top quality snow jackets and boots. You need to be around the Arctic Circle. Best would be to chase them. It is nature, so you must be lucky. They don't show up on demand. Like in a tiger sanctuary – one day, nobody will see anything. The next night, the sky is on fire.

Ideally, you can chase them. By boat and then by car. Start from Greenland to Iceland. Then onto Norway. Tromsø is accepted as the heart of the Northern Lights. Svalbard too (also in Norway) reports great viewings. Then onto Swedish and Finnish Lapland.

In Finland, you can also rent a glass igloo and see the lights from the comfort of a heated glass bubble.

Of course, if you are adventurous – spend a night in a tent in the Scandinavian wilderness.

This is usually a winter activity.

In the summer, across the same Northern skies, you may be lucky to see **Circumhorizontal Arcs** or "**Fire Rainbows**".

These beautiful natural phenomena are popularly known as fire rainbows. The form when sunlight hits the ice crystals trapped within cirrus clouds that are very high in the sky.

If you miss that – you may catch **Nacreous Clouds**. Again, spotted in the polar regions, high up in the atmosphere, where the air is cold and dry. The setting sun lies lower than the clouds, creating a colourful iridescent shine as they reflect sunbeams back. These clouds are also known as the 'mother of pearl clouds' and are only seen at the twilight hours of dawn and dusk.

Moving to warmer climates, but still looking into the sky – Let's go to Vene-

zuela. Specifically, to the mouth of the Cataumbo River, which sees more lightning than anywhere else on Earth. The 'everlasting lightning' occurs upto 260 nights of the year and can last over 10 hours. The area is so stormy because cool breezes from the mountains meet warm, moist air, creating electric charges and lightning storms that can have over 280 lightning strikes per hour.

After bowing our heads to nature – let's head indoors.

A list of some incredible Light Exhibitions

Budapest. To the **Light Art Museum**, located within the Heritage Downtown Market Hall. Walk through a series of large-scale, multi-sensory installations that harness technologies to create some amazing spaces.

The **Museum of Light** in **Mexico City** is located in the former San Ildefonso College. This is probably the closest to a traditional museum that explores the relationship of light to various sciences. Its six major permanent exhibits are **The Nature of Light** which explores the basic principles of light as physics. **The Light of the Stars** exhibit focuses on the chemistry of these celestial bodies.

A World of Colours and **Light in the Arts** are pretty much just that.

Light and the Biosphere focuses on how light is important to life.

The last section is called **Vision**, which focuses on how eyes work.

On to Tokyo, where **TeamLab** has set up the engaging **Interactive Light Museum**. This **Japanese Digital Art Collection** brings together some of Japan's foremost designers to create immersive experiences where people are invited to walk through the exhibits – sometimes even shaping them. In fact, the advice for you is, wear white tops and pants with flat sports shoes – so the mirrors don't embarrass you and you blend into the exhibits.

This exhibition is now touring the world and will soon find a permanent space in Hamburg.

Close by in **Krakow, Poland** is the **Museum of Light & Illusions**. Relatively small but located on a bustling street bursting with youthful activity, this quirky place is a relief from the incredible art and sculptor that fills the nearby areas.

Let's hop across to **Paris**. The **Centre**

Pompidou. This beautiful building houses a superb collection of installations built and incorporating lighting sources in innovative ways.

Will Lighting ever replace ART?

To answer that, let's zip across the world to the **Fields of Light** at the base of **Uluru Rock** in **Australia**.

Imagine 50,000 stems of flowers in glass – all lit up in the shadow of this imposing mountain.

Truly a once-in-a-lifetime experience.

Let's now head to the **Lantern Festival**. The Chinese Lantern Festival is held around February and a separate Lantern Festival is held across the region on Singapore, Thailand, Indonesia. Chiang Mai, up in the mountains, is an ideal location to enjoy this festival of light and love.

The USA and the UK also celebrate versions of this festival.

Our own festival of lights, **Diwali**, marks the start of the 'Season' in India. Something for everyone.

Let's end our tour at the **Snow and Ice Festival** in Harbin, China. Usually runs from late December till late February.

While it's officially an Ice Festival, lights are used widely to highlight the translucency and transparency of the ICE.

If not a must visit – a must-browse-to-glimpse the immense scale of the exhibits.

Feeling inspired? Energised?

Great. Let's see some wonderful work here in India where some people are hard at work to build and develop a Light Festival right here in the country.

In the last few years, we have seen some great Sound and Light shows at so many monuments around India. Our Future is BRIGHT.

MODERN STAGE SERVICES ACHIEVES HISTORIC BREAKTHROUGH IN PROJECTION MAPPING, SETS NEW INDUSTRY STANDARDS

Modern Stage Services Pvt. Ltd., a pioneering company in the field of projection mapping, has made history once again with a groundbreaking achievement that is poised to redefine the industry. Leveraging its expertise and pushing the boundaries of technology, Modern Stage Services has successfully achieved a remarkable breakthrough in the art of projection mapping, solidifying its position as

a leading player in the field.

Exceeding Expectations: Unforgettable Projection Mapping at Iconic Locations Across India

During the launch of the new Parliament building, Modern Stage Services Pvt. Ltd. surpassed its clients' expectations by delivering exceptional projection mapping experiences at six different locations across India. These locations included the **New Parliament Building**, New Delhi, **Red Fort**,

Delhi, **Gateway of India**, Mumbai, **Sun Temple Modhera**, Gujarat, **Konark Sun Temple**, Odisha, and **Victoria Memorial**, Kolkata.

This achievement marks yet another significant milestone for the company.

Speaking about this historic feat, **Davinder Wadhwa**, Director, Modern Stage Services Pvt. Ltd., expressed immense pride in the company's accom-

Inventory Used For Projection Mapping:

- **CHRISTIE DWU20HS** – 50 Nos.
- **PIXERA Media Servers** – 15 Nos.
- **JBL Weatherproof Speakers** – 40 Nos.
- **JBL Weatherproof Subwoofers** – 20 Nos.

plishments. He said, "We are thrilled to have achieved this remarkable milestone in the field of projection mapping. Our team has displayed unwavering dedication and passion, tirelessly pushing the limits of creativity and technical excellence. This achievement stands as a testament to their exceptional efforts in delivering extraordinary experiences to our valued clients and audiences. We are immensely grateful to our esteemed clients, MoHUA and CPWD, for giving us this incredible opportunity. Their support has been instrumental in our success, and we extend our heartfelt gratitude to them."

Recognized as a Game-Changer: Expanding Possibilities in Projection Mapping

Industry experts and enthusiasts have noticed Modern Stage Services' groundbreaking achievement. Many consider this breakthrough to be a game-changer for the field of rental projection mapping shows, introducing new avenues for artistic expression, brand storytelling, and immersive entertainment experiences.

With this latest accomplishment, Modern Stage Services firmly establishes itself as a trailblazer in the projection mapping industry. Its unwavering commitment to innovation and relentless pursuit of excellence continue to propel it to new heights, leaving an indelible mark on the world of visual arts and technology.



Modern Stage Services delivers outstanding projection mapping at New Parliament Building, New Delhi, Red Fort, Delhi, Gateway of India, Mumbai, Sun Temple Modhera, Gujarat, Konark Sun Temple, Odisha, and Victoria Memorial, Kolkata with brands such as Christie, Pixera, and JBL

CLARITY CONSULTING SPARKS PRAGATI MAIDAN / ITPO WITH ACOUSTICS, AV, ICT, AND LIGHTING DESIGN

Clarity Consulting successfully completes the installation in **Pragati Maidan, New Delhi** as it was inaugurated by **Prime Minister Narendra Modi**.

July 26, 2023, was a big day with the PM Narendra Modi opening Pragati Maidan/ITPO, the venue for the 2023 G20 Meeting. Clarity Consulting have provided Acoustics, AV, ICT, and Lighting Design consultancy for the complete

project. The venue has a 3000 seat Plenary Hall, 4000 seat Multi-Purpose Hall (which joins with the Plenary Hall to make a 7000 seat venue), 3000 Seat Amphitheatre, 900 and 600 Seat Auditoriums, 100 Seat PM Conference Room, 2 x 50 Seat Conference Rooms, VIP Lounges, Leader Lounge, G2 Meeting Hall, 30 other meeting rooms of various sizes, State Banquet Lawn as well 30,00,000 sq

ft of Exhibition Halls.

Kelvin Ashby-King, Principal Consultant, Clarity Consulting comments on the installation provided by the team saying, "With more than 6 years of efforts from the complete team, we congratulate India on getting a "world class" Convention and Exhibition Centre."



Pragati Maidan / ITPO, New Delhi

CHRISTIE GS SERIES POWERS GROUNDBREAKING 360-DEGREE IMMERSIVE VR LABORATORY IN SHANGHAI

Christie announced that its GS Series 1DLP laser projectors are powering an innovative 360-degree immersive VR laboratory at a prestigious national public research university in Shanghai, China.

This state-of-the-art facility represents a major milestone in immersive edu-

for experiential learning.

"This cutting-edge facility features advanced projection and 3D interactive technologies and is poised to transform the way our students learn and engage with virtual environments," said Associate Professor **Zhongding Jiang**, who oversees the immersive VR laboratory.

virtual simulation teaching. We are delighted to contribute to the advancement of education and innovation through this remarkable collaboration with one of China's top universities."

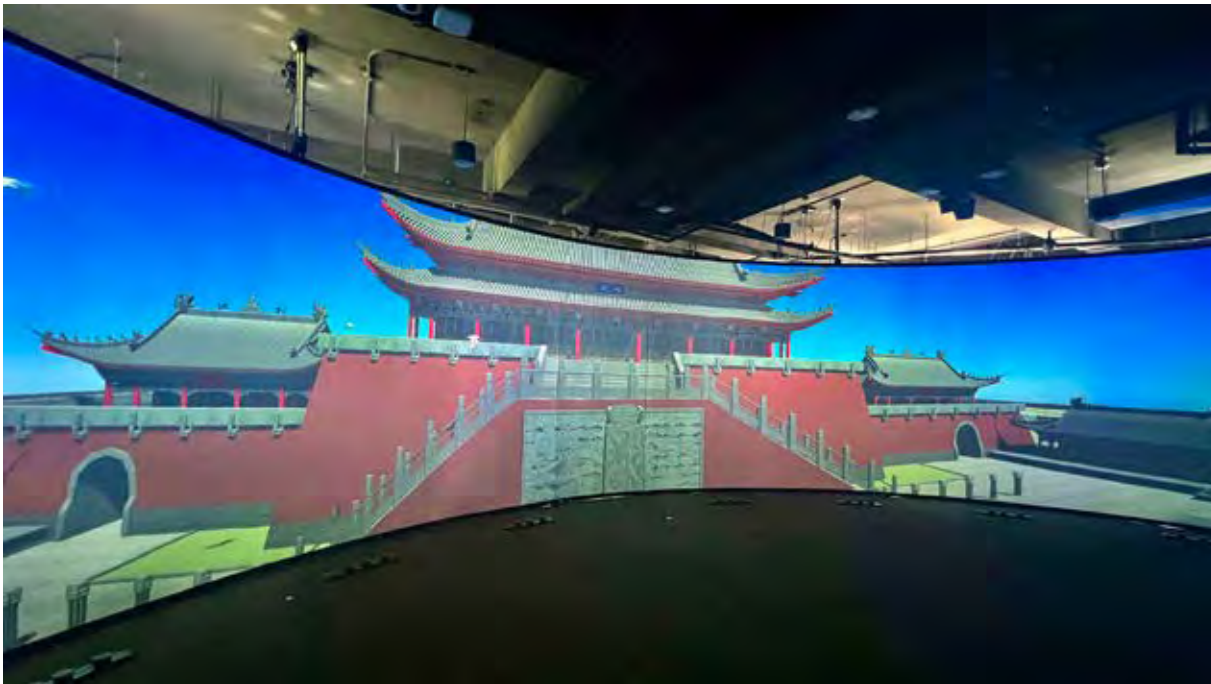
To ensure impeccable image quality and stability, Dr. Jiang's department collaborated closely with Liancheng Digital

cable image clarity and uniformity on the screen."

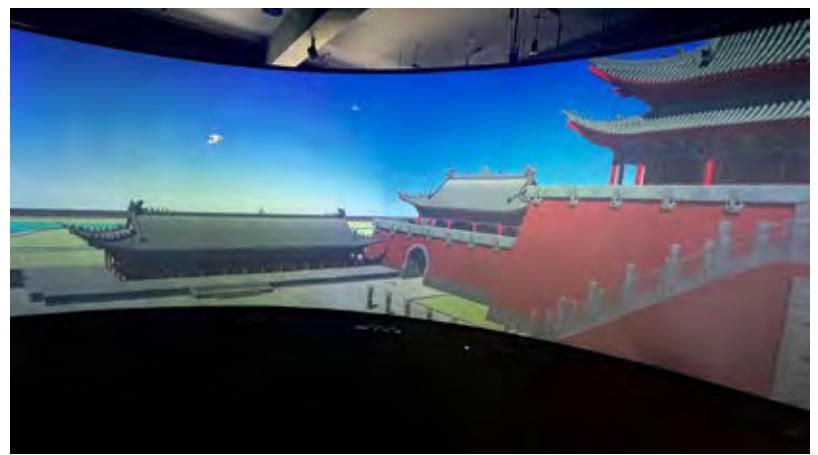
According to Dr. Jiang, the establishment of this immersive VR laboratory showcases the university's success in independently constructing a 360-degree virtual reality system and represents the culmination of extensive R&D efforts, including the use of lighthouse laser positioning technology. The laboratory provides a platform for students and educators from all disciplines to engage in virtual simulation teaching and hands-on experiences, fostering an environment for cultivating innovative and entrepreneurial talents.

April Qin, Senior Sales Director for China, Enterprise, Christie, commented, "We are thrilled that our GS Series laser projectors are chosen as the preferred projection system for this pioneering immersive VR laboratory. It is a clear demonstration of our commitment to delivering unrivaled visual experiences and driving innovation in education. Our tried-and-tested GS Series is well-positioned to pave the way for a new era of experiential learning, enabling students to engage in captivating virtual simulation within this advanced VR environment."

Featuring laser illumination, the



This innovative immersive VR laboratory is powered by 20 Christie DWU7062-GS laser projectors



Images displayed by the Christie GS Series projectors (left) on the 360-degree screen (right) have an astounding 16K super resolution

cation, providing students with an unparalleled virtual reality experience. The stunning 2D and 3D visuals displayed on the surrounding screen are achieved by 20 Christie DWU7062-GS laser projectors, delivering an astounding 16K super resolution. The projectors were supplied, commissioned, and installed by Christie's trusted partner, **Liancheng Digital**. This landmark setup, which boasts 3D positioning and tracking functions, is the first of its kind built by a Chinese university. It optimizes talent training and creates new opportunities

"With Christie's high-performance GS Series and our technological expertise in immersive VR systems, we are confident that this facility will empower our students to explore new frontiers of knowledge and creativity."

Yueyi Wu, General Manager, Liancheng Digital, added, "We are honored to play a role in the establishment of this groundbreaking immersive VR laboratory. The Christie DWU7062-GS laser projectors, with their superior image quality and reliability, are instrumental in creating an ideal environment for

throughout the design, installation, and commissioning stages. Highlighting the advantages of the Christie DWU7062-GS projectors, Dr. Jiang said, "Their compact footprint allowed for strategic placement to accommodate two columns within the laboratory while ensuring optimal heat dissipation. Additionally, during the commissioning stage, meticulous calibration was performed on the projectors' internal optical path, brightness, and color consistency. These efforts were crucial in ensuring that the VR system consistently delivers impec-

Christie GS Series eliminates the need for lamp and filter replacements, providing 20,000 hours of low-cost operation. Wireless connectivity, a small footprint, low-weight, whisper-quiet operation, and a full range of lenses make them ideal for demanding, high-use applications. Select models come with onboard **Christie Twist** warping and blending software, and **Christie Mystique** automated camera-based alignment tools, making setup, alignment, recalibration, and maintenance of multi-projector systems quick and easy.

palm + AV-ICN

EXPO MAGAZINE

THE PLATFORM FOR PIONEERS



In PALM + AV-ICN Magazine's '11 Questions' Series, industry leaders reflect on innovative technologies that are shaping the pro audio, video, and lighting industry, provide global market insights and share their vision for the way ahead.

11 QUESTIONS WITH Manuel Peris

CEO - DAS Audio Group SL



With more than 20 years of experience at DAS Audio, first as Controller and Founder of DAS Audio America, and then as Financial Director and CEO since 2011, Manuel Peris has nurtured DAS Audio to being it is the leading provider in Europe today. In an exclusive interview with PALM + AV-ICN, Manuel Peris shares his insight on running a family-owned business, the Indian pro audio trajectory for DAS Audio, his plans to penetrate the pro audio market in India, and more.

Q1: What does your company do in the pro audio industry? What have been some of the highlights and key?

A: We started as a small company in the pro audio industry, focused on the production of high-quality audio equipment. Over the years, we have grown into a global company with a strong presence in Europe, Asia, and the Americas. Our products are used in a wide range of applications, from live performance to broadcast and recording.

Q2: How do you see the pro audio market in India?

A: The Indian pro audio market is growing rapidly, driven by the increasing demand for high-quality audio equipment in live performance, broadcast, and recording. We see a bright future for the Indian market, and we are committed to expanding our presence in the region.

Q3: What are your plans for the future?

A: We are focused on continuing our growth and innovation, and we are committed to providing the highest quality products and services to our customers.

Q4: How do you see the pro audio market in India?

A: The Indian pro audio market is growing rapidly, driven by the increasing demand for high-quality audio equipment in live performance, broadcast, and recording. We see a bright future for the Indian market, and we are committed to expanding our presence in the region.

Q5: What are your plans for the future?

A: We are focused on continuing our growth and innovation, and we are committed to providing the highest quality products and services to our customers.

11 QUESTIONS WITH Greg Beebe

Executive Vice President, Professional Audio, Sennheiser



In his 30 years of journey with premium pro audio brand Sennheiser, Greg Beebe has seen the company grow large and broad, expanding its footprint to many parts of the world. Today, the brand is synonymous with reliable and unparalleled audio excellence in a wide range of applications. In PALM + AV-ICN '11 Questions' Series, Beebe, currently the Executive Vice President of Professional Audio at Sennheiser, offers four insights into Sennheiser's strategy to continue its preeminence in the pro audio industry, the key trends and technologies that developed in the pro audio market in India in the last decade, the company's future plans to focus on the ever-evolving and increasingly mature pro audio scene in the country, and much more.

Q1: What is Sennheiser's strategy to continue its preeminence in the pro audio industry?

A: Sennheiser's strategy is to continue to invest in research and development, focusing on the latest technologies and trends in the pro audio industry. We are committed to providing the highest quality products and services to our customers, and we are focused on expanding our presence in the Indian market.

Q2: How do you see the pro audio market in India?

A: The Indian pro audio market is growing rapidly, driven by the increasing demand for high-quality audio equipment in live performance, broadcast, and recording. We see a bright future for the Indian market, and we are committed to expanding our presence in the region.

Q3: What are your plans for the future?

A: We are focused on continuing our growth and innovation, and we are committed to providing the highest quality products and services to our customers.

11 QUESTIONS WITH Dave Haydon

Director Co-Owner, Our Board & Tilmex Spatial Audio



As the co-owner and director of Our Board, one of the leading innovation companies in entertainment, presentation, and experience technology, Dave Haydon also introduced the Tilmex Spatial Audio division in 2000 with his business partner Robin Whitaker. Today, Tilmex's products are revolutionizing the field of immersive audio at every step of the way. In an exclusive interview with PALM + AV-ICN, Dave Haydon reveals the reason behind forgoing into the world of spatial audio, the new technology that makes Tilmex's products a cut above the rest, and how he envisions the trajectory for spatial audio in the Indian pro audio market.

Q1: What is Tilmex's strategy to continue its preeminence in the pro audio industry?

A: Tilmex's strategy is to continue to invest in research and development, focusing on the latest technologies and trends in the pro audio industry. We are committed to providing the highest quality products and services to our customers, and we are focused on expanding our presence in the Indian market.

Q2: How do you see the pro audio market in India?

A: The Indian pro audio market is growing rapidly, driven by the increasing demand for high-quality audio equipment in live performance, broadcast, and recording. We see a bright future for the Indian market, and we are committed to expanding our presence in the region.

Q3: What are your plans for the future?

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11 QUESTIONS WITH Michael Bosworth

Executive Vice President, Christie Digital Systems



Michael Bosworth, Executive Vice President, Christie, has garnered more than three decades of experience in the field of projection and visualization. In his current position, Bosworth is responsible for overseeing and steering the sales and strategic planning for Christie Digital Systems in North America, EMEA, and APAC regions. In his previous positions, as Business Development Head at Boco and Managing Director and Owner at 10 Solutions Pvt Ltd, Bosworth amassed a wealth of knowledge and insight with respect to modern-day projection and innovative, experiential visualization. In this article, Michael Bosworth fields 11 questions on Christie being at the forefront of innovative and transformation, its journey through the pandemic, how far along he is penetrating the Indian market while addressing the unique cultural aspects the country poses when it comes to 3D mapping and projection, and the roadmap ahead.

Q1: What is Christie's strategy to continue its preeminence in the pro audio industry?

A: Christie's strategy is to continue to invest in research and development, focusing on the latest technologies and trends in the pro audio industry. We are committed to providing the highest quality products and services to our customers, and we are focused on expanding our presence in the Indian market.

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To feature in our upcoming 11 Questions Series, Contact Smita Rai at smita.raihyve.group

Epson's compact projector, EB-PU2213B 13,000-Lumen 3LCD Projector with 4K Enhancement, projects crystal-clear visuals at the AV-ICN Expo 2023



EPSON CAPTURES BIG MAPPING PROJECTOR'S

Yasunori Yoshino, Chief Operating Officer, Visual Products Operations Division and **Samba Moorthy**, President of Epson India met with **Anil Chopra**, AV-ICN's Founding Director, at the 2nd AV-ICN Expo featuring the largest projection technology display. Epson's core technologies and core devices in projection have captured the market globally. Epson exceeded 30 million sales of 3 LCD projectors, far ahead of any other projection brand. Yoshino San shared Epson's strategy, purpose, and exhibit display theme at AV-ICN expo with Chopra San.



Yasunori Yoshino,
Chief Operating Officer, Visual Products
Operations Division

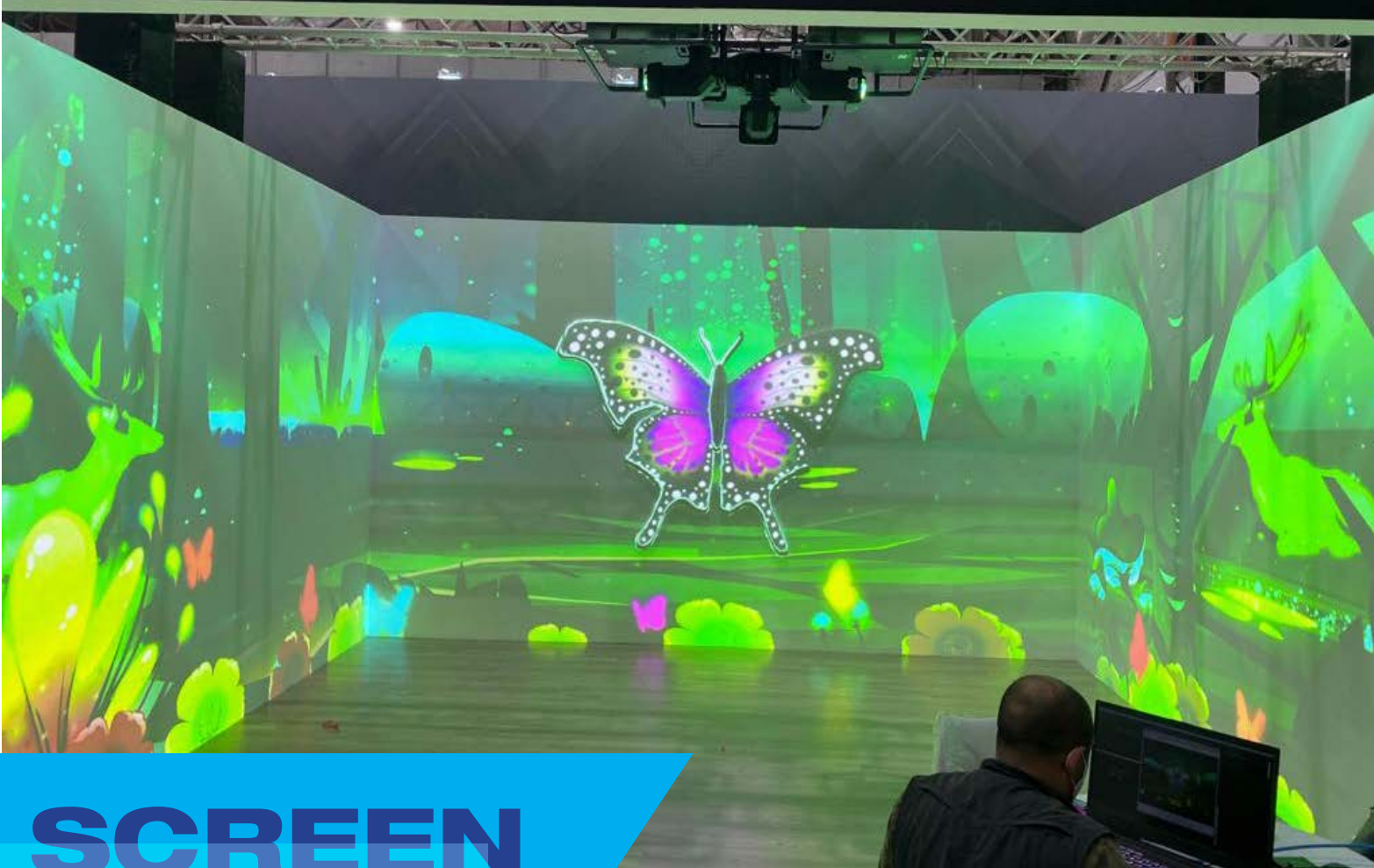


Samba Moorthy,
President of Epson India



Anil Chopra,
AV-ICN's Founding Director

IMMERSIVE PROJECTION MAPPING



Epson's EB-PU2216B 16,000-Lumen 3LCD Large Venue Laser Projector help visitors experience immersion at the AV-ICN Expo's Immersive Projection Mapping feature

SCREEN DEMAND

AT AV-ICN EXPO



The Epson EB-PU2213B 13,000 Lumen 3LCD Laser Projector features 13,000 lumens of colour brightness, 4K enhancement, and nine optional powered lenses

Yasunori Yoshino, COO of Epson's visual products has indeed been responsible for this division since many years. Yoshino has seen the emergence of Epson projection systems capturing the large venue projection segment for events. Epson was the originator and leader for the culture of big screen business presentations in 1994 with the release of **ELP 3000 projector**. WUXGA - widescreen ultra extended graphics array technology from Epson has impacted event glamour and delivery of enhanced 4K video. Epson projectors depend on their own patented core devices based on their own patented core technologies. Here the excerpts of Epson's strategy in response to market dynamics shared by Yoshino San.

"Epson carried out global survey on visual dynamics measuring the evolving societies and business requirements and the philosophy of Epson in designing products and services that enable people to fully exercise their creativity and visual communication. Epson always planned to take visual communication to the next level, hence we showcased at AV-ICN expo for the Indian projection

market. We displayed projectors focused on Mapping because Epson is determined that 3D Mapping and Immersive Mapping are becoming very popular applications. In India especially, mapping is very popular with all content whether historical or spiritual and cultural. Epson has developed the most compact and superior mapping projector which also include all the core technology of Epson projection systems such as built-in NFC function to reduce time to install and commission multiple projectors, screen matching of multiple projectors, edge blends and stacking function. Large projects require these features for installation. Epson can boast of all of these core technologies," informed Yasunori Yoshino.

"Epson has developed and manufactured itself the high temperature polysilicon TFT panels which are the core components of projectors. The depth of Epson's innovative inventions and patent technologies extends to the future with optical engines for fourth generation smart glasses that use the projector technology it has refined to date," he added.

At the Epson booth, one could see the compact projector proving its fantastic capabilities in 3D mapping of depth and colour on the monument displayed. This projector was the EB-PU2213B 13,000-Lumen 3LCD Laser Projector with 4K Enhancement + ELPLM15 standard throw lens.

Features of the EB-PU2213B 13,000-Lumen 3LCD Laser Projector with 4K Enhancement:

- Incredible color:** Epson 3-chip 3LCD technology produces 13,000 lumens of equal white and color brightness
- WUXGA with 4K Enhancement:** Accepts 4K content and delivers up to 4.6 million pixels on-screen for an incredibly crisp and vibrant image
- Long-lasting laser light source:** 20,000-hour virtually maintenance-free laser light source
- Simplified installation:** 9 optional powered lenses (sold separately), including an ultra short-throw .35 throw lens with unique zero offset design, provide enhanced flexibility and convenience during installation
- Engineered for reliability:** Hermetically sealed optical engine offers high dust resistance while filterless cabinet and liquid cooling system support easy, low maintenance operation
- Ideal for live event applications:** 3G-SDI input and output easily accommodate daisy-chaining and long cable runs; mechanical shutter helps protect projector during laser light shows
- Outstanding image quality:** High native contrast ratio produces deep blacks; frame interpolation delivers realistic moving images; HDR support and scene adaptive gamma correction for true-to-life images
- Fast installation:** Built-in NFC functionality to streamline multi-projector installations using the easy-to-use Epson Projector Configuration Tool (EPCT) mobile app for Android and iOS
- Optional attachable PixAlign camera:** Provides access to powerful features, including projector stacking assist function⁷, tiling assist for edge blends, color calibration⁸ and screen matching

Also displayed were three units of the immersive mapping projector EB-PU2216B 16,000-Lumen 3LCD Large Venue Laser Projector with 4K Enhancement + ELPX02 UST lens.

Features of the EB-PU2216B 16,000-Lumen 3LCD Large Venue Laser Projector with 4K Enhancement:

- Incredible color:** Epson 3-chip 3LCD technology produces 16,000 lumens of equal white and color brightness from a standard 120 V power source
- WUXGA with 4K Enhancement:** Accepts 4K content and delivers up to 4.6 million pixels on-screen for an incredibly crisp and vibrant image
- Long-lasting laser light source:** 20,000-hour virtually maintenance-free laser light source
- Simplified installation:** 9 optional powered lenses (sold separately), including an ultra-short-throw .35 throw lens with unique zero offset design, provide enhanced flexibility and convenience during installation
- Ideal for live event applications:** 3G-SDI input and output easily accommodate daisy-chaining and long cable runs; mechanical shutter helps protect projector during laser light shows
- Outstanding image quality:** High native contrast ratio produces deep blacks; frame interpolation delivers realistic, moving images; HDR support⁴ and scene adaptive gamma correction for true-to-life images
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- Optional attachable PixAlign camera:** Provides access to powerful features, including projector stacking assist function, tiling assist for edge blends, color calibration⁸ and screen matching

Intellectual Property Activities Supporting Innovation

In addition to patents, we are following an intellectual property mix strategy that protects our designs with design rights and the names of our core technologies with trademarks. We protect our original core technologies, which are an important asset in advancing our strategy, with a huge number of patents.

Patent Portfolio

Design rights portfolio

Trademark portfolio
Technology brands & names

Improve the brand image

Secure profit

We continue to build a portfolio that affords solid protection of value-creating core technologies, original designs, and branded trademarks. This enables us to maintain and build the competitive advantage of our own brands and to sustain stable business operations.

Patent Application Ranking by Area

Japan	
Inkjet printers	1st
Projectors	1st
Robotics	2nd
Crystal devices	1st

US	
Inkjet printers	1st
Projectors	1st
Robotics	3rd
Crystal devices	1st

* 2020 ranking based on the number of patents opened to the public per Epson research from 2020/1/1 to 12/31

See more
Intellectual property
<https://corporate.epson/en/technology/intellectual-property/>

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EXCEED YOUR VISION

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Seiko Epson Corporation is among the highest patent holders in the world

Epson Delivers Enhanced Solutions For Corporate AV Applications In India

Epson has a sizeable market share in the corporate sector in India. There are legacy clients who have been served by Epson for years and years. The corporate market, as it graduates to networked environment and interactive communication, bets on the latest Epson hybrid meeting room projectors. Featured at the AV-ICN Expo's Epson booth was the PU1000B 8000 Lumens WUXGA Laser Projector + ELPX01S Ultra Short Throw Lens.

Features of PU1000B 8000 Lumens WUXGA Laser Projector:

- **Best-in-Class Color Brightness:** 8,500 lumens color/white brightness from a compact large-venue laser projector
- **Exceptional widescreen display:** Native WUXGA with 4K Enhancement Technology (1920 x 1200 x 2); accepts 4K content and provides up to 4.6 million pixels onscreen
- **Worry-free operation:** Features a virtually maintenance-free 20,000-hour laser light source and air filter



The EB-PU1000B 8000 Lumens WUXGA Laser Projector, featured at the AV-ICN Expo, delivers 8,500 lumens of colour brightness, 4K enhancement, and 11 optional powered lenses

- **Simplified installation features:** 11 optional powered lenses including ultra short-throw with .35 throw; inputs including HDBaseT and HDMI (HDCP 2.3)
- **Simplified installation features:** 11 optional powered lenses including ultra short-throw with .35 throw; inputs including HDBaseT and HDMI (HDCP 2.3)
- **NFC function built-in:** Reduce installation time of multiple projectors; read and write setting information using Epson's mobile app
- **Clip-on optional external camera:** Access powerful automated tools including auto color calibration, screen matching of multiple projectors, tiling assist for edge blends, and the stacking assist function
- **Lifelike images:** High native contrast ratio, HDR support and scene adaptive gamma correction for more realistic images and easy-to-read presentations
- **Optional external air filter:** Extend the filter maintenance cycle in dusty environments
- **Dynamic projection capabilities:** Advanced built-in edge blending, image warping and shape overlay features for a variety of applications; direct content playback from USB storage media
- **Customized performance:** Brightness modes to maximize light source life and provide a consistent brightness level
- **Powerful remote management:** Control and monitor projector status via the Epson Projector Management app for Windows

To feature your editorial in **PALM + AV-ICN** magazine

contact: **Pooja Shah** - pooja.shah@hyve.group

or

Ritika Pandey - ritika.pandey@hyve.group



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Delhi-110006

For more models please visit our website or showroom

AYRTON WELCOMES VARDHAMAN MEGATECH AS ITS NEW DISTRIBUTOR FOR INDIA

Ayrton announced the appointment of **Vardhaman Megatech (VMT)** as its new, exclusive distributor for India. The appointment takes place with immediate effect.

VMT is one of the leading professional audio and lighting distribution companies with a family history that spans 6 generations from its formation in 1807. VMT's thriving professional audio and lighting business was first introduced in 1958 and operates through a retail division (VMT Retail) of 13 nationwide stores/offices, an enterprise division (VMT Enterprise) specialising in serving corporate clients and institutions, and a distribution division (VMT Distribution) that represents some of the world's leading brands in professional audio and lighting.

"We are thrilled and honoured to be Ayrton distributors," says VMT's Country Head for Distribution Sales, **Kekul Sheth**. "Ayrton's reputation for innovation, quality, and excellence in the professional lighting industry is second to none, and we are excited to bring their exceptional product range to our customers," adds Kekul.

"The growth of the entertainment and event industry in India, coupled with the rising demand for high-quality productions, creates opportunities for innovative lighting solutions. Ayrton is

confident that Indian lighting professionals, event organizers, and production companies will appreciate the unmatched quality and capabilities that Ayrton fixtures offer.

tions that meet their highest expectations," adds **Jeff Mandot**, Director Sales, VMT.

"We are so happy to welcome VMT into the Ayrton distribution network," says **Michael Althaus**, Ayrton's global sales director. "VMT's exceptional customer service and technical knowledge, combined with their total commitment to supporting their customers throughout their Ayrton journey, will ensure VMT customers have all the necessary resources and expertise to make the most of Ayrton's innovative technologies in achieving their creative vision. We are looking forward to seeing the outcomes from this exceptionally creative region."

VMT's immediate plans to develop the Ayrton brand include targeted marketing campaigns, online promotions, and participation in industry events to raise awareness. "We will organize training workshops to educate professionals on Ayrton's advanced technologies and collaborate with designers and production houses to showcase Ayrton fixtures transformative capabilities in high-profile projects," confirms Kekul.



L to R: Kekul Sheth, Jeff Mandot, Vicky Pereira, and Rashmi Shirpute

renowned for pushing the boundaries of technology and design, and their product range aligns perfectly with our commitment to offering cutting-edge solutions to our customers. We are con-

"We believe that the partnership with Ayrton will strengthen our position in the professional lighting industry in India and enable us to provide our customers with innovative lighting solu-

ADJ'S POPULAR PROFILE PRO SERIES EXPANDS WITH TWO NEW ZOOM LENS

Two new high-definition zoom lens options are now available for **ADJ's** popular **encore profile pro** WW and **encore profile pro color** ellipsoidal theatrical lighting fixtures. The new **EP lens 2550Z (25 - 50°)** and **EP lens 1530Z (15 - 30°)** make these already versatile fixtures even more convenient to use, allowing for field angle adjustments to be made quickly and easily without the need to swap lens assemblies.

Both lenses have been meticulously designed and precision engineered to ensure maximum efficiency and flawless output. Their optical systems each incorporate a plano-convex aspheric front lens, combined with a bi-convex aspheric rear lens, which have both been treated with an anti-reflective coating. In addition to manual zoom, the lenses also offer manual focus control, allowing adjustment of the beam edge from soft to hard.

The lens movement is designed to be smooth and effortless,

allowing for easy adjustment with just one hand. This enables a single user to simultaneously set the field angle and focus, ensuring a quick and efficient workflow. 20-gauge stainless steel 4-blade shutter assemblies allow for meticulous sharpness without any halation. In addition, on the front of the lenses are sturdy gel frame holders, each with two accessory slots and a top

mounted, quick release, electroplated black gel frame retainer.

As with the **Encore Profile Pro** fixtures themselves, these new zoom lens models feature a robust construction designed to withstand the rigors of busy theaters, touring productions, and event rentals. The tough barrels are finished with a thick matt black powder coating, and they feature high impact,

thermally insulated knobs and shutter handles.

The **Encore Profile Pro** ellipsoidal fixtures offer the power-saving and heat-reducing benefits of LED without compromising on performance or features. Utilizing a potent 260W warm white LED light engine with a color temperature of 3200K, the **Encore Profile Pro WW** generates an even field of light, with no hot spot, and boasts a high CRI more than 97. Alternatively, the **Encore Profile Pro Color** features a 250W 6-in-1 RGBWAL LED engine, which can be used to generate a huge gamut of colors ranging from vibrant primaries to subtle hues through independent dimming control of the red, green, blue, white, amber and lime LED elements. It can also be used to generate color-corrected white light, with a macro function providing easy selection of a range of different Kelvin color temperatures and offers a CRI more than 90.



ADJ introduces EP lens 2550Z (25 - 50°) and EP lens 1530Z (15 - 30°) for efficiency and flawless lighting output

GRANDMA3 FOR LOLLAPALOOZA INDIA 2023: DEBUT EDITION

It was a historical opportunity for India to host the inaugural global music festival – **Lollapalooza**, the first-ever edition in Asia. The two-day multi-genre musical extravaganza at Mahalaxmi Race Course, Mumbai offered one of the most-lauded lineups in the recent Indian music festival.

With over 60,000 people in attendance, the festival witnessed both local and international headliners with state-of-the-art stage designs and experience zones across the festival. **Imagine Dragons, Great Van Fleet, The Strokes, Cigarettes After Sex, AP Dhillon, Diplo, Jackson Wang,** and **Prateek Kuhad** among many other famed artists were huge draws for the festival goers.

For a festival of such magnitude, **grandMA3** consoles were the preferred choice to design and control the mesmerizing on-stage lighting. Four **grandMA3 full-size** were used in total with four more **grandMA3 full-size** were kept in backup during the two-day festival. Award-winning lighting designer **Naveen Deshpande** – Founder and **Satvinder Singh** – Senior Designer of Ground Control were the lighting consultant for Lollapalooza India. Naveen Deshpande shares why he choose the **grandMA3 full-size**. “We wanted to streamline the festival lighting experience for all the lighting designers traveling to Lollapalooza India. Since there



An incredible view of the Lollapalooza, two-day festival held in India // Photo credit: Fleck Media

were many lighting designers traveling with multiple artists, prior to the festival we wanted to send accurate data to each lighting designer thereby reducing the on-site programming time drastically. For all four stages of Lollapalooza, we wanted bold and all-encompassing lighting designs that suit the multi-artist performance. The **grandMA3 full-size** consoles worked flawlessly in all the stages and we have achieved a spectacular result in Lolla India's debut edition.”

Naveen Deshpande was assisted by lighting designer **Ramanuj Deka** at the

main BudX Stage. **Deepak Ruhela** was also involved in the lighting design of the festival. Besides them, **Akshay Khubchandani** was the LD for Perry Farrell's stage, Satvinder Singh apart from heading the technical division was also the lighting designer for Walkers and Co Stage, and lighting designer and MA Application Engineer from Hi-Tech Audio & Image, **Ajay K. Teja** was in charge of Nexa Stage lighting.

“Lollapalooza India has created a world-class experience as per international standards and this wouldn't

have been possible without the support of our world-class crew and equipment providers based here in India. It was truly a remarkable event this season”, concludes **Vincent Samuel** – Production Head of Lollapalooza 2023.

VISUAL PRODUCTIONS LAUNCHES CUECORE2

The **CueCore2** by **Visual Productions** is a compact form-factor lighting controller for (semi-)permanent installations and architectural lighting. Designed for non-stop operation, the **CueCore2** has no moving parts; the unit is completely solid-state and achieves a remarkable level of reliability that allow lighting engineers to ‘fit and forget’.

The **CueCore2** can operate completely stand-alone. The unit can be programmed to respond to a variety of incoming protocols or scheduled to time or day.

Control the lighting

Featuring six independent playbacks, the **CueCore2** can handle lighting in multiple zones or challenging HTP/LTP

requirements.

Record from an external DMX source

Lighting shows designed on third-party consoles can easily be recorded inside the **CueCore2**.

Communicate through a range of protocols

The **CueCore2** offers an impressive collection of protocols, from typical lighting protocols such as **DMX-512, Art-Net, sACN** and **KiNet**, to protocols that allow the user to interact with any kind of non-lighting equipment.

Program show-control automation

The autonomous behaviour of the **CueCore2** can be customised by flexible



show-control programming.

Apply CueCores to small and large installs

A grid of multiple **CueCores**, all networked together, meets the capacity required by large lighting systems.

Combine with other products from the family

The **CueCore3** is the signature member of a product family that includes the **DaliCore**, for DALI control, the **B-Station**, a wall-mount button panel, **Kiosk Touch**, a wall-mount touch screen featuring a customisable dashboard & DIN rail DMX tools like the **RdmSplitter** & **DmxMerger**.

VMT CONTINUES TO ENHANCE AUDIO EXPERIENCE WITH NEW INSTALLATIONS

British Acoustics Meets Sound Demands of Gold's Gym Members

Channelling modern experiences into audio, **British Acoustics** finds a way to mesmerize fitness enthusiasts with new installation in **Gold's gym**, a premier fitness center that offers a comprehensive range of fitness programs, state-of-the-art equipment, and experienced trainers to guide members on their fitness journey. The big expansions by **Vardhman (VMT)** interested **Shivam Pawar**, Director, Gold's Gym, to state, "Our experience working with Vardhman was really good

and the sound engineers have been great in terms of assistance."

The client wanted to upgrade the venue's system to enhance the audio experience for its members. The installation team faced various challenges during the project, including the need for rugged and high-quality audio equipment that could withstand the demands of a fitness environment.

To meet these challenges, the installation team selected products from British Acoustics. The Radial 208 TW, a single 8" IP 67 rated 2-way speaker

system, was chosen to deliver clear and immersive sound throughout the gym. The Oak 12TS, a 12" Subwoofer with twin satellite outputs, provided powerful bass reproduction, adding depth to the audio experience. The LiveMix 4FX, a 4 Channel Compact Analogue Mixing Frame with FX, allowed seamless control over multiple audio sources. Lastly, the Contract 320, a 2 Channel Audio Power Amplifier designed for touring, ensured reliable and robust amplification.

These carefully selected products

neer, VMT Enterprise, stated, "The installation at Gold's Gym has truly transformed the audio experience for its members. The sound quality is now crystal clear and immersive, elevating their workouts and classes to new heights."

Adding to the comments about improved audio, **Rahul More**, Sales Engineer, VMT Central, said, "Our goal was to create an immersive environment where members could enjoy their workouts with enhanced audio quality. The installation at Gold's Gym exemplifies our commitment to delivering innovative and high-quality audio solutions."

Dharam Koli, Pre-design & Sales Engineer, VMT Enterprise, said, "Despite the challenges faced by our installation team, we were able to deliver a sound system that transformed the gym's audio experience. I'm proud to be part of a company that consistently provides top-notch solutions to meet our clients' needs."

Furthermore, **Jeff Mandot**, National Sales Manager, VMT, stated "I am thrilled with the successful installation at Gold's Gym. With over 1000 installations nationwide, VMT continues to deliver exceptional audio solutions. The partnership with British Acoustics has once again proven our commitment to quality and customer satisfaction."

In conclusion, the installation at Gold's Gym represents a successful collaboration between the installation team and British Acoustics. The upgraded audio system delivers exceptional sound quality, meeting the client's requirements and elevating the overall fitness experience at Gold's Gym.



Gold's gym enhances fitness enthusiasts' experience with British Acoustics' state-of-the-art equipment by Vardhman

from British Acoustics successfully overcame the challenges faced during the installation, providing Gold's Gym with a superior audio system. The upgraded setup enhances the overall ambiance and energizes the workout experience for the gym's members.

Commenting on the experience, **Wicky Pereira**, Pre-design & Sales Engi-

Waves, OSL, & OHM Meet Installation Demands of IICB Auditorium, Kolkata

IICB Auditorium, Jadavpur-Kolkata chose **Waves, OSL, and OHM** as their sound partners to deliver a seamless audio experience carried out by **Vardhman (VMT)**

Indian Institute of Chemical Biology (IICB) is a premier scientific research institution located in Kolkata, India. Established in 1935, it is one of the oldest and most prestigious research organizations in the country. The institute operates



under the Council of Scientific and Industrial Research (CSIR), which is the largest public-funded research and development organization in India.

"I am extremely satisfied with the audio installation carried out by VMT. The expertise and professionalism displayed by their team were commendable. They diligently addressed the challenges

(Continued on page 83)

of our unique venue and delivered a state-of-the-art audio system that surpassed our expectations," commented **Ujjal Roy**, Executive Engineer, IICB/CPWD.

"It gives me great pleasure to share my satisfaction as a Systems Integrator for the installation at IICB Auditorium, in partnership with VMT. The dedication and professionalism demonstrated by VMT's team were outstanding throughout the entire process. As a result, we were able to overcome the venue's acoustic challenges and deliver an audio system that sets a new standard for the auditorium," said **Anup Biswas**, Systems Integrator, Satellite Electronics.

At the IICB Jadavpur-Kolkata

venue, the installation team was tasked with meeting the demanding needs and high expectations of the clients. The primary objective was to deliver a seamless audio experience for their events and performances. However, the installation presented some challenges due to the venue's unique acoustics and diverse event requirements. The team needed to ensure crystal-clear sound projection, optimal coverage, and powerful bass response to cater to a wide range of events, from lectures to live performances.

To overcome these challenges, the team selected a carefully curated set of high-quality products. **The Waves Emotion LV1 Live Mixer** formed the backbone of the audio system, providing flexible control and pristine sound

quality. For delivering outstanding sound reinforcement, the **OHM Cronus 10 speakers** with their 10" woofer and 1" compression driver, capable of 129 dB SPL, were deployed. The **OHM BRS 15 reflex-tuned subwoofer** ensured deep and punchy bass reproduction.

To maintain consistent audio coverage, the **OHM BRT 6** and **BRT 26 compact trapezoidal** point-source cabinets were strategically positioned. Additionally, the **OHM BRT-15 woofer** and 1.5" compression driver provided excellent midrange and high-frequency performance. The **Oyster Digital Signal Processing** offered precise signal control and optimization, enhancing the overall audio experience.

For vocal clarity, the **OSL O5D high-performance Vocal Microphone** with adapted sensitivity for deep vocals, along with the **OS 18 adjustable 18" Cardioid Gooseneck Microphone**, were used. The installation was completed with the reliable **OSL OS 42B Gooseneck Base with Switch** and the **OSL Q500.2R Dual channel true diversity receiver**, paired with the **Q500.92H true diversity handheld transmitter** and **Q500.91P true diversity bodypack** for flawless wireless connectivity.

In conclusion, the installation at IICB Jadavpur-Kolkata successfully met the venue's diverse audio needs and surpassed the client's expectations. The strategic use of premium audio products ensured exceptional sound quality and coverage for a wide variety

of events, making it a resounding success.

"The audio system we designed, using Waves Emotion LV1 Live Mixer and OHM speakers, exceeded all expectations. The clients were impressed with the crystal-clear sound projection and powerful bass response, making it a resounding success for a variety of events," said **Wicky Pereira**, Pre-Design & Sales Engineer, VMT Enterprise on the successful installation.

"Our team strategically selected and deployed top-of-the-line products, including Waves Emotion LV1 Live Mixer, OHM speakers, and OSL microphones, to overcome challenging venue acoustics and diverse event requirements. The result is an exceptional audio experience with crystal-clear sound projection, optimal coverage, and powerful bass response," stated **Dharam Koli**, Pre-design & Sales Engineer, VMT Enterprise.

"The venue's diverse events demanded an audio system that could deliver exceptional performance across various setups. However, our team rose to the occasion, carefully selecting the right combination of OHM speakers and subwoofers, complemented by Waves Emotion LV1 Live Mixer," stated **Anindya Bhattacharya**, Deputy General Manager - East India, VMT Enterprise.



The Waves LV1 Live Mixer, OHM Speakers, and OSL Microphones at IICB ensure excellent midrange and high-frequency acoustic performance

LD SYSTEMS DELIVERS UNRIVALLED CONFERENCE EXPERIENCES AT SAIACS

In the vibrant city of Bangalore, the **South Asia Institute for Advanced Christian Studies (SAIACS)** stands as a premier institute for postgraduate theological studies and research. Committed to providing top-notch educational experiences, SAIACS also houses the

Continuing Education Opportunities (CEO) Centre, a remarkable conference facility designed to cater to various management training programs and events.

Recognizing the importance of delivering exceptional audiovisual experiences, SAIACS CEO Centre

recently underwent a transformation. The spacious auditoriums and state-of-the-art conference halls now boast cutting-edge equipment from **LD Systems**, a renowned brand in the audio industry. The integration of LD Systems products aims to ensure that clients have an unforgettable experience during their conferences and events.

At the heart of this audio revolution lies the **LD Systems Maui 44 G2** active column array system — a compact yet powerful audio solution that captivated the attention of SAIACS CEO Centre's decision-makers. Thanks to the recommendation and special demo by **Kern Fernandez** of **Tiara Audio India LLP**, the Chairman, the Principal, and the trustees had the opportunity to witness the exceptional quality and impressive power of the Maui 44 G2 system. It was an instant match, seamlessly blending

with the CEO Centre's upscale aesthetic and fulfilling the facility's requirements.

In addition to the audio system upgrade, the CEO Centre also sought to enhance its lighting infrastructure. With the guidance of **Kern Fernandez**, **Tiara Audio India LLP** recommended the **VOLITE LED** fixtures to illuminate the auditorium. This total LED lighting solution further elevates the ambience and visual appeal of the conference facility, creating an immersive environment for attendees.

Samuel Santosh Wesley, Manager of Press & Media at SAIACS, expressed his satisfaction with the collaboration. "Working with Tiara Audio India LLP was a remarkable

(Continued on page 84)



SAIACS' conference facility is equipped with the Maui 44 G2 column array system, ICOA Series coaxial speakers, LD wireless microphone systems, PALMER products, and VOLITE LED solutions

MARTIN AUDIO BRINGS LIFE TO BISMIL KI MEHFIL AT TAJ VIVANTA

Martin Audio installed cutting-edge technologies at *Bismil ki Mehfil* at the prestigious Taj Vivanta, Bhubaneswar with a range of **WPL System** products like line array, subwoofer, power amplifier, and more.

The extraordinary Bismil Ki Mehfil was brought to life with the powerful Martin Audio WPL system, featuring the **WPL - 2 x 12" Bi-amp Three-way Line Array** and the **SX218 - 2 x 18" Passive Direct Radiating Subwoofer**. The immersive sound experience was made possible by the cutting-edge technology of the four-channel 20,000W Class D Power Amplifier, the **Martin Audio iK 42**.

Sharing his experiences, **Abinash Dash**, Director, System Engineer at Live Sound Company, said, "The Martin Audio WPL system from VMT has elevated our events to new heights. The exceptional audio quality and versatility have significantly enhanced the overall experience for our customers, enabling us to deliver unforgettable performances. We have grown exponentially with the help of these cutting-edge products."

Further, **Jeff Mandot**, National Sales Manager, **VMT**, commented, "At VMT, we take pride in our partnership with Live Sound Company and their remarkable achievements with the Martin Audio WPL system. This collaboration exemplifies our commitment to providing our clients with world-class audio solutions. The outstanding results achieved at Bismil Ki Mehfil demonstrate the unmatched quality and reliability of the Martin Audio, further strengthening our valued relationship with Live Sound Company."

Adding to the notable experience with Martin Audio WPL System, **Suresh Jadhav**, System Engineer at Live Sound Company, said, "The technical prowess of the Martin Audio WPL system is truly remarkable. Its advanced features, precise control, and seamless integration have made it a dream system to work with. The clarity, power, and consistency it delivers have revolutionized live sound engineering, enabling us to push boundaries and exceed expectations."



Martin Audio System WPL - 2 x 12" Bi-amp Three-way Line Array and the SX218 - 2 x 18" Passive Direct Radiating Subwoofer elevates the ambience at Bismil ki Mehfil, Bhubaneswar



Products like the four-channel 20,000W Class D Power Amplifier, the Martin Audio iK 42, took over the splendid show

LD SYSTEMS DELIVERS UNRIVALLED CONFERENCE...

(Continued from page 83)

experience for the SAIACS team, as they demonstrated an in-depth understanding of the products and a keen awareness of their needs and requirements. Kern Fernandez and his team's commitment and availability, round the clock, were highly appreciated throughout the project".

Tiara Audio India LLP, led by Kern

and **Rochelle Fernandez**, boasts over two decades of experience in the audio industry. They have successfully executed installations at various prominent establishments, including **Primeco Realty Pvt Ltd, Calix India Pvt Ltd, The First Assembly of God Church, Royal Exports, New Fellowship Church, Farmlore Fine Dining**

Restaurant, and Chalukaya Technologies Pvt. Ltd. Their expertise and dedication have made them a trusted partner in delivering top-quality audio solutions.

With the integration of LD Systems' cutting-edge audio equipment and the expertise of Tiara Audio India LLP, SAIACS CEO Centre has taken a significant

step towards providing an unrivalled conference experience. The combination of the **Maui 44 G2 system, ICOA series Coaxial speakers, LD wireless microphone systems, PALMER products, and VOLITE LED solutions** ensures that every event held at the CEO Centre is a resounding success, leaving a lasting impression on all attendees.

BETA3 ACOUSTICALLY ELEVATES GLOBAL SCHOOL IN NOIDA

Sparsh Global School finds a comprehensive audio solution for the assembly and multipurpose auditorium with Beta3

To change the fortune of any nation, a good education is must and to fulfill the aspiration of millions, Sparsh Group has taken a step in this direction and entered the education sector to realize the dream of literate and self-reliant India. To

professional audio solution. Filling the hall with crystal-clear sound, the integrator installed **Beta3 N15- 15" Two-way Full Range Speakers** as the main system. Beta3's 'N Series' is a series of plastic professional speakers perfectly suited for a wide range of portable and



A comprehensive interface and simplified control functions are in place to contribute to the school's convenient and flexible applications. Digital processing came from **Beta3 Σ C2402U**.

"Achieving an effective audio design for a multipurpose venue is always a challenge, but using

Beta3's N15-15" Two-Way Full Range Speakers forms the main system of the audio solution at Sparsh Global School, while digital processing is perfected with the **Beta3 ΣC2402U**



Sparsh Global School gets fitted with a pristine audio solution from Beta3



The school's multipurpose auditorium gets an audio upgrade with the **QS1000-10" Public Address Speakers**, the **TW118B Single 18" Subwoofers**, and the **DT Series Class D Amplifier**

enhance the learning experience, the **Sparsh Global School** wanted to elevate their sound system with pristine sound and easy-to-use control systems.

To meet the school's audio requirements, the audio integrator upgraded the school's assembly hall cum multipurpose auditorium with a cutting-edge **Beta3**

installed applications. To ensure clear speech intelligibility to every corner in the multipurpose hall, **QS1000-10" Public Address Speakers** were installed as side fills. QS1000 adopts two 4-inch new paper cone high frequency speakers which greatly enhance the performance and power loading capacity in the mid-high frequencies. The optimized 10-inch low frequency driver can realize

highest clearance and lowest distortion in high sound pressure. **TW118B Single 18" Subwoofers** were installed to get powerful low-end support. The entire system in school is powered with **DT Series Class D Amplifier** with a standardized design and a complete product line. The DT Series help meet the needs of diversification in the professional sound reinforcement industry.

the versatile solutions offered by Beta3 Audio, Sparsh Global School has created an exceptional collaborative space for students and faculty alike," said **Team Sparsh Global**. The team found the system to be effective and worry-free, making for an enjoyable live music experience for everyone involved.



To feature your **Audio Install** stories in **PALM + AV-ICN** magazine
contact: **Pooja Shah** - pooja.shah@hyve.group or **Ritika Pandey** - ritika.pandey@hyve.group

DISPLAY SOLUTIONS: ACTIVE LED

In the rapidly evolving world of technology, Aero LED Video Walls are emerging as a game-changer, transforming the market landscape across various industries. These awe-inspiring displays are captivating audiences with their stunning visuals, versatility, and unparalleled impact. It is no secret that engaging visuals leave a lasting impact on our minds. Aero LED Video Walls are built on this principle, offering a larger-than-life canvas for brands to showcase their creativity and captivate audiences. With our brilliant colour reproduction, high resolution, and seamless integration, Our LED Video Walls turn ordinary spaces into immersive environments, making an everlasting impression on customers.

Benefits Of Using Aero LED Video Walls For Business

Captivating Brand Storytelling, Advertising And Retail Experiences

Storytelling has always been a powerful tool in marketing, allowing brands to connect with their audience on an emotional level. Aero's LED Video Walls take brand storytelling to a whole new level, providing an expansive platform to unfold narratives in vivid detail. Our LED Video Walls have revolutionized the way brands connect with their audience,

How Aero LED Video Walls Are Emerging As Game-Changers Across Various Industries

AERO
DISPLAY SOLUTIONS



Indoor Active LED Video Wall P2.5 Installed At DLF Avenue Mall, Delhi



Flexible Curved LED Video Wall P2.5 Installed At Ambience Mall, Delhi

bringing advertisements and retail experiences to life like never before. Retailers can engagingly showcase their products, while advertisers can deliver compelling messages that resonate with viewers, increasing brand recognition and customer engagement. Whether it's displaying a brand's history, unveiling new products, or sharing customer testimonials, our LED Video Walls create an immersive storytelling experience that captures attention, evokes emotions, and strengthens brand affinity.

Boost Engagement

With Aero LED Video Walls brands can engage with more viewers, improve productivity and maximise the potential of any revenue-making opportunities. Our LED Video Walls vibrant colours, high-resolution imagery, and dynamic content capabilities, create immersive and captivating environments bringing products

**LED Video Wall Displays
capture 40% more views
than static displays**

and services to life, delivering fresh, up-to-the-minute content that is also usually contextually relevant.

Increase Sales

Aero LED Video Walls enable brands to connect with their target audience in a memorable and impactful way. Our LED Video Walls can be installed behind check-out counters enabling brands to deliver timely call to action, significantly boosting the chances of customers making last-minute impulse buys, or redeeming special offers they may have missed in-store.



Flexible Curved LED Video Wall P2.5 Installed At DLF Avenue Mall, Delhi



Indoor Active LED Video Wall P2 Installed At Eli Bitton, Delhi

Seamless Integration With Multi-Channel Marketing

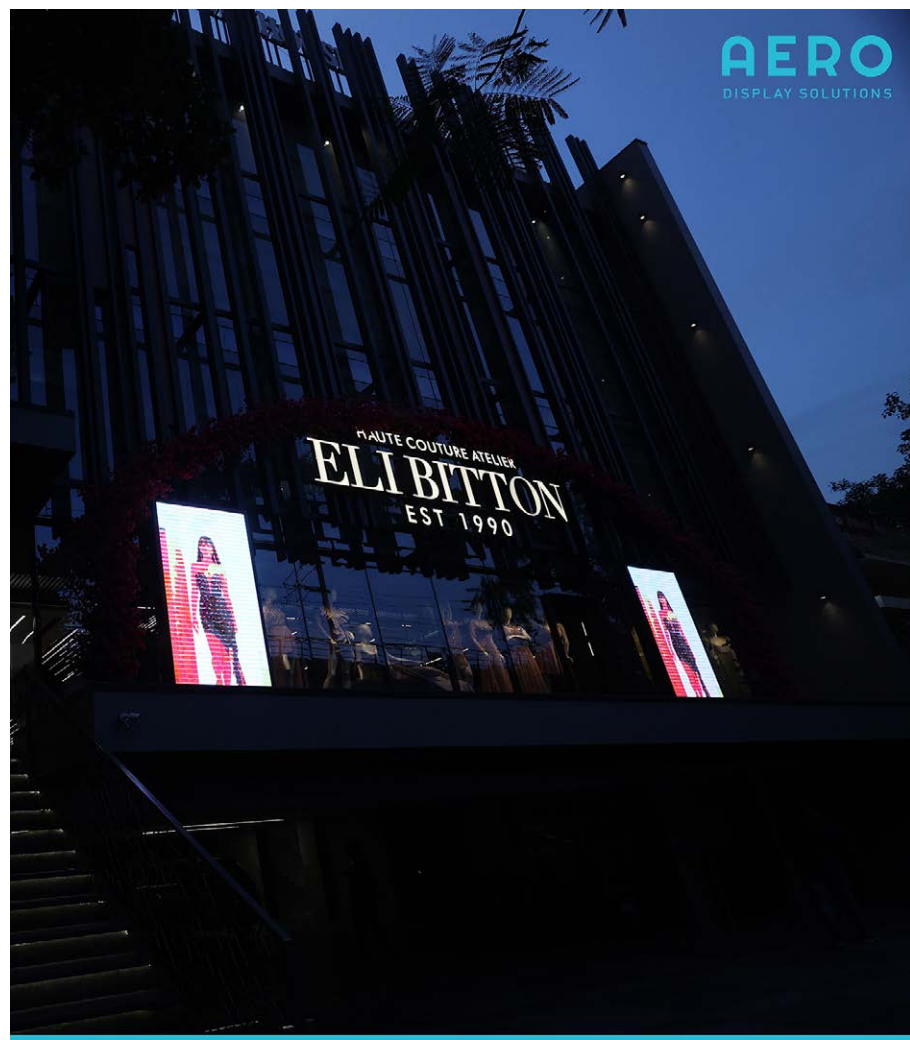
The versatility of Aero's LED Video Walls allows seamless integration with various marketing channels, amplifying their effectiveness. Brands can synchronize LED Video Wall content with their online platforms, social media campaigns, and mobile applications, creating a consistent and immersive brand experience across multiple touchpoints.

Showcase A Wide Variety Of Content

Gone are the days when your advertising had to hinge on one message per advertising canvas. With Aero's LED Video Walls, you have ample opportunity to create a dynamic line-up of content that refreshes as regularly as you want.

The messaging can be targeted, and regularly updated to suit specific times, days or events. You don't even have to be on-site to update your content. With cloud-based content management system, content can be easily managed remotely.

In Quick Service Restaurants (QSRs), cafes, and fine dining restaurants, you can, for example, remotely pre-schedule and promote different menus to appear at breakfast, lunch, and dinner times.



Outdoor Active LED Video Wall P3 Installed At Eli Bitton, Delhi

You can even schedule different menus for different locations, or one message for screens in store window displays, and another for those on the aisles, or next to the checkout areas.

Dynamic and Interactive Advertising With Real-Time Engagement

Our LED Video Walls enable brands to embrace dynamic content and real-time engagement with their audience. With the ability to seamlessly integrate video, graphics, animations, and social media feeds, these Walls transform traditional advertisements into captivating, multi-dimensional experiences. By leveraging real-time updates, brands can display dynamic content such as live event feeds, social media interactions, and personalized messages, fostering a sense of connection and interactivity with customers.

Enhancing Visibility And Recall For Better Customer Interaction

In an era of information overload, brands struggle to capture and retain customer attention. Aero Indoor and Outdoor LED Video Walls Display provide a visually impactful solution. The large-scale displays and vivid imagery create a sense of grandeur that demands attention. By leveraging the power of motion, Our LED Video Walls screen ensure that brand messages remain imprinted in the minds of viewers long after they have left the physical space. This enhanced visibility and recall translate into increased brand recognition and improved customer recall when making purchasing decisions.

Transforming Event Experiences

Events and gatherings have witnessed a dramatic transformation with the advent of LED Video Walls. The displays create visually stunning backdrops and stage designs, enhancing the overall ambience and leaving a lasting impression on attendees. Whether it's a music concert, sports event, or corporate conference, our LED Video Walls offer a canvas for creative expression, enabling organizers to deliver unforgettable and immersive experiences to the audience.

Key Features Of Aero LED Video Walls

Aero LED Video Walls come with a multitude of impressive features that set them apart from other display technologies. Here are some of the best features of our LED Video Walls:

1. **High Resolution:** Our LED Video Walls offer exceptional image quality with high pixel density, resulting in sharp, detailed, and crystal-clear visuals. They can display content in Ultra-High-Definition (UHD) and 4K resolutions, ensuring a visually immersive experience for viewers.
2. **Brightness and Contrast:** Our LED Video Walls are known for their exceptional brightness levels, making them suitable for various lighting conditions, both indoor and outdoor. They provide vivid and vibrant colours, deep blacks, and high contrast ratios, ensuring optimal visibility and image quality even in bright environments.
3. **Wide Viewing Angles:** Our LED Video Walls offer wide viewing angles, ensuring that the content displayed can be seen clearly from various positions and perspectives making it suitable for large venues and crowded areas where viewers may be positioned at different angles.
4. **Seamless Integration:** Our LED Video Walls are composed of modular panels that seamlessly connect to create a unified display. These panels can be assembled in different configurations, allowing for seamless integration into various environments. The seamless design eliminates visible bezels or gaps between the panels, providing a seamless and immersive viewing experience.
5. **Customization and Flexibility:** Our LED Video Walls can be customized to fit specific requirements in terms of size, shape, and resolution. They can be tailored to suit different spaces, whether it's a small indoor installation or a large



Outdoor Active LED Video Wall P4 Installed At Luxury Villa, Delhi

outdoor billboard. This customization ensures that businesses can create unique and impactful visual displays.

6. **Energy Efficiency:** LED technology is known for its energy efficiency compared to traditional display technologies. LED Video Walls consume less power while maintaining high brightness levels, resulting in reduced energy costs and a smaller carbon footprint. This makes LED Video Walls an environmentally friendly choice for businesses.
7. **Durability and Reliability:** Aero LED panels are designed to withstand various environmental conditions, ensuring longevity and minimal maintenance requirements.
8. **Content Versatility:** Our LED Video Wall Panel can display a wide range of content, including videos, images, animations, live feeds, and interactive elements. This versatility allows businesses to create dynamic and engaging visual experiences, enhancing their communication and messaging.
9. **Scalability:** Our Active LED Video Walls offer scalability, allowing businesses to start with a smaller display and expand it as needed. The modular design of LED panels makes it easy to add or remove panels to adjust the size and shape of the Video Wall, providing flexibility for future growth and changing requirements.
10. **Easy Maintenance:** LED Video Walls require minimal maintenance compared to other display technologies. LED panels have a long lifespan and are designed for easy access and replacement, minimizing downtime and reducing maintenance costs.

Aero LED Display Walls is a compelling choice for businesses seeking to create impactful and immersive visual displays to reach a wider audience, improve brand awareness, and increase bottom lines. Nowadays, as more consumers than ever obtain their information from screens, it is vital for businesses to make the most out of this trend, so they can stand out from their competitors.

The product is available through our Authorized Partners across the country and the same can be experienced at Aero Experience Centres.

To feature your Advertorial in **PALM + AV-ICN** magazine
contact: **Smita Rai** - smita.rai@hyve.group or **Vartika Singh** - varitika.singh@hyve.group

SYMETRIX INC. PARTNERS WITH ALPHATEC FOR SEAMLESS DISTRIBUTION SERVICES

US-based **Symetrix Inc.**, a leading provider of high-performance audio hardware, software, and AV control systems, has announced its expansion in the Indian market. In a move to solidify its foothold in India, Symetrix Inc. has signed a strategic distribution partnership agreement with **Alphatec**. This strategic partnership aims to strengthen Symetrix's presence in the dynamic Indian AV market while fostering innovation through close collaboration with Indian partners and customers.

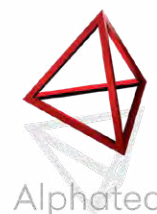
Founded in 1976 in a recording studio in Seattle, U.S., Symetrix Inc has built a reputation for innovation, sound quality, and craftsmanship. With its focus on craftsmanship, performance, and the most significant degree of customer satisfaction while adhering to their values, the company's award-winning technical

support and customer care ensure that customers receive the highest level of service.

Talking about Symetrix's collaboration with Alphatec, **Jim Newhouse**, Director of International Sales, Symetrix Inc, said, "We are excited to bring our cutting-edge audio solutions to India. The size and the growth velocity of the Indian AV industry make India an

important market for us. We are also thrilled to collaborate and fuel our strength with Alphatec to offer deliver a high-performance audio experience to our customers."

Regarding the association, **Devasis Barkataki**, Founder and Managing Director of Alphatec, said, "Symetrix's track record of innovation and commitment



meeting the unique demands of our Indian customers."

By combining Symetrix's expertise in AV technology with Alphatec's local market knowledge and network, the collaboration aims to provide enhanced

support and superior AV solutions to customers in India. This partnership further aims to offer enhanced accessibility to a diverse range of high-quality audio products, namely the **xIO XLR-Series**, the **T-7 Glass touchscreen**, and the **AV-Ops Center remote monitoring platform**.

As Symetrix continues to expand its global footprint and drive innovation, customers can expect a continued focus on research and development, ensuring the delivery of advanced AV processing and control solutions. The company remains dedicated to upholding its reputation for excellence and providing award-winning technical support and customer care to clients worldwide. Prominently known for engineering audio tools that deliver studio-quality sound, Symetrix Inc is a 40+ year old brand and sold in over 60 countries.

BEYMA PARTNERS WITH PINK NOISE PROFESSIONALS

Elevates Indian Loudspeaker Manufacturing

Beyma, one of the leading names in loudspeaker design and manufacturing since 1969, has earned a reputation as one of the most reliable companies in the audio sector.

With a strong focus on research and development, Beyma continuously pushes the boundaries of loudspeaker technology, delivering products that meet the demanding requirements of professional audio applications: as an extension of this focus on consistent innovation, Beyma partnered with **Pink Noise Professionals Pvt. Ltd** in India to address challenges in sourcing quality loudspeaker components and contribute to the growth and advancement of the country's audio industry. This led to reduced costs and superior loudspeaker production. The program encouraged innovation, collaboration, knowledge transfer, and skill development, attracting foreign investment and creating job opportunities.

By seamlessly integrating Beyma components into their designs, Indian

manufacturers have acquired a competitive advantage in sonic integrity, durability, and overall performance. This elevation has unfurled doors to global markets, where the demand for excellent audio equipment incessantly ascends.

Beyma's woofers like **18LEX1600FE** & **18P1000FEV2/S** are in high demand



Beyma's 18LEX1600Fe Low Frequency Transducer

in India. In the last few years, Indian loudspeaker manufacturers have upgraded themselves to design Line

Array Speakers. For that reason, drivers like **10MC500**, which is a 10" woofer and **12MI100**, which is a 12" woofer, are also witnessing a surge in demand.

Vikram Yadav, Director, Sales & Op-

erations, Pink Noise Professionals, concludes with optimism about the growth Pink Noise Professionals' partnership

with Beyma will bring to the Indian pro audio manufacturing landscape, "We believe that the addition of such a respected brand like Beyma in our portfolio will help us leverage our position in the Indian market, I have a strong belief that the speaker component business will grow even faster than the finished goods as people are getting educated in better loudspeaker design and engineering. Post covid-19 India has been the bright spot for economic growth and we can witness it easily in our sales figures. Together with Beyma, we are committed to providing our customers, the exceptional technical expertise and support for which Pink Noise professionals are known. Our mission will continue to offer innovative products and technologies that significantly impact the audio industry in the Indian market."



To feature your **Audio Install** stories in **PALM + AV-ICN** magazine

contact: **Pooja Shah** - pooja.shah@hyve.group or **Ritika Pandey** - ritika.pandey@hyve.group

PROVIDENCE ACQUIRES D&B GROUP FROM ARDIAN



Providence Equity Partners ("Providence"), a premier private equity firm specializing in growth-oriented investments in media, communications, education, and technology, announced its acquisition of a majority interest in **d&b Group** ("d&b") – with the registered name of Cubes Holding GmbH – from Aradian. The existing management team is re-investing and will continue to lead day-to-day operations following completion. Financial terms were not disclosed.

Headquartered in Backnang, Germany, d&b is one of the world's leading providers of professional audio technology and end-to-end Audio, Video, Light & Media ("AVLM") solutions for live entertainment. d&b operates through d&b audiotechnik, which offers high quality audio systems for installation projects and rentals, as well as d&b solutions – which offers comprehensive service solutions across audio, video, lighting, and extended reality.

In the last 10 years, d&b has evolved organically and through acquisitions from a loudspeaker manufacturer to a premier event technology company with over 1,000 employees globally. Select global cus-

tomers include the Sydney Opera House, Amsterdam Arena, Royal Albert Hall, Wembley Stadium, BBC, and ITV Sport.

Providence has prior experience partnering with innovative businesses specialising in technology and live entertainment solutions in Europe and North America.

The transaction is expected to close by October 31, 2023, subject to necessary and customary closing conditions.

Robert Sudo, Managing Director at Providence, stated, "In our view, d&b bears the hallmarks of a classic Providence investment – it is a business with innovation at its core, market leadership and loyal customers. d&b's passionate team has advanced and defined industry standards and exceeded client expectations for the last four decades. We believe d&b can continue its growth trajectory by delivering spectacular experiences to audiences across the globe. With our prior experience investing in live entertainment and technology companies, we believe Providence is the ideal partner to support d&b and we look forward to working with Amnon and his hugely talented team to execute our shared vision for the business."

Andrew Tisdale, Senior Managing Director at Providence, added, "The needs of customers in live entertainment are becoming ever more complex,

which has expanded d&b's addressable opportunities.

We were impressed by d&b's passionate management team, and, with Providence's resources and network, we are committed to supporting d&b's strategic plan."

Amnon Harman, Chief Executive Officer of d&b, said, "The global growth trend for events, concerts and major events has continued unchanged after a forced break due to the COVID-19 pandemic. This is accompanied by the increasing professionalization and digitization of these events and thus an increasing need for professional event technologies. As one of the world's leading system providers for audio technology and integrated audio, video, light and media solutions (AVLM) with a comprehensive portfolio of hardware and software technologies, we are perfectly positioned to gain further market share."

He further adds, "Aradian has proven to be a reliable business partner over the past few years. Thanks to their unwavering support, especially during the pandemic, we have been able to innovate during this period of crisis and to emerge stronger from it. We look forward to continuing our successful journey with Providence and cementing our global position as a leader in professional audio

and integrated AVLM solutions."

Dr. Alexander Friedrich, Managing Director of Buyouts, and **Stefan Kappis**, Director of Buyouts at Aradian, said, "We would like to thank Amnon Harman and his team for their hard work, unwavering commitment and, above all, the trust they have placed in us over the past seven years. d&b has an outstanding corporate culture that is embodied by each and every employee. The contribution of all d&b colleagues has been essential to the Group's success, including significant growth, a strategic transformation and strong international positioning. We are proud to have accompanied d&b on this journey together and we wish the entire team and Providence the very best for the next chapter in the company's history."

Alantra and Unicredit served as financial advisors to Providence, and White & Case and Allen & Overy as legal counsel. Intermediate Capital Group arranged financing.

ROBE LIGHTING S.R.O. AGREES TO ACQUIRE AVOLITES

Robe Lighting, one of the world's leading entertainment lighting manufacturer, has agreed to acquire **Avolites**, one of the leaders in the design and manufacture of lighting and video control products.

"This is a great acquisition for Robe", stated **Josef Valchar**, CEO of Robe lighting s.r.o., "Avolites has

always been at the pinnacle of lighting control with products that complement our lighting fixtures; this will add significant value to sales made throughout the global distribution networks of both companies".

The acquisition of the Avolites business is an important part of Robe's strategic future growth plan. Avolites

will remain based in the UK and will continue under the existing leadership team. "The Avolites leadership team wanted to ensure the best outcome for our employees, customers, suppliers and the brand" commented Avolites MD **Paul Wong**, "Robe is an ideal home that will enable us to achieve just that, whilst maintaining our core values.



Robe is a great fit for everyone associated with Avolites".

LOCATION SYNC SOUND RECORDING

Decoded: The Subtle Art....

(Continued from page 51)

of my shoots, so a three-man team is fully stretched in that case. Also, any member of the Sound team can fall ill, or get injured on set. The PSM will be in a soup if that happens. If the unit is shooting overseas, production will try very hard to cut

manpower. If that does happen, try and get a helper or an intern from the local crew. And make sure you have that extra person from day one of shoot.

Keep yourself hydrated! Take care of yourself and your team members!

As I said earlier, plan....anticipate....

prepare!

Cheerag's Go-To Equipment

- **Wireless Transmitter**
A-10 Digital Transmitter
- **Condenser Microphones**
Neumann KMR81

Neumann KMR82

- **Dynamic Microphones**
Shure SM58
- **Shotgun Microphones**
Sennheiser or Schoeps
EMI RFI clip choke

COMCON TECHNOLOGIES JOINS FORCES WITH PARTEX

Aims to enhance cable management solutions

Comcon Technologies and **Partex**, a renowned specialist for a range of cable ties, terminations, tooling, and cable management and marker products, announced their strategic partnership. The partnership brings together Comcon

Technologies' cutting-edge expertise in technology solutions and Partex's comprehensive range of cable management products in order to deliver enhanced products and to identify solutions to customers.

By coming together, Comcon Tech-

nologies and Partex are seeking to provide a seamless and efficient cable management experience across various industries.

Gaurav Aggarwal, Director, Comcon Technologies Ltd. commented, "We are delighted to announce our partner-

COMCON
www.comcon.co.in

PARTEX
MARKING SYSTEMS

ship with 'Partex marking systems', bringing together our cutting-edge expertise in connectivity solutions and Partex's comprehensive range of cable management products, aiming to deliver enhanced cable organization and identification solutions to customers. The partnership will further give our customers access to an expanded portfolio of top-tier cable management products which includes cable markers, ties, clips, wraps among other innovative solutions tailored to meet their needs."



Partex's Mounting Cables and Pipes



AVIENTEK JOINS MICROSOFT'S ROOM PARTNER PROGRAM

Avientek, one of the leading distributors in the Audiovisual and Unified communication sector, Microsoft, one of the global pioneers in technological advancements have announced their partnership in the MRPP. This alliance presents new opportunities for both companies, enabling them to synergize their strengths and resources to address the evolving needs of modern-day workspace. With the rise of hybrid work culture in the post-pandemic era, Avientek's offerings have expanded to cater to hybrid workspaces, leveraging the power of Microsoft.

VM Manu, Director, Avientek, commented, "I am truly amazed to announce our extraordinary partnership with Microsoft! It's all about hybrid workspaces. We, being a member of MRPP, are fully equipped to provide a solution to customers that addresses

the hybrid workspace."

Shrinivas, Country Head, Avientek, shared his optimism about the Avientek-Microsoft partnership, "We are thrilled to announce our partnership with Microsoft! With this collaboration, we will reach a significant milestone for our company. Microsoft's cutting-edge technologies, resources, and global network enable us to reach new heights in our industry. Our partnership reinforces our commitment to deliver high-quality products and services."

Nidheesh Parayath, Alliance Manager, Microsoft Teams and Devices, shared, "Culminating cutting-edge technology with seamless collaboration, Avientek has ensured in driving the motion of Microsoft Teams Room Solutions to revolutionize the way customers connect and communicate, empowering teams to break barriers,



Avientek joins Microsoft Room Partner Program to deliver a more seamless hybrid workplace

transcend distances, and achieve unparalleled productivity."

Avientek has established several experience centres, strategically located

across the United Arab Emirates, Saudi Arabia, Qatar, and India. These centres serve as immersive hubs for exploring and experiencing Microsoft Teams Rooms solutions and, granting users instant access to demonstrations, proofs of concept (POCs), and comprehensive training. The creation of innovative hive rooms further amplifies the potential of Microsoft technologies.

In a new era of hybrid work culture, this MRPP partnership equips Avientek to expand its offerings to partners, providing solutions for hybrid workspaces. From real-time meetings and file sharing to app collaboration, Avientek is well-positioned to cater to the post-pandemic demands, ensuring seamless integration of remote and in-office work environments.



VM Manu, Director, Avientek



Shrinivas, Country Head, Avientek



Nidheesh Parayath, Alliance Manager, Microsoft Teams and Devices

ZEBRONICS LAUNCHES ZEB-PIXAPLAY 18 – A SMART LED PROJECTOR WITH DOLBY AUDIO SUPPORT

Zebronics, one of India's leading brands in Home Entertainment & Lifestyle accessories, introduced **ZEB-PixaPlay 18, Smart LED Projector** in a vertical design. The ZEB-PixaPlay 18 promises to redefine home cinema experience and is ideal for consumers who enjoy big-screen entertainment, be it for movies, streaming shows, live sports and even gaming. The projector also comes with powerful built-in speakers to complete the experience.

The ZEB-PixaPlay 18 has the capability to project a screen size of a whopping 508cms, bringing the complete theater experience at home. The projector also comes with in-built feature smart features that supports downloading various apps from the store.

The smart projector comes with a powerful processor with an internal 8GB storage under its hood. The projector

features an electronic-focus using the remote control and has been designed to provide a great viewing experience with 3800 lumens of brightness, delivering crisp contrast, vivid colours, and details. It has a built-in powerful speaker that can be further enhanced with the wide range of Soundbars, converting almost any room of the house/office instantly into a theater/gaming arena within seconds.

The ZEB-PixaPlay 18 also features dual-band wifi and wireless BT so that the user can install his/her favourite apps and enjoy the OTT content right on the projector without any additional devices. It also comes with multiple input options like dual HDMI and dual USB. It also has an aux output port for audio. The projector comes with a long-lasting lamp that has a lifespan of 30,000 hours. The user can cast and

mirror wirelessly from the devices directly on the projector, which can be ceiling mounted and comes with a remote control.

Commenting on the launch, **Pradeep Doshi**, Co-Founder & Director said: "Zebronics is on a mission to elevate the Home-Entertainment segment for the populace and the introduction of the new ZEB-PixaPlay 18 fits right into the picture. The range of premium LED Projectors paired with our Soundbars gives a fantastic combination for Home Theatre enthusiasts. The ZEB-PixaPlay 18 is an ideal & holistic gizmo that provides a big-screen entertainment setup at the comfort of your home. We are committed to enrich this spectrum to provide our customers with an astounding experience that won't burn a hole in their pockets,



replace their bulky TV setups and also align with our vision to provide 'Premium for Masses'."

SAMSUNG ADDS 83-INCH CLASS OLED S90C TV TO ITS 2023 LINEUP

Samsung Electronics America announced the newest addition to its 2023 TV lineup, the 83-inch class **OLED 4K TV (model 83S90C)**. With this large screen model, Samsung offers more options than ever to experience the benefits of OLED TV with screen class sizes including 55-, 65-, 77- and 83-inches.

"Large screen sizes are the fastest growing segment in the TV industry. With this new 83-inch class OLED S90C 4K TV model, we are providing yet another option for people to experience the benefits of OLED TV from Samsung, on an

even bigger screen," said **James Fishler**, Senior Vice President, Home Entertainment & Display Division, Samsung Electronics America. "We recognize that no two people are the same, and they want to find the perfect TV to fit their unique space and lifestyle. That's why we're offering more choices than ever, whether you prefer a Neo QLED 4K, OLED, or even a lifestyle TV. There's always a premium option for viewers to choose."

The 83-inch class screen mesmerizes viewers with pure blacks, limitless contrast, and vibrant colors, all powered by the Samsung Neural Quantum Processor. The multi-intelligent processor

deploys 8.3 million self-illuminating pixels to deliver content in dramatic detail with the deepest blacks and over a billion shades of lifelike color. This includes vivid color palettes validated by Pantone, the industry-leading color experts, so that images on the screen look as incredible as they do in real life.

The Neural Quantum Processor also upscales content into sharp 4K resolution no matter its original source.¹ Plus, viewers can see every detail with HDR OLED delivering fine-tuned brightness and optimized contrast.

The 83-inch class OLED S90C 4K TV features a sleek LaserSlim design that's virtually bezel-free and includes a streamlined stand, ensuring it looks beautiful anywhere. Shoppers can also select a near flush-fit wall mount solution to complement their at-home setup.

With Dolby Atmos and Object Tracking Sound Lite, the TV creates a 3D audio experience to captivate viewers scene-by-scene. When a dragon swoops across the screen or an argument breaks out across the aisle, Dolby Atmos sound reacts dynamically to deliver realistic three-dimensional sound. Pair the TV with a Samsung Q-Series or S-Series soundbar² and they operate as one for a masterfully

orchestrated sound experience.

The 83-inch class OLED S90C 4K TV offers a full suite of connected features that viewers can expect from the #1 TV brand for 17 years running, including Samsung TV Plus with access to hundreds of streaming channels free of charge. With the Samsung smart TV OS Tizen, finding what to watch is effortless with the tailored home screen. The TV also comes with built-in voice assistant to help find new shows, turn up the volume, and even take control of nearby devices to provide a seamless connected experience.

The 83-inch class OLED S90C 4K TV also includes Samsung Gaming Hub where gaming comes together – bringing the best of console games, streaming games, and more – all in one place. It includes HDMI 2.1 along with exceptional motion enhancements for crisp 4K visuals at blazing-fast speeds up to 120hz for any content.

The TV also comes with the Samsung SolarCell Remote that charges via artificial or natural light, as well as RF waves – no batteries required, helping to save millions of batteries every year from landfills.



SHURE NAMES SAM SABET AS THE NEW CTO

Shure has named **Sam Sabet** as its new Chief Technology Officer, replacing **Avi Vaidya**, who retired from that role.

Sabet has joined Shure after serving as Senior Vice President of Engineering and Head of Product Development and Delivery at Crestron Electronics.

"Sam's deep experience in product development – especially with software – blended with his leadership capabilities, makes him an excellent

fit at Shure," said **Chris Schyvinck**, President and CEO, Shure.

He previously held roles that included leading HQ2 for Crestron in Texas, establishing an engineering center of excellence, and managing global product development teams. Sam had also previously served as Director of Network Management Systems at AT&T Submarine Systems, developing, and deploying leading edge undersea fiber optic telecommunication systems.

Educating the next generation is also

a passion for Sabet, as he has served as an adjunct professor for Monmouth University, Southern Methodist University, and New Jersey Institute of Technology, where he continues to teach several graduate-level courses.

"Shure has a storied history and an exciting future, and that's what is so inspiring about joining this team," said Sabet. "It's an organization that has always been known for its tremendous innovation, and I'm honored to be part of the group that is driving amazing new advances for



Sam Sabet, CTO - Shure

customers in various industries all over the world."

VIZRT GROUP APPOINTS JENNY ISAKSSON AS THE DIRECTOR OF CHANNEL DEVELOPMENT

Vizrt Group, the global leader in software for live video production, announces today the hiring of **Jenny Isaksson** as the Director of Channel Development as the company focuses on additional investment and support for its channel partners and customers.

Isaksson brings several years of experience and a depth of knowledge to Vizrt Group. She previously held roles at Nordic Capital as an Operations Manager where she was focused on channel strategy, commercial excellence, value creation planning, and portfolio management, and at Bain and Company as a manager across growth strategy, financial planning, customer satisfaction, change management, commercial due diligence, and more.

Isaksson will work alongside the

recently appointed Channel Sales leadership team which includes **Paul Dobbs** (APAC), **Thomas Thal** (EMEA), and **Ed Holland** (AMECS) who are focused on customer relations and growing and developing their respective regions. Together with the leadership team, Isaksson will create a comprehensive channel strategy across the territories to ensure our channel partners are equipped with the best experience alongside the best technology to support Vizrt Group's global end users and customers.

Daniel Nergård, Chief Revenue Officer, Vizrt Group, comments, "Half of Vizrt Group business is conducted in collaboration with our valued partners. Our appointment of a strong channel leadership, alongside the addition of Jenny, demonstrates our focus on ex-



Jenny Isaksson, Director of Channel Development, Vizrt Group.

panding and growing our joint channel business. Her expertise allows us to take

our existing strategy to new heights, leveraging untapped opportunities and establishing even stronger alliances with the channel and our customers."

Jenny Isaksson, Director of Channel Development, Vizrt Group, said, "Our partner ecosystem is key to our customer's success and ours. Our focus is to continue to deepen our relationships with our partners through our channel program, no matter what vertical, and continue to support them in the best way possible with the full Vizrt Group product portfolio. We go to market with a strong offering of both proAV and broadcast customers from a single streamer or a world-class broadcaster. These industries are intersecting, and we are uniquely positioned to serve a wide range of customer needs."

LIGHTWARE APPOINTS NEW GLOBAL TRAINING MANAGER

Lightware announced the key appointment of **Sven Pelters** as the Global Training Manager.

Working from his native Germany, Pelters' first task is to manage the opening of a training centre in the country that will provide state-of-the-art training in key strategic areas for the company including equipment demos, operation, and processes. Once successfully up and running, Pelters will then oversee the opening of further training centres around the world as Lightware continues to expand its global business.

Pelters brings over 15 years of experience at Kramer Germany GmbH, most recently as EMEA Training Manager for the entire EMEA region, following several years working as Head of Technical Support, where he led the German support team and the European Repair Centre.

Pelters will also oversee the operation and development of Lightware's team of trainers in the company's expanding network of offices all around the world. He will also leverage his extensive experience to fulfil the role of Lightware's main trainer in Germany.

"Sven has a proven track record

of establishing training programs at the very highest level in our industry, and his extensive knowledge of the training sector will help us to improve the services we offer our customers on a worldwide basis," says Tibor Fejes, Head of Training at Lightware Visual Engineering.

"I am delighted to be joining Lightware at such an important time for the company as it looks to further build out its training capabilities worldwide," comments Sven Pelters. "Training is a vital part of success in the AV industry, and Lightware is investing in all the right areas to ensure the company's



Sven Pelters, Global Training Manager

continued growth trajectory both in Europe and in territories around the world.

PIONEER DJ INTRODUCES NEW UPDATES SUPPORTING STREAMINGDIRECTPLAY AND SERATO DJ PRO

CDJ-3000 Now Officially Supports StreamingDirectPlay

CDJ-3000 update introduces StreamingDirectPlay support for Beatport Streaming DJs can play tracks live from the streaming service via the flagship multi player. The feature enables browsing and playing tracks live from the full Beatport Streaming catalog if the user subscribes to its Professional or Advanced plan, and more

AlphaTheta Corporation announced a major new firmware update (ver. 3.00) for the CDJ-3000 multi player, which introduces StreamingDirectPlay. This new feature enables the user to browse and play tracks live from the full

Beatport Streaming catalog if the user subscribes to its Professional or Advanced plan, and allows the user to mix Beatport Streaming tracks with those from rekordbox CloudDirectPlay for a seamless DJ workflow.

Directly Play Beatport Streaming Tracks From The CDJ-3000

The user can login to Beatport Streaming Professional or Advanced plan1 from a CDJ-3000, browse the platform's massive catalog and play tracks on up to 4 CDJ-3000 units connected to the PRO DJ LINK Network. The user can choose from the latest releases, browse different genres, and access playlists previously saved to his/her personal

Beatport account. When loading a track, the CDJ-3000 automatically analyzes its grid so the user can easily understand its progression via the waveform display and use features such as Quantize and Beat Sync for accurate beat matching and mixing. And if the user is using a mixer that supports Touch Preview in the PRO DJ LINK network, such as the DJM-A9, DJM-V10, or DJM-900NXS2, he/she can listen to Beatport Streaming tracks before even loading them to the CDJ-3000, making track selection much quicker and smoother.

Seamless Workflow With Cloud Integration

For an even smoother workflow,

Beatport Streaming combines seamlessly with rekordbox CloudDirectPlay, a feature that enables the user to access tracks straight from the cloud. BPM and key information, as well as waveforms analyzed by rekordbox, are transferred to the player when the user loads a track. Any Hot Cues or Memory Cues that the user edits will be uploaded to the cloud too, so the user will always have access to his/her latest rekordbox library from anywhere in the world, whether logged in via PC/Mac, or a CDJ-3000.

OPUS-QUAD Now Officially Supports Serato DJ Pro

Pioneer DJ's OPUS-QUAD, a professional all-in-one DJ system is now officially compatible with Serato DJ Pro to provide unique DJ experience to the users.

The OPUS-QUAD is a new all-in-one DJ system that creates harmony between beautiful design and playability, providing a spectacular DJ experience that can be harnessed to inspire audience in any space or location.

Users can play with Serato DJ

Pro when the OPUS-QUAD is connected via a USB cable to a PC/Mac running the software. On the screen of the OPUS-QUAD, users can now browse the music library in Serato DJ Pro and can also scratch tracks and control Hot Cues, effects, and more using the evolved interface of the OPUS-QUAD.

To use the software, the user will need to install the latest version of Serato DJ Pro and the OPUS-QUAD



driver software (only required in Windows) along with the firmware update for the all-in-one DJ system.

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