



# PALM EXPO MAGAZINE

Pro Audio | Stage | Studio | Broadcast | AV Integrated Systems | Display | Lighting

## INDIAN BRANDS Strengthen at PALM EXPO 2024

Show's Content and Demo Features offer attendees a unique sourcing and networking opportunity

Conference & Seminar Programme | Demo Qubes | Live Arena  
Rigging & Trussing | Lighting Design Showcase | IRAA



■ JULY - AUGUST 2024 ISSUE ■

## POST SHOW REVIEW

By  
Hyve

### 11Q

FEATURED  
ARTICLES

### Case Study

- **Christine Schyvinck**, President and CEO, Shure shares a remarkable perspective on the audio technology industry

- **Hewshott** Elevates Otra Restaurant's Audio Experience





# Simplified Setup Seamless Sound For **Every Occasion**

The JBL IRX ONE is an all-in-one PA system with advanced acoustics, a 3-channel mixer, Bluetooth 5.0, and easy portability. It's designed for educators, musicians, presenters, and various users in hospitality or worship settings, offering quick setup and high-quality sound.



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# Aura 315 X

## coaxial perfection, BluAlign™ aesthetics

The pursuit of creating the British Acoustics Aura 315x was driven by the inherent need for a monitor loudspeaker that could transcend conventional limitations. In the audio industry, where discerning ears demand unadulterated sonic fidelity, there existed a void that begged to be filled by a speaker capable of delivering an authentic and immersive listening experience.

The Aura Wave-Guide employs advanced engineering principles to achieve its precision. By carefully controlling the dispersion pattern, it minimizes diffraction effects and optimizes the directivity of high-frequency sound waves. The Aura series also incorporates BluAlign™ Decals which allow for rigging & installation assistance and improved aesthetics.

*\*The Aura 315, Aura Waveguide and BluAlign are unregistered trademarks of British Acoustics.*



Power Rating  
**500W AES, 2000W Peak**

Max SPL  
**136 dB**  
Peak

Dispersion  
**60° x 60°**

Frequency Range (-10 dB)  
**42 Hz - 20 kHz**

Weight  
**26 kg**

̄AURA Source 300



available in India at  
**vmt.in**



# PALM AV-ICN

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**Kathmandu Music Festival 2024 leaves the crowd stunned with major hits by top artists**

# Features

**12 Show Review: Indian Brands Strengthen at PALM**

Celebrating its 22nd anniversary PALM Expo presented its biggest expo floor to date. PALM Expo Magazine shares in brief.

**32 Sound Matters: Taking Noise Off The Menu**

Hewshott delivered exceptional spatial experiences at Otra, Kala Ghoda, Mumbai. PALM Expo Magazine team gets in touch with Hewshott to discuss the installation in brief.

**44 Six Reasons Why to Switch Wireless Microphone**

There can be many benefits of digital wireless microphones. This article presents the top six reasons for making the switch from analogue to digital.

**52 Shaping the Sound of Tomorrow: The IRAA 2024 Awards Jury**

This IRAA feature takes a closer look at the distinguished individuals and their remarkable contributions to the world of music.

**56 Lollapalooza’s Makes Its Mark in India: A Showcase of Musical Diversity**

Lollapalooza Mumbai 2024 showcased diverse musical performances and audio experiences at Perry’s Stage by Audio Dimensionz and the Nexa Stage by ElectroCraft.

**59 Audio Installation: Phoenix Networks Roars Triumphant with Meyer Sound at The Kathmandu Music Festival 2024**

Phoenix Networks achieved a significant milestone by successfully commissioning its first international gig at the Kathmandu Music Festival 2024. This feature shares insights from the festival in brief.

**68 Brand Focus: Manufacturing Excellence with ‘Specialised Lighting’ Solutions**

In this exclusive feature, PALM team gets in touch with Ronald Silvan D’Souza, Executive Director, Leksa Lighting, identifying its focus towards ‘Make in India’ initiative.

**72 Lighting Install: Canara Lighting Delivers Top-Tier Lighting Solutions at India’s leading MICE Venue**

PALM Expo Magazine team, in this feature, explores Canara Lighting’s innovative approach to enhancing both the functionality and aesthetics of Yashobhoomi (IICC) venue

**76 Conference Series 2024: Panel Discussion on Manufacturing Lighting in India**

The session addresses the production of advanced lighting solutions with seasoned professionals from the lighting industry.

**79 11 Questions: Christine Schyvinck**

In a conversation with PALM Expo Magazine, Christine Schyvinck, President and CEO, Shure, discusses Shure’s strategic investments in the markets like India, and more.

# CONTENTS

# CPA 800

WIRELESS MICROPHONE SERIES



## TRANSMITTER (handheld/bodypack)

- \* Channels: 200channels
- \* Bandwidth: 50MHz
- \* Channel space: 250KHz
- \* Frequency stability:  $\sim 0.005\%$
- \* FM Max frequency adjusting:  $\sim 45\text{KHz}$
- \* RF output: HIGH 10mW / LOW 5mW
- \* Power supply: 2\*AA batteries

## RECEIVER

- \* Operating frequency: 470-786MHz
- \* Channels: 4\*100channels
- \* Bandwidth: 50MHz
- \* Channel space: 250KHz
- \* ACR/IR SYNC and scan technology
- \* Battery display on LCD
- \* S/N ratio:  $> 105\text{dB}$
- \* T.H.D distortion:  $< 0.5\%$
- \* Frequency response: 20Hz-18KHz
- \* Distance: 50-80 meters approx



# CONTENTS

## News

### 06 Sound and Stage

Beta3 Hosted 'Live Sonic Arena' in PALM Expo 2024; EAW Adds New Subwoofer To Support NTX Series Products; Sennheiser Showcases Cutting-Edge Audio Solutions at PALM Expo 2024; Octune Introduces Its Latest 15PT 800 MB, 12IT 800 MB, and 18PT 1400 SUB at PALM Expo 2024; Nx Audio Upgrades Line of Live Mixers; BA Delta Series Takes Center Stage at a Vibrant Gaanamela in Kottayam, Kerala; Alphatec Unveils Cutting-Edge Products at The PALM Expo 2024

### 28 Audio Install

Yamaha Creates Comfortable Atmosphere for Hotel Guests with Soothing Background Music; The Cult Achieves Audio Perfection with Electro-Voice and Dynacord; Eminent Audio Visual Integrates Lightware's Solutions at IIT Mandi

### 36 Industry News

ComConnect2024 Invites Partners to Celebrate Success and Commitment; Link Partners with Circle PAVE to Explore Collaborative Manufacturing in India; Delivering Innovation at Tech Xchange With 4 Square Corporation; Pink Noise Professionals Hosts Workshop Exploring Immersive Audio with Apogee and Dolby; Sennheiser Group Makes Ongoing Investment in German Production Facility

### 46 Audio Music Production

Genelec Partners With Indian Recording Arts Academy Awards (IRAA) 2024 for The Second Consecutive Year; Pink Noise Professionals Adds ANYA Collection to Its Line of High-End Loudspeakers at PALM Expo 2024; KRK Launches ROKIT Generation Five Studio Monitors; Leading Audio Companies Audeze and Embody, Launch Immerse Virtual Studio PRO; Automotive Giant Stellantis Partners with Genelec to Create Immersive Audio Reference Lab

### 67 Lighting

The ADB by Claypaky Orkis CYC Wins The Prix de l'innovation SLU

### 82 Appointments

Alphatec Appoints Rohit Uberoi As Business Head For Live & Rental; Universal Audio Expands Leadership Team- Names New Chief Operating officer and Chief Digital Officer; LSC Choses IES For Its Indian Market

## Product Focus

- 64 Lauten Audio Tom Mic LS-508; Rode NT1 Signature Series; SE Electronics sE4100; Shure SM7dB; Telefunken Elektroakustik TF17 FET; Universal Audio's SD-7



Leksa's lighting excellence at XLRI – Jamshedpur

## Column

### 58 Unequal Music

**India Grooves To Techno:** Keeping the progressive music industry in mind, the team reviews top independent albums released by Qilla Records.

### 66 Bright Spark

**Taylor, Taylor:** In this guest column, Viraf Pocha, explores the world of stage with how Taylor's tours create a visual fiesta for the audiences.

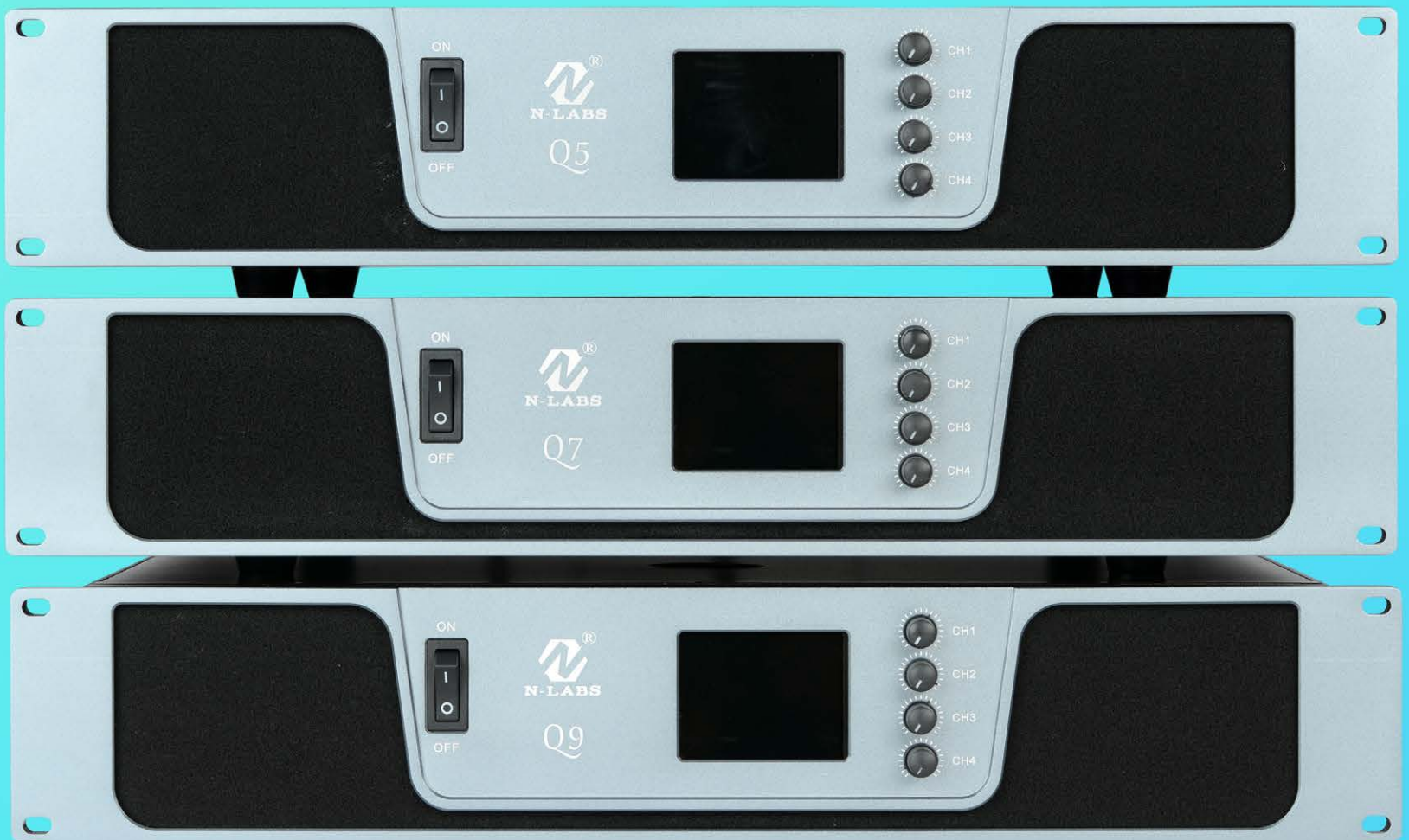


Yashobhoomi (IICC), India's leading MICE venue in Dwarka, New Delhi



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**DC  
PROTECT**



**PWM  
CIRCUIT**



**DIGITAL  
DISPLAY**

**1  
YEAR**

**WARRANTY**



**INBUILT  
LIMITER**

**4**

**CHANNEL**

## BETA3 HOSTS 'LIVE SONIC ARENA' IN PALM EXPO 2024, MUMBAI

The latest edition of the **PALM Expo 2024** at BEC, Mumbai, was a resounding success. This year's edition boasted the highest attendance and participation ever as staggering unique visitors from across the country made their way to the venue from 30th May-1st Jun 2024.

**Beta Three Audio India** hosted **Live Sonic Arena** with versatile artists delivering jaw-dropping performances across the three-day expo becoming a big hit.

On Day-1, **Rooh & Rang Sufi** theme by **Live Band Shivoham** provided wonderful entertainment with the Beta Three Professional sound equipment.

On Day-2, **Retro Bollywood** theme by **Pranita Yadav** and **Live Band Shivoham** delivered an outstanding performance with the Beta Three Professional sound equipment.

On Day-3, **Indie Bollywood** theme by **Pranita Yadav** and **Shivoham Jampad** weave magic with her melodious voice with the Beta Three Professional sound equipment.

Beta3 as one of the exhibitors at PALM Expo 2024 at Grande C displayed line arrays, amplifiers

and install series at the exhibition. Beta Three experienced delegate response that has been entirely

gratifying, both in numbers and the anxious Q&A sessions from enthused professionals.

Beta Three showcased a mesmerizing display of sound that was a tremendous success with buyers thronging the Live Arena on all three days of the show.

**Beta Three introduced below models at PALM Expo 2024, Mumbai:**

**Launched line array systems:**

- EX42
- EX212Ba

**TW Series - Active Monitors:**

- TW212Ma

**Launched Class D power/networking amplifier:**

- DT7000
- DD406F
- DD406NF

**Landscape speakers:**

- Ps4
- Ps6

**Professional microphone:**

- VM01
- VM02
- SM01

**PA mixers amplifiers and professional mixer series:**

- AN Series- 3CH/ 5CH/8CH/ 12CH
- BM Series- 8CH/ 12CH/ 16CH/20CH
- CQ Series- 16CH/ 24CH/ 32CH



**Beta Three's Live Sonic Arena at PALM Expo 2024 hosts thrilling performances by live bands for showcasing Beta Three's sound solutions**

## EAW ADDS NEW SUBWOOFER TO SUPPORT NTX SERIES PRODUCTS

### New SBX118F Subwoofer Rounds Out EAW NTX Professional Solutions

**Eastern Acoustic Works (EAW)** debuted its new **SBX118F 1 x 18" Powered Arrayable Subwoofer** at the 2024 InfoComm Show. This new subwoofer can be used to enhance any EAW full-range enclosure and is designed to rig directly to the popular NTX Series of professional solution products. With SBX118F, the NTX series offers rider-ready performance fit for touring productions and high-end installed applications.

"SBX118F brings emotion and impact to any performance," says **TJ Smith**, President of EAW. "Designed to support all EAW's Pro-

fessional Systems, including ADAPTive, SBX118F is an essential element of our catalog. SBX118F's rigging interfaces directly to the NTX210L line array enclosure, increasing the number of applications and adding

deployment flexibility to the already successful NTX series."

The SBX118F is a high-output, mid-size subwoofer system designed to provide low-frequency extension for any full range system. SBX118F's use of a 4-in voice coil ensures the best sonic performance, meeting expectations for venues of all sizes. SBX118F can be ground stacked, flown by itself or arrayed with NTX210L. A ground stack adapter supports flexible, compact and safe ground stack arrays of SBX118F and NTX210L.

Like NTX210L, each SBX118F includes patented OptiLogic

technology. Sensors automatically detect adjacent SBX118F subwoofers and NTX210L line array enclosures, improving setup times and eliminating errors related to cabinet identification and array configuration. OptiLogic technology also provides automatic configuration of cardioid mode.

Audio transport can be provided with Dante input and loop through or analog inputs. SBX118F is also configurable from a back panel interface or through EAW's Resolution software. A universal PFC power supply means SBX118F can be used reliably anywhere.





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**STAGEBOXES**



## SENNHEISER SHOWCASES CUTTING-EDGE AUDIO SOLUTIONS AT PALM EXPO 2024

Sennheiser, one of the renowned leaders in audio technology, participated in **PALM Expo 2024**, showcasing a diverse range of audio solutions poised to transform the industry. The company's presence at the tradeshow included offerings from **Neumann** and **Merging Technologies**. Some of the Sennheiser products on display were the **Digital 6000 wireless**

along with **Neumann's Automatic Alignment software MA 1** and the **Neumann KK 184 advanced small diaphragm condenser microphone**, were also featured among others. These groundbreaking products not only broaden Sennheiser's product portfolio but also exemplify the company's commitment to pushing the boundaries of innovation in the audio industry.

PALM Expo is India's foremost pro

er's booth, which created a significant buzz and underscored Sennheiser's impact in the professional audio industry.

"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," said **Vipin Pungalia**, Country Manager & Director- Sales Pro Audio, Sennheiser India. "Our consistent par-

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."

Sennheiser's presence at PALM Expo 2024 once again demonstrated its steady dedica-



Sennheiser showcased multitude of products from Neumann and Merging Technologies at the company's booth at PALM Expo 2024

system, **2KIEMS in-ear monitoring system**, **EW-D/X Series wireless microphone systems**, and **HD490 PRO studio headphones**. Additionally, Merging Technologies' recently launched **Anubis pro audio interface**,

audio, lighting, live sound, install sound and AV integration exposition with more than 25,000 professionals attending this year. The highlight was the visit of renowned Indian playback singer Nikita Gandhi & Indian rapper, lyricists & dancer Raftaar to Sennheiser's



The Sennheiser team pose with acclaimed singer Nikita Gandhi at Sennheiser's booth at PALM Expo 2024

ticipation in PALM Expo over the years has provided us with an invaluable platform to demonstrate our unwavering commitment to delivering high-quality audio solutions to our valued stakeholders. It has also allowed us to connect with a diverse range of

tion 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.

## OCTUNE INTRODUCES ITS LATEST 15PT 800 MB, 12IT 800 MB, AND 18PT 1400 SUB AT PALM EXPO 2024

**Octune**, one of the pioneers of pro audio products for the Indian users, launched its cutting-edge innovations - **15PT 800 MB bass speaker**, **12IT 800 MB mid bass transducer**, and **18 PT 1400 SUB subwoofers** at **PALM Expo 2024** on Day 1.

15PT 800 MB comes with the 1600W program power along with 99.3 mm (4 in) voice coil 47-3000 Hz response, and 96 dB sensitivity. 15PT 800 MB is one of the highly efficient mid bass speakers, which can

reproduce 104 dB sound level at around 1 KHz and can go as low as 47 Hz. In 1511 category, Octune believes it has the sharpest mid. The product is suitable for vented/bass reflex enclosure.

12IT 800 MB is one of the powerful mid bass transducers, which has a very balanced and soothing output and can be used in a large 3-way line array format system. It is suitable for bass reflex/ported enclosures and comes with 1600W



program power, 99.3 mm (4 in), voice coil, 58-4200 Hz response, and a 97 dB sensitivity.

The most awaited subwoofer in 4.5-inches voice coil is 18 PT 1400 SUB, which reproduces low frequen-

cies with minimal distortion and can handle peak power of 2800 Watt. The loud and clear bass subwoofer comes with 2800W program power, 114 mm (4.5 in) 35-1700 Hz voice coil response, and 95 dB sensitivity.



**41** Years of  
TRUST

**21 PT**  
**2500 SUB**

Frequency Response  
42-1000HZ

Voice Coil 152 mm (6 in)

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## NX AUDIO UPGRADES LINE OF LIVE MIXERS

The popular **Harmony Series Analogue Live Mixers** were expanded earlier this year with PALM Expo 2024 announcing the launch of the upcoming **HARMONY20**, continuing the Harmony Series legacy of sonic purity, reliable 3-band with swept mid equalization, dual digital multi-effect processors that offer a comprehensive suite of 31+16 editable digital effects and studio-grade discrete PRE preamps for delivering fat, natural sounding bass and soaring highs with very low distortion.

To offer users even more options and utility, **Nx Audio** is launching the Harmony 4 Bus Mixers. With dedicated Compressor Control on 4 channels, 6 Aux Sends, 2 Stereo Line Inputs, 12V Lamp Socket and more, the **HARMONY32** with 30 XLR Mono/1 Stereo Line and **HARMONY24** with 22 XLR Mono/1 Stereo Line are here to enhance your mix, whether adding depth to a speaking engagement or breathing new colour and atmosphere into a live band performance.

The new Melody Series pack a big punch in a compact frame, offering features like a 3 band Eq, Pan, Individual Mute and

PFL on each channel plus Direct USB playback and Digital 24 Bit Effect Processor with display, 7 Band Graphic Equaliser plus XLR Balanced Outs, TRS Unbalanced Outs and Aux Outs. Successfully building on the legacy of the Symphony Series, The Melody Series also offers individual Left and Right Sliders for greater flexibility.

The **MELODY8** with 6 XLR Bal Microphone Inputs and **MELODY12** with 8 XLR Bal Microphone Inputs are pro live mixers, using similar preamps and components to the Symphony Series and provide the features of Bluetooth, USB Recording, Built-In Soundcard and OTG/Mobile Playback as the Harmony and Symphony Series, while being smaller and more budget friendly.

Nx Audio introduces its first Compact Digital Mixer, the **D12-FBX**, featuring 8 XLR Mono and 2 TRS Stereo Inputs and XLR Balanced Outputs. D12-FBX has a staggering list of pro features, each Input channel offers Dual DSP effects, Compressor, +48V phantom, electronic gain and the outputs have an Auto-Mixer, 15 band Graphic EQL and Feedback Reduction.



**HARMONY24 with 22 XLR Mono/1 Stereo Line**



**MELODY8 with 6 XLR Bal Microphone Inputs**



**D12-FBX features 8 XLR Mono, 2 TRS Stereo Inputs, and XLR Balanced Outputs**

This little mixer is an option for small live shows and conferences for recording upto 10 Scenes/ Presets for later use. Scene recall is an extremely powerful function to help the sound engineer make many rapid changes to the console between songs or scenes. The D12-FBX's PC USB 2.0 port supports Mac or PC for 24-bit/192kHz HD recording. The versatile front panel USB interface can

do Recording, Reading, Saving, Playback and even Bluetooth Connectivity.

Input channels have a 3 band EQ with Swept Mid, and the fully featured output interface has Digital audio AES, Dual MAIN, Dual SUB and Dual AUX in XLR and TRS output for Main, Monitor and EFF SW.

## BA DELTA SERIES TAKES CENTER STAGE AT A VIBRANT GAANAMELA IN KOTTAYAM, KERALA

**Gaanamela**, a vibrant extravaganza of music and culture, unfolded its magic against the backdrop of the enchanting venue in Kottayam. With its lush surroundings and lively ambiance, the stage was set for an unforgettable auditory journey. **British Acoustics**, renowned for its mastery in sound engineering, took center stage, orchestrating a symphony of sonic brilliance that reverberated throughout the event space.

The air was charged with anticipation as British Acoustics' state-of-the-art systems, including the **Delta 930 LA**, **Delta 928S**, **2XM**, and **2XL** stood ready to deliver an unparalleled sonic

experience. It seamlessly integrated into the venue, every note, every beat, resonated with breathtaking clarity and precision. As the music filled the air, attendees were transported into a realm where sound transcended mere auditory sensation, becoming an immersive journey of emotion and expression.

"I am thrilled to share my experience with British Acoustics. Their cutting-edge systems have completely changed the game for us. The quality and seamless integration of their products have elevated every event we've hosted," said **P.K. Vinod**, Director, **A V SOUNDS**.



## ALPHATEC TO UNVEIL CUTTING-EDGE PRODUCTS AT THE PALM EXPO 2024

Alphatec, one of the leading Mumbai-based distributors for premier audio and video equipment across India, participated in the **PALM Expo 2024**, India's foremost event for pro audio, lighting, and AV professionals, attracting over 25,000 visitors annually. The event took place from May 30 to June 1, 2024, at the Bombay Exhibition Center, Mumbai where visitors explored the latest in audio technology, with product displays and expert consultations.



**4 Square Corporations' Team at Tech Xchange in collaboration with HARMAN Professionals**

Underscoring its commitment to delivering cutting-edge audio solutions to the Indian market, Alphatec displayed products from over 27 world-renowned audio brands. It showcased the diverse portfolio of leading brands such as **Audio-Techni-**

**ca, Aston Microphones, Televic, Behringer, Midas, API, Pioneer DJ, Klark Teknik, Symetrix, TiMax, Moodsonic, AtlasIED, Univox, Lab Gruppen, Turbosound, Tannoy, Renkus-Heinz, Coda, Genelec, Pequod, BEC Akustik, Tivoli Audio, Lithe Audio, Atlona, Avonic, ZeeVee, and Okayo.** The brands on display represent the pinnacle of audio engineering, ensuring that professionals in attendance have access to the best tools and technologies for their projects. Furthermore, attendees will have the exclusive opportunity to explore a dedicated zone for Pioneer DJ products, complemented by the presence of influential DJs who will join us at the booth.

Talking about the participation, **Devasis Barkataki**, Founder and Managing Director of Alphatec shared, "Our aim has always been to provide solutions across various domains, from studio recording and live sound to AV integration and broadcasting. Aligned with our objective, PALM Expo provides an unparalleled platform for us to connect with industry professionals and showcase the latest innovations from our extensive portfolio. Leveraging this, we are introducing cutting-edge solutions to the Indian market and demonstrating our commitment to advancing audio technology."

Few of the products that will be launched for the first time in the Indian market:

### Audio-Technica ES Wireless Microphone Systems:

Alphatec is set to launch **Audio-Technica's latest ES Wireless Microphone Systems** at PALM Expo 2024. These new systems offer



**ES Wireless Microphone System from Audio-Technica**

unmatched audio clarity and reliability, designed to meet the rigorous demands of live sound and broadcast applications. With advanced features and robust performance, the ES Wireless systems are set to revolutionize the audio experience for professionals.

### Coda Audio CiRay Series:

In addition to its impressive brand lineup, Alphatec will also introduce **Coda Audio's new CiRay Series**. This

compact and powerful line array solution is designed for versatility and superior sound performance. The CiRay series is perfect for various applications, providing high-quality audio in a compact form factor, making it an ideal choice for both small and large venues.



**CiRay Series from Coda Audio**

### ZeeVee ZyPer-UHD60 Decoder:

Alphatec will also launch **ZeeVee's ZyPerUHD60 Decoder** with single LAN at PALM Expo 2024. This innovative product offers seamless AV distribution and management over IP networks, ideal for large-scale installations and commercial AV projects. The ZyPerUHD60 Decoder ensures high-quality video and audio transmission, providing a reliable solution for modern AV needs.



**ZyPerUHD60 Decoder from ZeeVee**

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# INDIAN BRANDS STRENGTHEN AT PALM

**QUALITY AND DESIGN SUPERIORITY BUILD MARKET: LIGHTING EXPANDS BEYOND THE HALLS**



**Since its inception in 2001, PALM has become Asia's largest and most vibrant Pro Audio and Lighting Expo. This year, the show featured the latest technologies in pro audio from hundreds of brands, fostering India's professional audio engineering community. What was evident at PALM was the fact that with robust consumption, affordability, and resources, India is set to become a major player in the pro audio industry!**

Celebrating its 22nd anniversary, **PALM Expo** presented its biggest expo floor to date spanning over **30,000 sqm** across three halls, a live arena zone and two Demo Qubes and welcomed its highest-ever number of visitors with **25,510 unique visitors** and a footfall of **38,636**, putting forth a picture of an industry in robust health. The PALM Expo which took place from **30th May – 1st June 2024** at the

Bombay Exhibition Centre in Mumbai, India, today stands as the leading annual event within the live events, media, and entertainment sector in the subcontinent. With a rich history and a global reputation, the expo plays a focal role in shaping the industry. The show's core objective is to bring together a distinct convergence of professionals, thereby nurturing alliances, innovation, and exchange of ideas.

Central to the PALM Expo experience is its expansive expo floor. PALM Expo 2024 boasted of almost **300 exhibitors** featuring more than **750 brands** and thousands of products from well-established distributors and manufacturers to new entrants in the industry, showcasing cutting-edge technologies that are redefining the industry. Visitors could witness 55 new exhibitors at the show floor showcasing their latest technologies and high-end solutions for the pro audio and pro AV industry. The exhibits spanned the gamut of pro audio, studio, audio install and lighting technology, encompassing everything from state-of-the-art stage technology, sound reinforcement systems, PA Systems, amplifiers, audio processors, acoustics, cables and connectors, conference systems, DAWs, mixing desks and consoles, recording and mixing equipment and microphones to stage lighting, laser and lighting effects, lighting controls, spotlights, and truss systems/motors, and much more.

In a bold move, **Beta Three Audio** India booked the entire Grande C Hall at the BEC. The company's sprawling exhibit space was abuzz with activity across all three days, as buyers and enthusiasts flocked to experience the latest innovations in sound and lighting. Beta Three also hosted the **Live**

**Sonic Arena**, a showcase of electrifying performances! Each day, versatile artists took to the stage, delivering jaw-dropping sets. Day 1 saw the soulful sounds of **Shivoham**, as they presented a mesmerizing **Rooh & Rang Sufi** theme. Day 2 amped up the energy with Pranita Yadav and Live Band Shivoham's Ratro Bollywood theme. And on Day 3, Pranita Yadav and Shivoham Jampad brought the house down with their Indie Bollywood theme.

The vision of the show is that India should boast of a professional audio engineering fraternity, using the latest equipment in the world and that vision has been fulfilled by PALM steadily over the last 22 years.

"My keynote for PALM 2024 is that PALM will undergo a transformation. There is going to be a lot of change in the pro audio business in India from this year onwards. India will shift from just being an importing and consumption country to a manufacturing country and PALM will become a platform for this shift, driven by technological advancements, abundant resources, and cost-effective products. Numerous Indian brands now enjoy a global presence, and PALM has established itself as a premier global destination for both homegrown and international brands to source, network, and collaborate," said Mr. **Anil Chopra**, Founding Director of PALM Expo.

*Full keynote in adjoining box.*

## KEYNOTE ADDRESS BY ANIL CHOPRA

"Good evening, ladies and gentlemen. I am thrilled to deliver the keynote address for PALM Expo 2024. What began in 2001 has grown into Asia's largest and most vibrant pro audio and lighting expo. Over the next three days, 300 exhibitors, 500 brands, and thousands of products here make this the largest pro audio installation at PALM. We have The Cube for full-blown sound reinforcement and Hall 1 with hundreds of pro audio booths. This year's PALM showcases the latest technologies in recording, stage sound, and installed sound.

**Hyve India** has owned and run the PALM show since 2015. Mr. **Gaurav Sood**, General Manager of Hyve India, has been leading the show for the past few years. Hyve India's investment has significantly strengthened PALM over these years. Our vision for the past 20 years was for India to be a hub of professional audio engineering, providing sound engineers and rental companies with the latest equipment and technology. PALM has fulfilled this vision by publishing industry information, acting as a bridge for major brands entering India, and providing insights into the Indian pro audio market.

PALM's goal was to build pro audio distribution in India, which has largely been

achieved, with nearly every major global brand now represented here. Unlike many countries, India's free import policy, combined with a strong pro audio ecosystem, has made the latest technology affordable and accessible across all levels, from tier 1 cities to smaller rental companies. Today, India boasts a robust audio economy.



Looking ahead, PALM will transform into a platform for large-scale manufacturing and global distribution of pro audio technology. The global pro audio market is projected to reach \$17 billion in the next five years, and India is poised to capture a significant market share. Our aim is for PALM to be a key player in this growth, showcasing Indian-made products and contributing to the global market.

Many changes are on the horizon for India's pro audio industry, ranging from importing to manufacturing. With the right factors like consumption, affordability, and investment in place, indigenization is underway. This year's PALM Sound and Light Awards highlight the exceptional work and contributions of Indian manufacturers. I am confident we will see Indian brands gain global recognition, and PALM will be at the forefront of this expansion. We have the global market understanding, and with 20 years of industry engagement, PALM is well-positioned for the future. Three cheers for PALM!"



Beta Three's showcase of electrifying performances at the Sonic Live Arena

## SPECIAL EVENTS AT PALM EXPO 2024

At its core, PALM Expo is a multidimensional global stage for networking with countless content and demo features taking place at the show. PALM has always been the principal catalyst which has fuelled the industry by connecting manufacturers and distributors with dealers and end users. It is the place to meet buyers from India through international class show production presenting Demo Qubes and Line Array demos featuring industry leading brands, besides other engaging and dramatically successful features such as a stellar line-up of speakers at the PALM Sound and Light Conference Programme, Lighting Design Showcase providing a platform to young

### DAVID MCKINNEY

GENERATION AV

*"The response was positive, and were excited to reconnect with our customers. PALM Expo is a busy and vibrant event, providing an excellent platform for us to present our latest innovations and engage with industry professionals."*



Solid State Logic showcasing its products and solutions at the PALM Expo booth



Ahuja brings its latest solutions at PALM



HARMAN attracts visitors at PALM Expo 2024



Nx Audio's booth at PALM Expo 2024

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## CHRISTIAN HERTEL

MADRIX

*"With a decade-long presence at PALM Expo, we have witnessed the growing demand for LED and lighting control technologies. This underscores the show's significance as a vital platform for connecting with industry professionals and showcasing innovative products. The expo continues to be an essential event for staying at the forefront of technological advancements in our field."*

## SABRINA GLEDHIL

MEYER SOUND

*"We showcased the central line array system as well as our 2100 LFC at the PALM Expo. We have deployed both of these products at the Ed Sheeran tour in Mumbai just recently. We are proud to be part of the PALM Expo, which has made significant strides since the Covid-19 pandemic. The past two years have been busy, but this year we have witnessed remarkable improvements in the show's quality and increased participation from exhibitors."*

aspiring lighting designers to showcase their talent and the PALM Sound & Light Awards and IRAA awards which honour innovation, technology, creativity and talent.

## BREAKING BOUNDARIES WITH PALM CONFERENCE PROGRAMME 2024

PALM Expo saw the PALM Conference platform go from strength to strength with delegates filling the conference hall to full capacity. The platform featured an extensive program with Anil Chopra, opening proceedings with a keynote address followed by a series of interconnected sessions focussed on a particular theme. The theme for Day 1 was **Live Sound & Lighting**, Day 2 was **Studio Recording**, and Day 3 was **Stage Lighting and Live Events**.

Renowned thought leaders and subject matter experts including **Arvind Singh** - Giant Truss, Lighting Designer - **Becket Tundatil**, **Bunty Raj Mallarapu** - MA Lighting, **Chaitanya Chinchlikar** - Whistling Woods, **Charles Bardey** - Nita Mukesh Ambani Cultural Centre, **Charlie Albin** - Meyer Sound, **Christian**

**Hertel** - MADRIX, **Dhananjay Naidu** - Stage Designer & VJ, **Gert Sanner** - d&b audiotechnik, **Donal Whelan** & **Gethin John** - Hafod Mastering, **Emran Khan** - Reset Live, **Ishaan Jagyasi** - Spatial Audio Specialist & Music Producer, **Koy Neminathan** - Elation Professional, **Mankaran Singh** - Men At Work, **Manoj Lobo** - Canara Lighting, **P A Deepak** - Grammy Award-Winning Mix Engineer, **Dr. Pramod Chandorkar** - SoundIdeaz Academy, **Ronald Silvan D'Souza** - Leksa Lighting Technologies Pvt. Ltd., **Peter Owen** - L-Acoustics, **Rasesh Parekh** - Integrated Entertainment Solutions, **Shipra Venkatesh** - BMS and Live ARR, **Shraddha Sankulkar** - Mind Matterz, **Sachit Subramanian** - Circle Pro Audio, **Sreejesh Nair** - Avid, **Stan Alvares** - AES India, **Tarun Anand** - Universal AI University, Live Sound Engineers **Vijay Benegal** and **Mujeeb Dadarkar** - Odble Consultants, **Vijay Dayal** - Yash Raj Films, **Viraf Pocha** - Lighting Designer, and the EEMA (Event and Entertainment Management Association) team comprising of **Harshal Kothari**, **Himanshu Anand**, **Raghav Roy Kapur** and **Saurabh Khurana**, provided attendees with valuable insights.

These sessions and panel discussions covered a wide spectrum of topics including **PALM's Tryst With Destiny** - A keynote address by Anil Chopra, Founding Director, PALM Expo; **Systems Engineering for Big Stadium Events**

## LESLIE LEAN

ANSATA COMPUTER SYSTEMS PVT. LTD.

*"PALM Expo has been instrumental in our growth, by consistently providing us with a platform to find new business opportunities. This event is crucial for us to display our innovative products and connect with both mobile and installed application users across the country."*

## FABIO PRADA

AREA FOUR INDUSTRIES

*"The scale and quality of the show have far exceeded our expectations, impressing us with both the exceptional attendance and the high calibre of products on display. This event has truly distinguished itself as a premier gathering for industry professionals."*



Panel Discussion On Manufacturing Lighting in India with Viraf Pocha, Ronald Silvan D'Souza, Manoj Lobo, Koy Neminathan, and Arvind Singh



At the session: Emran Khan, Shipra Venkatesh, Dhananjay Naidu, Becket Tundatil, Sachit Subramanian, Charlie Albin, and Mankaran Singh



Donal Whelan, Senior Engineer, Hafod Mastering and Gethin John, Chief Engineer, Hafod Mastering at the session 'Mastering with Heart'



Mujeeb Dadarkar, Co-founder, OdBle Consultants and Vijay Benegal, Co-founder, OdBle Consultants at the session 'Control Room Acoustics'

### RAJAN GUPTA

HITECH AUDIO & IMAGE LLP

*"Our booth at PALM Expo has steadily expanded in tandem with the show's growth, which has been remarkable. The consistently high turnout and deep engagement from attendees have solidified PALM Expo as a cornerstone event for us over the past two decades."*

### KARAN NAGPAL

SONOTONE

*"PALM Expo has consistently delivered outstanding results, providing excellent customer experiences every year since our initial participation. We have received only positive feedback, with no complaints, solidifying our commitment to this exceptional event."*

that explored systems design and engineering for large shows in stadia; **The Tech-Enhanced Stage** which explored tech innovations on the horizon and how upcoming technology innovations can revolutionize music festivals and concerts in the future; **Evolution of Sound Through the Decades** presented by **Peter Owen**, International Sales Manager, L-Acoustics, Africa and Indian Sub-Continent who looked at how live sound has evolved over the years, the revolutionary changes introduced by L-Acoustics, with a final look at what the future looks like in a live sound environment; **FOH Mixing for Live Concerts** where **Dr. Pramod Chandorkar**, Director, Soundideaz Academy & Program Director, Universal AI University provided a detailed exploration of both Indian and international practices, offering a nuanced comparison of their strengths and challenges; **Panel Discussion On Manufacturing Lighting in India - A New Horizon** that discussed how India can deliver adequate consumption market to amortise tooling and special design and the trussing and rigging factors in lighting product design; **The Awesome Sound Engineer** by **Sreejesh Nair**, Avid Dolby Certified Audio Application Specialist; **Audio Education in India - The Way Ahead** where the panel endeavours to chart a forward-thinking trajectory for audio education, aligning it with industry demands and learner aspirations to cultivate a skilled and adaptable workforce ready to navigate the complexities of the audio landscape; **Mastering with Heart** by **Donal Whelan** and **Gethin John** delved into the philosophical foundations of their work as mastering engineers; **Control Room Acoustics** that elucidate on the

importance of acoustics in studios and covered acoustics, need for acoustical consultant, need for experienced contractors, isolation vs internal acoustics, location, internal acoustics, room resonance, speaker calibration/room tuning; **Advanced Recording Techniques & Immersive Music Production (PALM AES Session)** where leading experts shared their knowledge on this cutting-edge audio tech and the next-gen sound workflows as well as the recording, mixing, and mastering tools and techniques involved in them; **Panel Discussion On High End Lighting For Special Venues** explored how the time-tested principals are respected while installing today's production possibilities to produce shows that paying public will return to time after time; **Preparing India for World-Class Talent for Entertainment Events - Powered by EEMA** discovered how cutting-edge advancements like AI audio and immersive lighting are transforming the entertainment industry and delivered practical strategies to upskill the team and attract top talent, equipping them with the skills to excel in this dynamic landscape; **Student Seminar on Fundamentals of Mastering** by **Donal Whelan** and **Gethin John** informed about the philosophy of mastering, listening and decision-making, mastering room setup, self-mastering v/s pro mastering, digital v/s analogue processing, signal paths and the process of mastering a song, and more.

"ATS was at PALM show this year to explore install AV avenues emanating from the pro audio space. Thus far, PALM show has been the most successful networking and exhibition platform for the pro audio, display, and lighting

### MANISH GOEL

CRESURGE PVT. LTD.

*"Our experience at PALM Expo improves annually. This trade show uniquely attracts serious buyers, providing an excellent platform to showcase our latest products. We've observed fewer inquiries but more realized orders, making it an exceptionally effective event for our business."*

### AKSHAY JANGRA

GIANT TRUSS

*"We are a leading truss manufacturer in India. At PALM Expo, we displayed our extensive range of products, including the world's strongest aluminium truss and innovative LED screens. The expo provides an excellent platform to connect with clients and introduce our latest innovations."*



A well concluded session by Donal Whelan, Senior Engineer, Hafod Mastering and Gethin John, Chief Engineer, Hafod Mastering on 'Fundamentals of Mastering' Co-founder, OdBle Consultants at the session 'Control Room Acoustics'

## SESSION ON HIGH-END LIGHTING FOR SPECIAL VENUES 12:30 P.M. TO 01:45 P.M.



'Panel Discussion On High End Lighting For Special Venues' with Viraf Pocha, Rasesh Parekh, Bunty Raj Mallarapu, Christian Hertel, and Charles R Bardey

### VIJAY SINHA

PINK NOISE PROFESSIONALS PVT LTD | ERTHPOT ELECTRONICS PVT. LTD.

*"I can say that our participation in the PALM Expo over the past five to six years has been phenomenal. This year, we showcased our new conference systems with camera integration and our antenna distribution system for wireless receivers. The event continues to be an excellent platform for our innovations."*

### EMANUELE MORLINI

RCF

*"We are debuting our innovative T-Plus audio range of passive speakers for professional audio. This marks our inaugural showcase at this prestigious event. The expo's substantial growth in recent years underscores its status as a leading industry platform, offering an ideal setting to introduce our advanced audio solutions."*

space that largely covers live performance and events landscape. Delightfully, the all-new avenue curated for the install AV segment registered a notable presence. The panel discussions, expert speaks, and product showcases were fittingly relevant catering and enriching the participants from the industry and the visitors from Pan-Indian cities at the show floor. This initiative will help grow the industry. With steady growth of visitors, PALM can also be a good bridge for the install AV and pro AV crossover," said Saikiran Shetty, Head-Sales & Marketing at ATS (Auto Techno Solutions).

## THE ULTIMATE LIVE EVENT ECOSYSTEM AT HARMAN LIVE ARENA

The HARMAN Live Arena offered attendees a unique opportunity to experience the latest stage, sound, and light equipment through a comprehensive live demo featuring musical performances by popular and emerging independent artists. HARMAN powered the event with its newly launched products and solutions from its esteemed brands, as seen in previous editions.

The sound system at the live arena was expertly handled by **Jitu More** and his team at **Sound Mindz**, who ensured a flawless audience experience. The deployment featured **JBL SRX 900** on Day 1, **JBL VTX A8** on Day 2, and **JBL VTX A12** on Day 3. Renowned engineer, **Sudarshan** designed the sound system.

To complement the audio gear, the Live Arena featured a dazzling lighting inventory from **Martin**, including **MAC Aura**, **ERA Performance**, **Profile** and **Wash series**, and the newly launched **MAC Viper XIP**, was supplied by **Star Dimensions**. Ace lighting designer **Beckett Tundatil** crafted the lighting design.

The HARMAN Live Arena hosted an exciting lineup of bands and artistes over three days. On Day 1, the performances included Samarpan, Pratika x PrabhuNeigh, TaFMA x Wobble presents Sound of Nagaland, and Ravi Chary Crossing, with sound powered by JBL SRX900. Day 2 saw performances by Tanmay in Harmony, Easy Wanderlings, Gridhar UdupaLayatharanga, and a Martin Lighting Workshop titled "Light it Up!", with sound powered by JBL VTX A8. On Day 3, the arena witnessed performances by Coshish, Intuition Live by Apoorva Krishna, Maati Bani, and STRINGCOPATION Darshan Doshi x John



HARMAN Professional Solutions powered Live Arena with its newly launched products and solutions at the PALM Expo

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**PALM Expo 2024 attracts mega rentals and production houses at the two Demo Qubes by Aerons and Hi-Tech Audio**

Paul, with sound powered by JBL VTX A12.

## DECIBEL DEN AT PALM DEMO QUBE

The Demo Qube, which was a melting pot for the rental and event industry, attracted a broad spectrum of visitors seeking to experience high-decibel sound reinforcement through demonstrations of cutting-edge sound solutions in a sound-proofed acoustic space. **Aerons** utilized the Demo Qube facility to showcase their sound systems to professionals in the audio industry, while **Hi-Tech Audio** and Image leveraged the space to demonstrate the TT+ Audio range of sound reinforcement systems.

## CREATIVE EXCELLENCE IN LIVE EVENT LIGHTING DESIGN AT PALM LIGHTING DESIGN SHOWCASE

PALM Expo which pioneered the crucial Lighting Design Showcase platform in India, dedicated to celebrating creative excellence in live event and entertainment lighting design was a major success once again with crowds thronging to witness the lighting extravaganza. In its 6th edition at PALM Expo 2024, this highlight feature was curated by premier lighting rental company **Star Dimensions**. **Lighting Designers, Becket Tundatil, Harshvardhan Pathak, Joyden James** and **Laser Designer Deep Mathuria** wowed attendees with their programming skills. This platform also provided attendees an opportunity to gain hands-on experience and learn innovative lighting design and

### RASHESH PAREKH

#### INTEGRATED ENTERTAINMENT SOLUTIONS

*"We were thrilled to have introduced our new products at the show, and the response was phenomenal. The event has been incredibly exciting, marked by enthusiastic engagement."*

### ELENA MASSAGUE

#### AMATE AUDIO

*"The show offers a valuable experience with a strong presence from the audiovisual industry, facilitating connections with existing and potential customers. The event fosters extensive networking opportunities and serves as a premier platform in India for showcasing brands. The enthusiastic turnout reflects widespread interest and makes it a vibrant exhibition."*



**PALM Live Rigging Workshop ran multiple sets of demonstrations and workshops to address the measures while working at height**

programming skills from these industry experts.

## RIGGING & TRUSSING WORKSHOP: CREATING STANDARDS AND SPREADING AWARENESS

This year the PALM Rigging & Trussing Workshop was Curated by **EESA** (Event Equipment Services Association) and powered by **Natura**, wherein they presented live demos on working at height. Attendees got to experience the "Leap of Faith" activity, a heart-pumping 20-foot jump, allowing attendees to learn about essential safety measures for working at heights. Team Natura also showcased crucial safety protocols and best practices for truss-based work, highlighting the importance of correct systems and simple safety rules.

EESA has been focussing on creating standards for the Indian Entertainment Industry and has been working towards creating awareness campaigns on safety and best practices. At the PALM Live Rigging Workshop, the association ran multiple sets of demonstrations and workshops to address some crucial needs, these included:

- An Introduction to Basic Safety while installing Trussing and Erecting Temporary Structures safely by Mankaran Singh from Men at Work. This session aimed to educate attendees on fundamental safety practices for setting up temporary structures, emphasizing critical aspects to prevent accidents and ensure a secure working environment.

### VEERYAVANTA PARIAT BHIDE

#### ALPHATEC

*"We were delighted to participate in this year's PALM Expo, where we launched our new DJ product line. PALM Expo consistently provides an excellent platform to connect with the right professionals, and this year has been no exception. The positive response and excellent facilities make this event a valuable opportunity for us."*

### AKHILESH PRAJAPATI

#### EMINENT AUDIO VISUAL PVT. LTD.

*"It was my first time participating in AV-ICN Expo and personally, it has been great. The expo gave us good reach with the potential customers. We also launched and showcased our latest Nitid Series, which is a 15-inch powerful speaker system that can be used in clubs or big auditoriums, etc."*

- **Avishkar Tendle** from Natura presented an introductory session on load cells, which aimed to provide a foundational understanding of load cells, enabling attendees to effectively utilize them for safe and precise load management in event production.
- How to prevent eventualities in events by **Sameer Sawant** - Consulting Structure Engineer focussed on insisting on stability certificates for temporary structures in events with real life case studies.
- An Introduction to Temporary Power Distribution by **Vaibhav Kapoor** from Third Wave Services, covered key aspects of event safety, including understanding safety standards, risk assessment, equipment selection, and emergency procedures, to ensure a secure and successful event and monitoring and maintenance best practices.
- An Introduction to Pyro Safety by **Azan Morani** from Morani Fireworks provided insight on crucial factors to consider when selecting a site for a fireworks show, company selection criteria, and debunking the myth of "cold pyro" to ensure a safe and creative display, essential pre and post-show safety and ensuring successful fireworks event.
- **Adam Beaumonth from Chainmaster GmbH** presented on safe and proper use of electric chain hoists, crucial for suspending heavy loads, understanding common mistakes to avoid, dos and don'ts and options for ensuring the safe operation of these robust and powerful devices.
- **Rohit Shikhare** from Jio World Convention Centre, Reliance Industries Limited provided insights on Fire & Safety At Venues.

## CELEBRATING EXCELLENCE: PALM SOUND AND LIGHT AWARDS 2024

In a night of glamour and celebration, the PALM Sound and Light Awards 2024 honored the crème de la crème of India's pro audio, lighting, and audiovisual industries. Held at the Taj Hotels in Santacruz on May 31, 2024, the awards ceremony recognized the outstanding achievements of individuals, brands, and companies that have pushed the boundaries of innovation and excellence.

The event was attended by the who's who of the events industry, with the biggest names and honchos in attendance. The room was abuzz with the likes of top event organizers, rental companies, systems integrators, AV consultants, manufacturers, and distributors, all gathered to celebrate the best of the best.

This year, the awards took it to the next level by introducing the inaugural AV-ICN Excellence Awards 2024, dedicated to recognizing the exceptional professionals in the pro AV industry. With 28 categories to compete in, the stakes were high, but the winners proved that they have what it takes to be the best.

From innovative display solutions to projection mapping, network communication, systems integration, interior illumination, and AV architecture, the AV-ICN Excellence Awards 2024 left no stone unturned in its quest to honour trailblazers of the industry.

As the winners took to the stage to accept their awards, the room was filled with a sense of pride and accomplishment. These individuals and companies have not only raised the bar but have also inspired others to strive for excellence.

The PALM Sound and Light Awards 2024 was a testament to the power of innovation, hard work, and dedication. It was a celebration of the people and companies that make the pro audio, lighting, and audiovisual industries shine brighter every year.

Congratulations to our winners! See pics below.

## CONCLUSION

This year's PALM Expo was a resounding success, cementing its position as a premier tech event in the industry. The expo provided a vibrant global stage for a diverse mix of professionals to connect, collaborate, and push the boundaries of innovation.

As the annual go-to destination for rental and event professionals, PALM Expo 2024 was a testament to the thriving pro audio and lighting ecosystem. Fuelled by cutting-edge technology and significant investments, the event showcased the immense potential of this dynamic industry.

From industry stalwarts to emerging players, the expo was abuzz with energy and excitement, as attendees explored the latest advancements and forged meaningful connections. With each edition, PALM Expo continues to raise the bar, solidifying its position as a must-attend event for anyone looking to stay ahead of the curve in the world of pro audio and lighting.

PALM Expo 2025 will take place at the BEC, Mumbai from **29th – 31st May 2025!**



Outstanding Audio FOH Engineer Of The Year - Tosief Shaikh



Outstanding Audio Monitor Mix Engineer Of The Year - Sancheth Suvarna



Outstanding Audio Systems Engineer Of The Year - Joyjeet Panday



Outstanding Lighting Designer Of The Year - Becket Tundatil



Sound Rental Company Of The Year - NJSM



Outstanding Sound Rental Company (Regional) - Systematic Inc.



Lighting Rental Company Of The Year - Reynolds Inc.



Video Display Rental Company Of The Year - Headway Kreations Pvt Ltd



Innovative Projection Mapping Of The Year - E-Factor



Outstanding Visual Content On Stage - 25PIXELS.IN



Outstanding Event Promoter Of The Year - Percept



Best Event Exploiting Experiential Pro AVL - ITW PLAYWORX MEDIA & ENTERTAINMENT



Outstanding Production of Live Events - Reset Live



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High-End Lighting Design Solutions - Leksa Lighting



Indigenous Manufacturing Of Amplifiers - Studiomaster Professional



Lighting Technology - Harman Professional Solutions



Audio Technology - Meyer Sound



Innovation In Cable Technology - Krystal Cables



Achievement in Trussing Design & Production - Giant Truss



Major Audio Brand Distribution Network - Sonotone



Best Distributor Award - Hi-Tech Audio & Image



Visionary Industry Leader of The Pro AV Industry - Lalit Chopra And Daniel René Danzer



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- True diversity receiving circuit enhances best reception quality.
- Full-color VFD display for bright clear viewing in day/night.
- 7 preset groups with 224 pre-saved channels.
- Optional Dante or AVB digital network interfaces.
- New transmitters can be powered by two AA alkaline or a Li-ion battery.

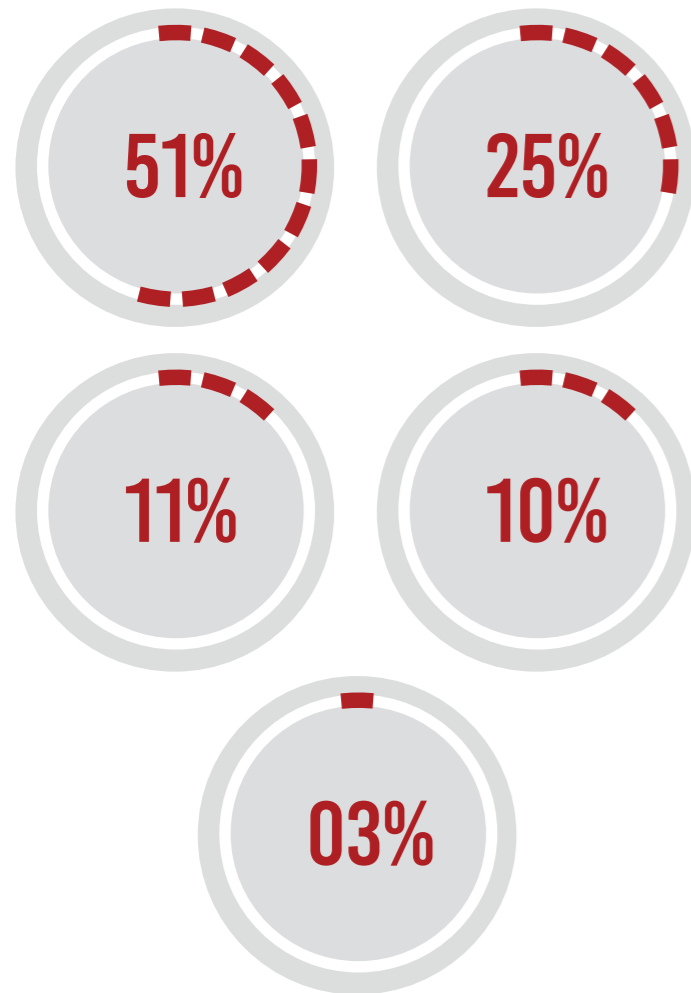
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## PROFESSIONAL INTEREST - PRO AUDIO & AV



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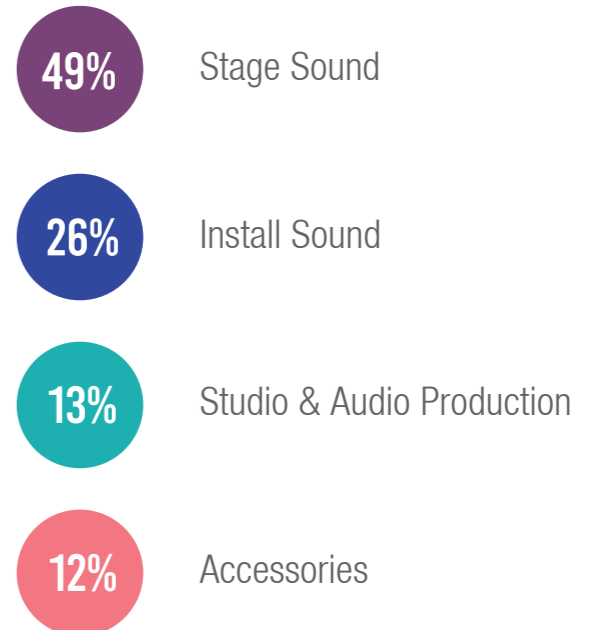
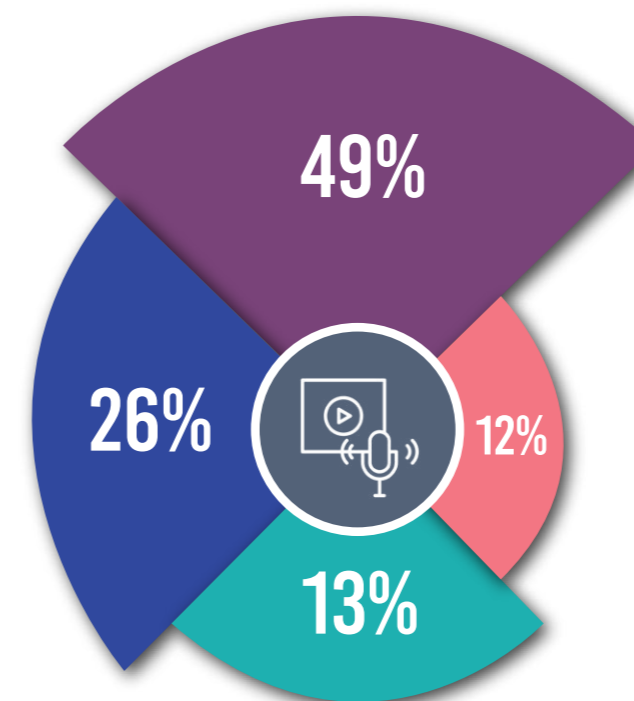
**25% Install Sound** – Pubs, Bars, Lounges, Lobbies, Restaurants, House of Worship, Auditoriums

**11% Pro Audio Postproduction** – Soundtrack, Music track, Editing and Effects, Audio Mastering, Mixing, Audio Sampling

**10% Studio Sound** – Recording Studio, Broadcast Studio, Television Studio

**3% Cinema Sound** - Theatres & Multiplexes

## EXHIBIT PRODUCT PROFILE - PRO AUDIO & AV



**PRO AUDIO HALL TOTAL - 62% | LIGHTING HALL TOTAL - 23%**



## PROFESSIONAL INTEREST - LIGHTING



**35%** Stage Entertainment Lighting (Lighting for stages – concerts, auditoriums, weddings)

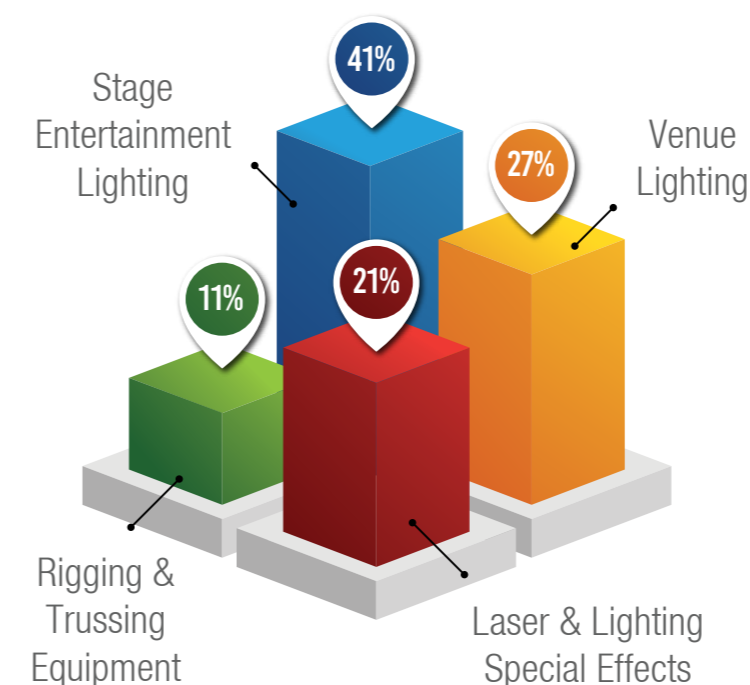
**25%** Venue Lighting (Pubs, Clubs, Lounges)

**20%** Lighting Special effects

**18%** Laser Lighting

**02%** 3D lighting and hologram lighting

## EXHIBIT PRODUCT PROFILE - LIGHTING



## PURPOSE OF VISIT

New Products & Technology	26.8%
Connect With the Trade	15.7%
Evaluate Show for Future Participation	3.9%
Looking for Business Expansion	15.6%
Networking / Market Research	7.8%
Others	4.6%
Purchase & Order	24.6%
Seeking Representation Tie-up	1.0%

## CREATING COMFORTABLE ATMOSPHERE FOR HOTEL GUESTS WITH SOOTHING BACKGROUND MUSIC

The Best Western Plus hotel in Indore, central India, offers state-of-the-art accommodation and services for both business and leisure travellers. In its restaurant and bar areas, **Yamaha audio system** provides both soothing background music, creating a comfortable atmosphere for travellers, as well as high-quality sound reinforcement for live entertainment.

### The challenge

The hotel management wanted a visually discreet audio solution, which would match the interior but with no compromise on sound quality. Delivering high quality background music, the ability to also handle events like parties and smaller live performances would allow the hotel to expand the use of the restaurant space. An important factor was that, with the bar area being glass-fronted, here an alternative was needed



**Audiocratz Sound and Light Solutions cater to the design and supply system of Best Western Plus, Indore with Yamaha audio systems**

to wall-mounted speakers.

**Vinayak Luthra** of Indore-based **Audiocratz Sound & Light Solutions** was commissioned to design and supply the system. After auditioning speakers from several manufacturers and considering various designs to ensure the system would not intrude on the aesthetics of the space, he

chose a Yamaha solution.

### The solution

Four **VXS8** two-way, surface-mount speakers, driven by a **PX3** amplifier, were installed in the restaurant for background music. In addition, sound reinforcement for live performances was catered by **DHR12M**, two-way

bi-amped loudspeakers and **DXS18-XLF** powered subwoofers, with mixing for performers on an **MG10XU** mixing console. Audio for live events is also routed through the **VXS8s**.

In the bar area, Yamaha's

*(Continued on page 30)*

## THE CULT ACHIEVES AUDIO PERFECTION WITH ELECTRO-VOICE AND DYNACORD

In the heart of Salt Lake Sector V, Kolkata's bustling IT hub, a new high-end restaurant and bar named "**The Cult**" has opened its doors. Designed to be a gathering place for like-minded individuals to connect and share their passions, The Cult is the second venture from the team behind the successful The Biker's Café. Drawing from their positive experience with **Electro-Voice** and **Dynacord** at their

first venue, the team chose to rely on the same trusted audio brands for this new project. Their decision reflects a commitment to maintaining the high standards of quality and control that these brands are known for.

The challenge for The Cult wasn't just to provide a high-quality sound system but to do so in a space that could have easily become a reverberant ordeal. The venue's 24-foot

(7.3-meter) ceiling, coupled with two glass walls and the absence of acoustic treatment, presented a difficult hurdle. However, the team at Standard Radio Service was undeterred. Drawing on their expertise in system design and integration, they crafted a solution that transformed these acoustic challenges into opportunities for excellence. Central to the sound system's success at The Cult is a blend of Dynacord and Electro-Voice equipment. The venue's main PA system features **Dynacord FX12-PRO** medium/long-throw mid/high-frequency cabinets paired with **FX20-PRO** horn-loaded subwoofers. This powerful combination ensures that sound is delivered with precision and clarity, regardless of where one is seated. Supporting this setup are **Electro-Voice ZLX-12P 12"** powered loudspeakers, which provide an even soundfield throughout the venue. The private dining room benefits

from additional **ZLX-12Ps**, while **ELX118P** subwoofers bolster the low end.

To power the passive components of the system, **Standard Radio Service** utilized a pair of **Dynacord L3600FD 2x 1800W** power amplifiers. Processing duties are handled by two Electro-Voice DC-One sound system processors, which fine-tune the audio to meet the venue's demanding requirements.

The result of this sophisticated setup is a space where audio quality meets the high expectations of its patrons. Whether The Cult is serving as a relaxed backdrop for daytime conversations or energizing guests with live performances in the evening, the sound remains consistently excellent. This careful consideration of acoustic challenges and thoughtful integration of top-notch equipment ensures that The Cult delivers the immersive atmosphere its creators envisioned.





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## TRANSFORMING EDUCATION: EMINENT AUDIO VISUAL INTEGRATES LIGHTWARE'S SOLUTIONS AT IIT MANDI

Eminent Audio Visual, India, integrated USB-C technology to provide a state-of-the-art recording studio for an educational institution.

The Indian Institute of Technology (IIT) in Mandi is a public engineering institute of Himachal Pradesh. It is one of India's 23 IITs, lauded as Centers of Excellence for training, research, and development in science, engineering, and technology. IIT Mandi boasts of strategic partnerships with leading research universities worldwide. In addition to research cooperation, these partnerships nurture academic cooperation, including student exchange programs and joint degree initiatives.

IIT's academic block offers modern comprehensive facilities that enable an enhanced

for the IIT's recording studio. Eminent AV has offered a tailored solution featuring top-notch brands and pinnacle technologies that best fit the institute's requirements for simplicity, flexibility, and reliability.

For this dedicated recording space, Eminent Audio Visual has utilized Lightware's multiple award-winning universal matrix switcher **TAURUS**

**UCX-4x2-HC30** as the core element that harnesses the

power of the USB-C technology. With TAURUS UCX, regular users and guest speakers can enjoy a user-friendly setup of the studio, that provides a full scope of the USB-C connectivity. Via a single USB-C cable, they connect their laptop to deliver 4K video, audio, and data sig-



Lightware's TAURUS UCX-4x2-HC30 along with USB-C cables deployed at IIT Mandi's recording studio



In picture: TAURUS UCX-4x2-HC30 matrix switcher

learning experience for its students. In particular, its ultimate lecture recording studio built in October 2023, is aimed at creating engaging and high-quality video lectures.

Upon winning the pitch, Eminent Audio Visual, New Delhi, one of the leading providers of audiovisual solutions, was tasked with designing and implementing a turnkey project

nals. They can avail of multiple USB 3.1 Gen 1 connectivity to access the studio cameras, microphones, and the touch monitor. TAURUS UCX enables access to Ethernet and supports streamlined control functions. With this USB-C powered switcher, the lecturer's device is being charged whilst used for presenting.

Supporting multiple UCC platforms, TAURUS UCX enables the flexibility of using the video conference

platform of the user's preference.

Eminent Audio Visual utilized HDMI distribution amplifier DA-4-HDMI20-C with built-in EDID management and Lightware's proprietary Pixel Accurate Reclocking feature that secures a reclocked and stabilized output signal to remove any jitter caused by long cabling or poor source signal.

In the studio setup, Lightware's 8m USB-C cables (CAB-USBC-AOC800K), USB 3.1 Gen 16m extension cables (CAB-USB-AMAF-T1600A), and 2m premium high-speed HDMI 2.0b flexy cables (CAB-HDMI20-PHS200F) were installed.

These high-quality cables, powered by TAURUS UCX, offered extended reach without the need for bulky repeaters, enhancing the technical elegance of the installation.

The IIT Mandi studio supports a wide array of features, including capturing, streaming, and recording. In the centre of the solution, TAURUS UCX thrives to provide a user-friendly experience, flexibility, and setup efficiency.

**Akhilesh Prajapati**, Director of Eminent Audio Visual Pvt Ltd., high-

lights the seamless integration and reliability of Lightware technology, emphasizing the simplicity and efficiency it brings to the lecture recording studio. With zero complaints and unwavering support from Lightware India, the project has set a new standard for professional AV installations in the education sector.

The Indian education sector is developing at a quick pace. Its teaching community welcomes the benefits that the Pro AV technology holds for it. Mr. Prajapati is confident of the upcoming growing demand for professional lecturer capture and delivery solutions in India. Eminent's successful project for IIT Mandi has set a new benchmark for educational venues striving for excellence in the digital age. Inspired by this successful project, the integrator plans to engage Lightware for their upcoming innovative AV installations that will shape the future of education in India.

### DTEN D7X NOW CERTIFIED...

(Continued from page 28)

new **VXH** series pendant speakers were the ideal solution, thanks to their audio quality, volume, and ease of installation. The VXH8 two-way speakers were installed, along with

VXS3F compact, full-range surface mount units and an **NS-SW300** powered subwoofer. This system provided the necessary volume and sound quality to provide a pleasant

atmosphere, without interrupting the conversation of guests.

**Mahendra Singh Rajput**, the hotel manager, said, "The solution provided by Yamaha and Audiocraft has com-

pletely lived up to my expectations. The speakers blend well with the hotel's aesthetics and the amazing sound quality really enhances the customer experience."

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# Sound Matters: Taking Noise Off The Menu

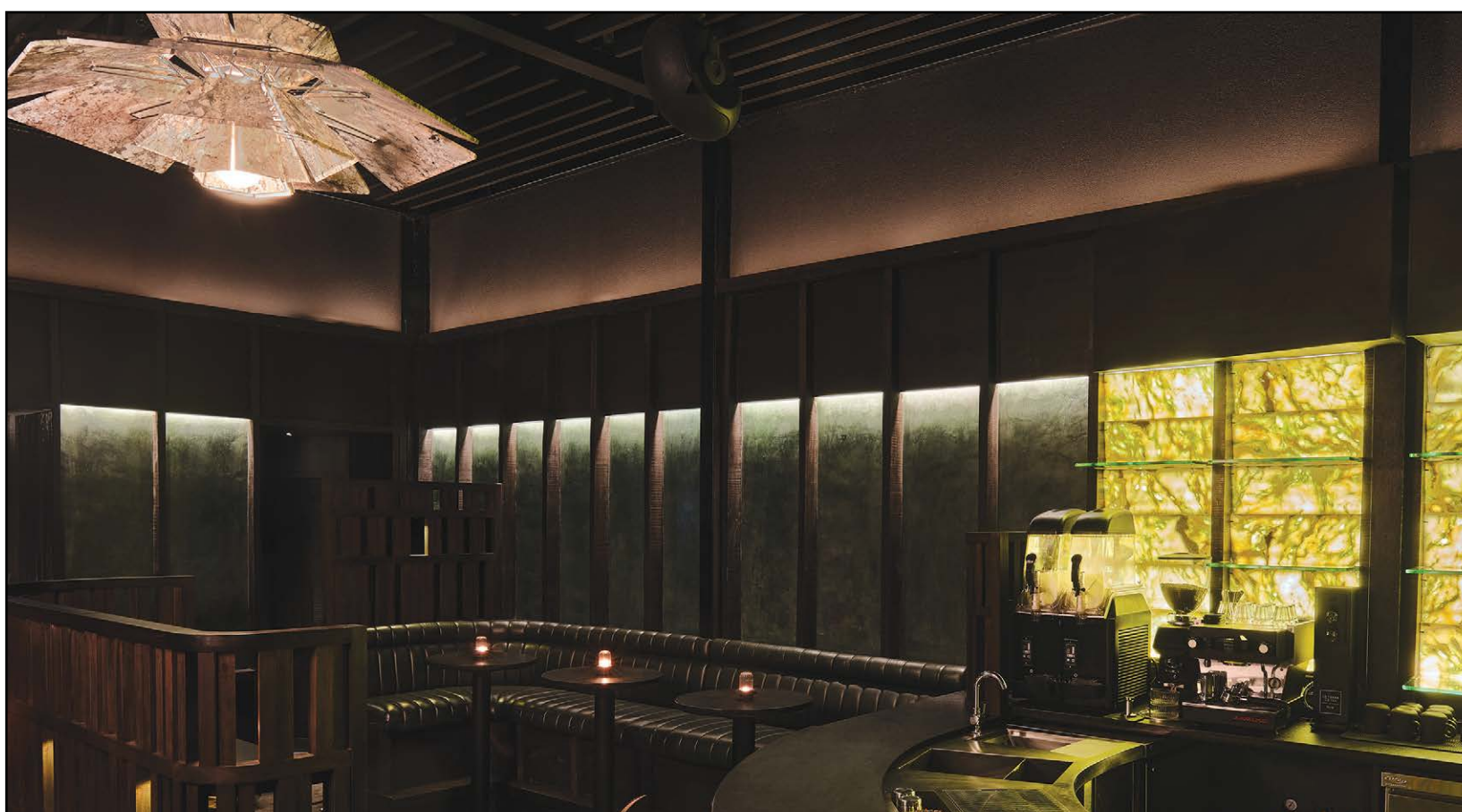
*Hewshott, one of the leading technology, acoustics, and theatre consultants in the world, delivered exceptional spatial experiences at Otra, Kala Ghoda, Mumbai. The team anticipated the problems and made decisions for clients' immersive experiences at the restaurant, simplifying complex acoustics into seamless installations. PALM Expo Magazine team gets in touch with Hewshott to discuss the installation in brief.*



The space opens with a main door designed with influences of Central American architecture

The optics that social media apps have brought to an already competitive restaurant industry have pushed restaurateurs to make acoustics a high priority consideration, beyond food and wine. People dine out to socialise, so no matter how good the food or service is in a restaurant, the experience will not be positive if customers are subjected to poor restaurant acoustics. Even more important: Loud noises distract diners from smelling and tasting their food to its full effect.

Usually, as dining rooms fill up, there is a noticeable strain in guest conversation as well as in back-and-forth staff communication. The noise level in the restaurant continues to increase until people are talking over one another in an effort to compete to be heard alongside the background music and reverberation.

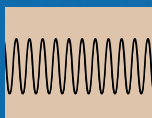


Salvaged wood, sourced from the client's family farm, forms the frames across the walls and the bar cladding

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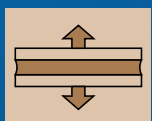
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**Electro-Voice EVID 6.2 speakers blend into the restaurant ceiling while providing excellent sound quality and coverage**

Now, imagine a restaurant where the ambience is lively, yet you are able to have intimate conversations, the clinking of glasses and cutlery is present but not overpowering, and every note of background music blends seamlessly into the atmosphere. This was the vision for Oтра, the second dining venture by Chef Alex Sanchez and his partner Malleyka Watsa in Mumbai's vibrant Kala Ghoda district.

At Oтра, acoustics are not just an afterthought but a core element of the dining experience, meticulously tuned to create an environment where diners can enjoy their meals and conversations without straining to hear or speak.

Recognising the need for expertise to get the acoustics rights and to achieve his vision for Oтра, Chef Alex engaged Hewshott as the acoustic consultants and audio system designers for the project. The goal was clear: provide a comfortable music listening experience for guests, enhance conversations between patrons and staff, and have the capability to raise audio levels when needed. Not to mention, this all had to be achieved within a limited budget.

## Setting the Performance Criteria

The very first step was setting the performance criteria for acoustics and audio based on the brief received from the client. Hewshott's design team, led by Karan Jaitly and supported by associate Divyang Row Kavi, meticulously analysed the space, and established a target reverberation time of 0.8 seconds. This reverberation time was chosen to ensure clarity in conversations while maintaining a pleasant background ambience.

In terms of audio levels, the ideal performance range for the system was determined to be between 70dBA and 95dBA. This range ensures that the music is audible without being intrusive when guests are dining, while also allowing the restaurant to be able to raise the background music level to unveil a vibrant club-like atmosphere as the evening progresses.

## Design Challenges and Solutions

With the performance criteria set, the next challenge was to design an audio system and acoustic treatment plan that met the requirements within the constraints of a limited budget and keeping the restaurant aesthetics in mind. Hewshott's team used EASE to simulate the acoustic and audio system performance. This simulation allowed Karan and Divyang to experiment with different design options, speaker locations, acoustic treatments and placement, in order to predict how the space would sound once completed.

The choice of individual components was crucial in balancing performance with budget constraints. Electro-Voice EVID 6.2 speakers were selected for their excellent sound quality and coverage, making them ideal for the restaurant's main dining area. In the washrooms, QSC AC-C2T-LP speakers were chosen for their compact size and reliable performance.

The Dynacord L1300FD amplifiers provide ample power to drive the speakers while maintaining superb audio fidelity. QSC KS112 subwoofers were included to enhance the low-frequency response, adding depth to the music without overwhelming the space. Finally, the Dynacord MXE-5 audio DSP was chosen for its advanced processing capabilities, allowing precise control over

the audio system.

Moreover, due to a zoning requirement for the speaker system, a PC acts as the music source for the system, with two pairs of audio channels routed to the MXE-5 audio DSP using the DANTE protocol. This setup allows for independent routing of music content to the restaurant and washrooms, ensuring that the audio experience is tailored to each area.

## Integrating Acoustics and Aesthetics

One of the key challenges in the project was integrating the acoustic treatment and audio system within the space without adversely affecting the aesthetic vision of the restaurant. To achieve this, Hewshott's team worked closely with Case Design, one of the renowned interior design firms, to ensure that the acoustic solutions complemented the restaurant's design.

The collaboration with Case Designs involved careful planning and execution. Acoustic panels were strategically placed to minimise visual impact while maximising their effectiveness. Even the restaurant's layout was meticulously planned to reduce sound reflections and enhance sound absorption, creating a balanced acoustic environment.

## System Installation and Commissioning

With the design finalised, the next step was the installation and commissioning of the system. Sigmabyte AVIT, one of the trusted AV integrators, was tasked with supplying and installing the audio system. Their expertise ensured that the installation was carried out smoothly and efficiently.

Commissioning the system was a critical phase in the project, led by Divyang Row Kavi. This involved setting levels for each of the speaker zones, applying equalisation to address problematic room mode frequencies, and setting crossover frequencies for the speakers and subwoofers. The goal was to fine-tune the system to achieve the desired acoustic performance and ensure that the audio levels were consistent throughout the space. "It was great fun figuring out how to tune the room to sound great throughout the night – from when guests are dining in the early evening to the zenith of the night when drinks are being had and the place gets bustling. The audio sounds balanced throughout all these dynamics, and I am very pleased with the results we have achieved," stated Divyang.

Thanks to the routing of the audio through the DANTE protocol, the music that plays in the restaurant's bathroom is sounds of nature, specially crafted by Shantam Khanna; whereas the music played in the dining area is distinctly fashioned playlists by Chef Alex and Malleyka.

## Achieving the Desired Outcome

The final outcome is a comfortable listening environment where guests can enjoy their food and conversation with music acting as an enhancer of the experience rather than a disturbance.

The successful integration of acoustics and audio system design at Oтра is a testament to the importance of specialist expertise in creating the perfect dining environment. By carefully considering every aspect of the acoustic and audio experience, Oтра has managed to create a space where the background



The position of the speakers and acoustic panels were strategically placed to minimise visual impact while maximising their effectiveness

music and overall restaurant ambiance enhance the dining experience without overshadowing it.

### Conclusion

In the bustling heart of Mumbai's Kala Ghoda, Otra stands as a beacon of how thoughtful acoustic design can transform a dining experience. Through meticulous planning, expert collaboration, and innovative solutions, Otra has

achieved an acoustic ambiance that is both inviting and enjoyable.

For restaurateurs and designers, the success of Otra serves as an inspiration. It highlights the importance of investing in acoustic expertise and demonstrates how even with budget constraints, it is possible to create a soundscape that enhances the dining experience. At Otra, every meal is accompanied by a symphony of sound, carefully crafted to delight the senses and elevate the art of dining.

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## COMCON WELCOMED PARTNERS TO CELEBRATE SUCCESS AND COMMITMENT AT COMCONNECT2024 IN MUMBAI

*Connecting Dealers and OEMs Together for better engagement*

Comcon hosted their Sales Partners Networking Event 'ComConnect2024' in Mumbai; inviting industry professionals and key stakeholders to exchange ideas and network. The event held during the PALM Expo this year, was visited by the PALM team to gain insights on Comcon's vision for the future and its ongoing commitment towards delivering

cutting-edge Pro AV solutions.

Comcon talked about the growth of the associated brands in India and its expansion at the event, motivating the team, partners, and key stakeholders with the industry's successes. Thrilled with the event's success, Gaurav Aggarwal, Director, Comcon Technologies Ltd, said, "As we strengthen our position in the Indian AV market, we were keen to bring together, key stakeholders of

our success – our resellers & dealers and our OEM partners - and ComConnect2024 is designed to be the event where our partners from India and around the world can meet and have a free exchange of ideas, information, and vision. We are humbled by the presence of our partners and for their time and efforts towards our mutual growth story. Amidst productive discussions, we engaged in friendly conversations that further solidified our relationships and mutual commitment to success. Our team will continue to create more such opportunities for fostering stronger connections with the sales channel partners."

Special announcements at the event included long-term commitment with Neutrik to grow the business in India, including the team's focus on increased availability of their fiber optic range. Comcon has also re-enforced the association with Belden and Partex and has welcomed the support from the two brand's teams. Adding to the remarkable commitment, Aggarwal mentioned, "With Belden, Partex and Neutrik

available from the same window, our customers will be able to achieve a much more streamlined procurement process, efficient deliveries and higher quality connectivity solutions."

Neutrik launched DANTE DLINE products with PoE power and complete compliance with AES67 standards. The boxes have highly improved ESD protection are ruggedized for strenuous live stage environments and are available in three standard configurations. Belden has continued his focus on expanding the production plant in Pune, extending support for the 'Make in India' product range. Increasingly more and more products are being offered through Indian factories.

The event delivered a successful networking platform to the industry professionals and key veterans leading to dealer engagement, strengthened partner relationships, OEM-Reseller bonding, network feedback, and sharing of the envisioned roadmap.



In picture from L to R, at ComConnect2024: Gaurav Aggarwal, Comcon; Christoph Hellmuth, Neutrik; Pankaj Thakker, Popular Music Co.; Suresh Gupta, Comcon; Nitesh Singh, Belden

## LINK PARTNERS WITH CIRCLE PAVE TO EXPLORE COLLABORATIVE MANUFACTURING IN INDIA

Link, one of the manufacturers that empowers entertainment and broadcast professionals globally to create inspiring performances by applying disruptive technologies and sustainable practices, announced the strengthening of its partnership with its distributor in India.



EMEA Technical Director, Luca Opizzi and Link's CEO, Marco Piromalli with the team

This initiative aims to evaluate and implement options that allow us to

offer tailor-made solutions specifically designed for the Indian market,

ensuring the best quality/price ratio.

Since September 2018, Circle PAVE has been India's exclusive distributor of Link's brands, including LK Connectors and eurocable. To strengthen this collaboration, Link is closely working with Circle PAVE to understand better and address the unique needs of the Indian market, ensuring that their products and services exceed local expectations.

Recently, Circle PAVE also secured distribution rights for REAN connectors in India.

*(Continued on page 38)*

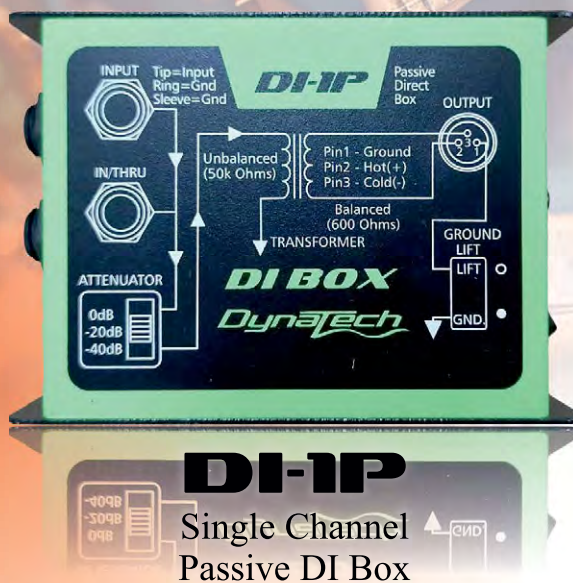
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## DELIVERING INNOVATION AT THE TECH XCHANGE WITH 4 SQUARE CORPORATION

**4 Square Corporation**, one of the pioneering sound providers, recently conducted the **Tech Xchange** on 5th July 2024 at Calicut, Kerala, showcasing **HARMAN Professionals'** latest products and solutions. As an engaging and interactive session held with the partners, Tech Xchange aimed at introducing the latest products and cutting-edge technologies.

The event focused on showcasing how these innovations can seamlessly integrate with other solutions, thereby providing enhanced value to meet customer requirements. Attendees also had the opportunity to experience live demonstrations of some of the new products, offering a hands-on understanding of their capabilities. The event invited channel partners, systems integrators, consultants, and retail distributors from the

Northern part of Kerala.

Tech Xchange is an annual event hosted in major cities, but this year, the team specifically chose Calicut for several compelling reasons. The South Kerala region, particularly Calicut, is experiencing significant development across various sectors, including hospitality, education, and houses of worship. This makes it an ideal location to showcase latest innovations. Additionally, the team claims to have many potential partners and consultants in Calicut who are actively engaged with government sectors, corporate entities, and other key stakeholders. By hosting the event in Calicut, the team aimed at leveraging these strong local connections and support the region's ongoing growth and development.

At the Tech Xchange event, 4 Square's team showcased a range of HARMAN's innovative products and solutions. Attendees had the opportunity to experience the exceptional performance of **JBL speakers**, **Crown amplifiers**, and the **AMX** range of products. Among the highlights were the **Jetpack**, a comprehensive bundled classroom solution, the **PR series HDMI switchers** and windowing processors, both of which received an overwhelmingly positive response.

Overjoyed with the success of Tech Xchange this year, **Tijo George**, Founder, MD – 4 Squares Corporation, said, "As the organizers of the Tech Xchange event, we at 4Squares are immensely proud of its success. The session was a resounding success, characterized by high levels of engagement and interaction. It

was gratifying to see attendees so captivated by the demonstrations of HARMAN's innovative products, including JBL speakers, Crown amplifiers, and the AMX range. The Jetpack classroom solution and the PR series HDMI switchers and windowing processors stood out, garnering enthusiastic feedback for their quality and functionality. This event has reinforced our commitment to bringing cutting-edge technology to our partners and clients, and we look forward to many more successful collaborations in the future."

Adding to the thoughts, **Pradeesh M Radhakrishnan**, Regional Manager for HARMAN – SOUTH, stated, "The Tech Xchange event held in Calicut was a landmark occasion for HARMAN. We are thrilled with the overwhelming response and the high level of engagement from our channel partners, systems integrators, consultants, and retail distributors from Northern Kerala. This event allowed us to showcase our latest innovations in a dynamic and interactive environment." He further added, "The positive response from our partners has been incredibly encouraging and reinforces our dedication to providing cutting-edge technology that meets their needs. We are proud of the strong relationships we have built and look forward to continuing our collaboration, driving innovation, and delivering exceptional value. Thank you to everyone who contributed to making this event a success. We are excited about the future and committed to furthering our support for the vibrant community of Calicut."



4 Square Corporations's Team at Tech Xchange in collaboration with HARMAN Professionals

## LINK PARTNERS WITH CIRCLE PAVE TO EXPLORE... (Continued from page 36)

REAN's robust and reliable connectors, combined with eurocable, will offer innovative possibilities for live event companies, especially in touring-grade audio and video solutions.

Link's CEO, **Marco Piromalli**, and EMEA Technical Director, **Luca Opizzi**, recently conducted a six-day tour across Maharashtra, Karnataka, and Goa with Circle PAVE leaders **Sachit**

**Subramanian** and **Biren Sheth**. This tour aimed to identify the critical features of Link's solutions that can enhance operations to meet local market demands. Piromalli remarked, "Our continuous expansion in technology and geographic presence is key to better serving our customers. Our discussions during this tour with Circle PAVE have opened new oppor-

tunities we are eager to explore."

Sachit Subramanian, Managing Partner, Circle PAVE, added, "Upon assuming distribution in India, we quickly recognized the potential for growth by leveraging local capabilities in Mumbai. Our recent discussions have solidified our plans, promising exciting benefits for our businesses and customers."

**Link S.R.L.** manufactures and distributes a professional range of cables, connectors, and distribution products dedicated to the entertainment industry. LK Connectors, eurocable, PDlink, and DGlink are registered trademarks of Link. Link is headquartered in Rome, Italy, and has a Middleton, Wisconsin, USA subsidiary.



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By  
Hyve

# PINK NOISE PROFESSIONALS HOSTS A WORKSHOP EXPLORING IMMERSIVE AUDIO WITH APOGEE AND DOLBY

Pink Noise Professionals, one of the pro audio distributors in India, hosted a workshop at Dolby Atmos' office in Mumbai on June 2 and 3, 2024. PALM Expo Magazine's team visited the premises to enlighten its readers with the valuable insights

was envisioned at exploring immersive audio.

The workshop targeted Sound Engineers, Music Engineers, Film Background Scoring, Singers, and Music Producers who were eager to learn about Dolby Atmos mixing and

Alan Meyerson (Dune, Star Wars Jedi), Ricky Kej (winner of the best immersive audio album Grammy), and more.

The workshop conducted under four impressive sessions by Bhaskar Pal, PA Deepak, Ricky Kej, and Alex

of sound mixing. The four sessions, titled under "Exploring Immersive Audio with Apogee Digital & Pink Noise Professionals Pvt Ltd," were set to inform the audience about the immersive audio experiences through admirable works and examples of the pro audio stalwarts.

With more than 150 registrants, the event was well-attended and catered to a wide audience eager in learning about mixing in audio industry. Adding to the successful event, managed, and organised by the dedicated team, **Vijay Sinha**, Director Marketing & Sales, Pink Noise Professionals, said, "We are proud to have hosted an event that set a new benchmark in our industry. The presence of renowned sound engineers and music producers like **KJ Singh**, **Vijay Benegal**, **Vijay Kurien**, **Sreejesh Nair**, **Bishwadeep Chatterjee**, and **Daman Sood** added to the event's efficiency and enthusiasm. The room full of famous faces from the pro audio industry, took the event's prestige to a new height. Alex Oana from Apogee provided his expert views, contributing to the highly interactive sessions. We were privileged to have esteemed Grammy winners - Ricky Kej, PA Deepak, and Bhaskar Pal as presenters, which significantly enhanced the event's success. Special thanks to Bhaskar Pal and Dolby India for facilitating the event."

Sharing his joy about the event and Dolby with the audiences in a brief interview set up by Pink Noise Professionals and Apogee team, KJ Singh, Sound Engineer, stated, "The idea of running sessions like these is simply that we can get insights from the people who have created some classic tracks over the years and how they are responding to the new Dolby Atmos immersive format. We as engineers sitting in any part of the world get an opportunity like this to really understand how they are thinking and get into the ease of working with immersive audio."

After a successful coordination hosting such a wonderful workshop, the team is positive to conduct more workshops or events in the coming months dedicated to providing significant insights from the pro audio industry.



Pink Noise Professionals' team at one of the immersive sound mixing sessions with Alex Oana, PA Deepak, Ricky Kej, and Bhaskar Pal from L to R



Bhaskar Pal with Alex Oana on sharing significant insights about sound mixing with the audience

shared at the workshop. The two-day event, presented by **Ricky Kej**, **PA Deepak**, **Bhaskar Pal** and **Alex Oana**

listening to 7.1.4 immersive mixes by Bob Clearmountain (Bob Marley, Foo Fighters, Bruce Springsteen),

Oana on different days, allowed the audience to observe sound engineering while understanding the thrill

## MOVING INTO THE FUTURE OF AUDIO

### *Sennheiser Group Makes Ongoing Investment in German Production Facility*

The **Sennheiser Group** is investing significantly in its own plants. In this way, the family-owned company is strengthening the independence of its production and ensuring its continued success in shaping the future of the audio world. At its headquarters in **Wedemark** near Hanover, investments are currently being made in state-of-the-art production technologies, particularly in printed circuit board assembly. Under the banner of 'Moving into the Future', a series of expansion and restructuring measures are taking place: The first step was to relocate an existing production line in order to free up space. Then, two new reflow ovens were lifted through the roof of the production hall by crane. This allows four assembly systems to fit in the production halls instead of the previous two, thereby increasing capacity for printed circuit board production.

Sennheiser is further expanding its production capacity at its headquarters in Germany. Within production, the relocation of '**Surface Mounted Device (SMD) Line 1**' to create space for additional printed circuit board assembly systems was only the beginning. "The relocation of this production line system and the additional installation of new ones is one of several measures to strengthen our production. By continuous

investments in the production capacities at the Wedemark site, we are making ourselves more independent of supply chains. In the past year, we have already invested around 5 million euros here on site. This year, it is more than 14 million euros," explains **Dr. Andreas Fischer**, Chief Operating Officer (COO) and member of the Executive Management Board.

"We have been constantly improving our supply chains and continuously expanding our own production capacities. This not only makes us future-proof for the long term, but also ensures we continue to be a reliable partner for our customers," adds Co-CEO **Daniel Sennheiser**.

The first SMD 1 production line has been in use at the Wedemark site since 2017; another line with double the production capacity was put into operation in 2022. Together, they reliably produce printed circuit boards on an assembly line. With the help of eight placement heads, the SMD 1 system places components on a printed circuit board at an average speed of 25,000 pieces per hour. The relocation of the machine means that there is now space for a total of four SMD placement systems on the production floor instead of the previous two. With the arrival of the reflow ovens of the new lines, the company can not only increase its printed circuit board production capacity several times over, but also keep pace with technological developments. The new setup also allows for an optimized material flow. The logistics of such a move are challenging and



**The Sennheiser Group 'moves into the future' with continued investments at its headquarters in Wedemark near Hanover**

a special structure had to be built to transport the huge parts of the machine. To install the reflow ovens, the roof of the production hall had to be opened and the ovens were placed in the production area from above using a crane. The fact that everything went smoothly is mainly due to the extensive preparation beforehand, says Fischer. "Since the beginning of the year, we pre-produced around 10,000 printed circuit boards to compensate for the loss of production during the move. Without the dedicated commitment of the entire team, the relocation would not have been possible."

#### **Moving Into The Future**

The move is part of a series of investments to strengthen the plant in Wedemark. The site in Wennebostel specializes in technologies for high-precision, automated processes, and the manufacture of high-end products, including the production of microphone capsules in its own clean

room. To sharpen this focus, the company invested in a new SMD line in 2022 and a digital tool management system as well as ten additional production systems for microphone components in 2023. Other upcoming measures include the addition of an automated SMD storage system.

The plant in Braşov, Romania, on the other hand, focuses on manual production as well as the final testing and packaging of products. The audio specialist is also investing significantly in this location as part of its sustainable growth strategy and tripled the available production space last year. In 2023, a total of almost 13 million euros went into the expansion of the company's own production sites. "With our own strong production facilities, we are investing in our core competence – in the high quality of our products," says Andreas Fischer.

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# SIX REASONS TO SWITCH WIRELESS MICROPHONES FROM ANALOGUE TO DIGITAL

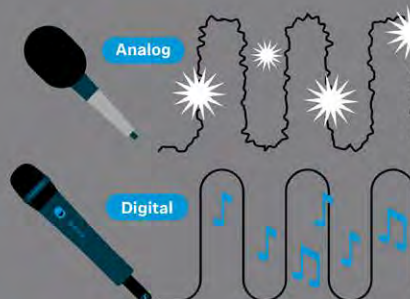
1

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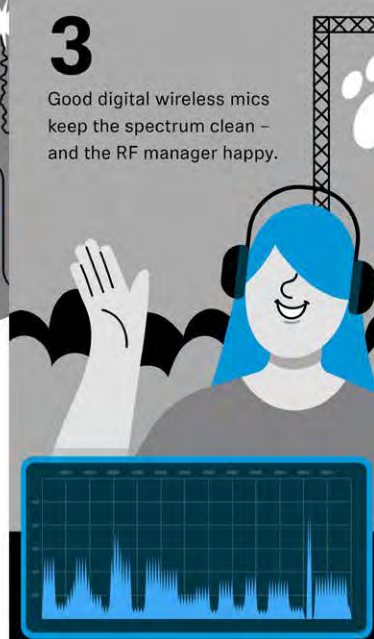
2

With features like intelligent switching diversity, digital wireless can work some magic for you...



3

Good digital wireless mics keep the spectrum clean – and the RF manager happy.



4

Setting up a digital system is simpler and saves time.



## six reasons to switch to Digital Wireless

5

You can simply select a free channel without the worry of interfering with other performers.



6

Too soft? Too loud? Clipping? Not with Sennheiser EW-D.



Of course, audible sound is analogue, but that doesn't mean you and your audience should have to forego the many benefits of digital wireless microphones. In some environments, it may even be crucial to finally make the switch from analogue to digital. Here are the top six reasons for making the change.

### (1) The audio will sound better and cleaner.

As you may have heard, digital systems do not require a compander (a combined compressor/expander). In analogue wireless microphones, a compander compresses the audio signal, lifting it above the noise floor of the RF transmission, and expands it again in the receiver to recreate the original audio signal. Unfortunately, this noise reduction is not a noiseless process, and you may hear your compander pumping, breathing, or hissing. A compander-less digital system will not only massively improve the audio quality for your audience but will also help you hear your performance more clearly through your monitoring system.

### (2) With features like intelligent switching diversity, digital wireless can work some magic for you.

A phenomenon called 'fading' is the natural enemy of any wireless microphone transmission. This means that the microphone signal can be strong in one spot, but then extremely weak in another, where reflected signals cancel out the direct signal between the wireless microphone and its receiver. When you're really pushing your boundaries, a good digital microphone system like Sennheiser's Evolution Wireless Digital can work some magic to help you stay "on air": intelligent switching diversity, an RF channel equalizer, error correction and even error concealment will keep your signal intact and your confidence high.

### (3) The frequency manager at a festival will welcome your digital gear with open arms.

The wireless spectrum is a shared and shrinking resource and very densely populated – not just by microphones but by many other production tools,

too. At a festival or venue, the frequency manager is responsible for handling all frequency matters. When you show up with an analogue microphone system, it'll add to the frequency manager's workload, because they need to calculate "intermodulation products". These are basically unnecessary emissions that occur when multiple wireless microphones are used on stage. Did you know that 32 channels of analogue wireless can create 16,000 possible intermodulation products or noise sources? When, for example, available frequencies at a larger event are really scarce, the frequency manager may not be able to fit your analogue equipment in, and your energetic stage show might find itself tied down by a cabled microphone.

A good digital wireless microphone like **Sennheiser's Evolution Wireless Digital**, however, makes the job of the frequency manager easier. It will emit its carrier frequency only – and no disturbing intermodulation products that occupy additional spectrum. Transmission frequencies can simply be placed next to each other at regular intervals, whereas with analogue wireless, the frequency manager must work around all the intermodulation frequencies that the microphones produce. Therefore, digital wireless frees up spectrum for additional audio links or other wireless production equipment – and this space is just what the frequency manager needs most.

#### (4) Setting up a digital system is as easy as using an app.

If you double up as the sound engineer of your band, you'll know it can be painful to get the audio going. With digital systems like Sennheiser's Evolution Wireless Digital, an intuitive app guides you through a few easy steps and you're ready to gig in a snap – on professional TV-UHF frequencies. But beware: Your band members' awe of your seemingly magical abilities may diminish ever so slightly if you show them how easy this actually is.

#### (5) You can simply select a free channel without the worry of interfering with other performers.

"But if a frequency is free, why should I worry about disturbing other bands' gear?" some may ask. The reason for worrying is called intermodulation prod-

ucts. Very simply put: If there is more than a single analogue wireless microphone on stage, the wireless microphones will emit several RF frequencies – not just the ones that you selected for transmitting your audio. The same happens if a wireless microphone gets too close to a receiver – like an in-ear monitoring pack, for example.

These additional and essentially useless frequencies are called intermodulation products. They can interfere with other wireless microphones, or in-ears for that matter, and they eat up spectrum space. With analogue microphones, and unfortunately also many digital microphones, you will always have the issue of intermodulation products.

However, some advanced digital systems like the Sennheiser Evolution Wireless Digital don't emit intermodulation products. This makes it very simple when it comes to your band's next gig: You or the venue technician can simply select a free channel and you don't need to worry about anything else. No intermodulation products, no interference – and you have saved valuable spectrum space, too.

#### (6) Too soft, too loud, clipping? Not with Sennheiser's Evolution Wireless Digital.

Gain is probably one of the most underestimated issues you may face when setting up a wireless microphone. In setting the gain, you determine how sensitive your mic is. If you scream into the mic and the gain is too high, you will sound horrible, and the audio will clip. If you have a soft voice and the gain is too low, nobody will hear you amidst your powerful backline. The good news is that Sennheiser's Evolution Wireless Digital has an input dynamic range of a full 134 dB, even surpassing the dynamic range of most microphone capsules, so you can pick up everything from a soft whisper to a plane engine without having to adjust the transmitter gain.

Making the switch to a good digital wireless microphone can help improve your performance in many ways. Opt for a microphone system that works on reliable UHF frequencies if you want to take your music to the stage.



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## GENELEC PARTNERS WITH INDIAN RECORDING ARTS ACADEMY AWARDS (IRAA) 2024 FOR THE SECOND CONSECUTIVE YEAR

The **Indian Recording Arts Academy (IRAA) Awards** announced **GENELEC** as its Platinum Sponsor for the 2nd consecutive year. Sponsoring IRAA reaffirms GENELEC's commitment to the Indian sound engineering fraternity.

IRAA's recognition of excellence in the recording arts has achieved a very high level of credence amongst sound recording engineers through its consistent approach to a Jury led



**Anil Chopra, Founder & Chairman of IRRA**

selection of winners.

This strategic alliance accentuates Genelec's commitment to strengthening its connection with the Indian studio market, created through years of dedication and unwavering effort. IRAA is enthusiastic about the implications of the alliance, as it represents a significant milestone for the 18th award ceremony. GENELEC's sponsorship of IRAA mirrors the company's values and promises exciting opportunities for the awards, which includes amplifying its reach and improving its offerings. In its continuous pursuit of excellence, IRAA views this sponsorship partnership as a vital step towards greater success.

"Genelec's position as a major international brand reflects the IRAA's own ambition of achieving a global impact," says **Anil Chopra**, Founder and Chairman of IRAA and PALM Expo. "This year we are pleased to welcome a globally renowned engineer from London onto our Jury, and we are looking forward to a very bright future as the Awards continue to grow in stature."

"GENELEC is honoured to support and sponsor the 18th edition of the IRAA Awards, which are the only awards in India that encourages and



**Arun Kumar, Business Manager - Asia & Middle East, Genelec**

inspires young talent in the art of soundtrack production, and music recording, mixing and mastering," adds **Arun Kumar**, Genelec's Business Manager for Asia and the Middle East. "As the world's premier active studio monitoring solutions provider, it is imperative that GENELEC never loses

sight of the progress and prosperity of the community that has made us what we are today. Leveraging our partnership with IRAA deepens our connection with the music and soundtrack recording fraternity in India, and we see this relationship as a key part of our commitment to the Indian pro audio community."

The 18th Indian Recording Arts Academy awards is once again planned as an Independent, stand-alone, red-carpet, black-tie event. The nominations for IRAA will be live on the official website till 1st September 2024 only. So, hurry up and send in your nominations now!



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## PINK NOISE PROFESSIONALS ADDS ANYA COLLECTION TO ITS LINE OF HIGH-END LOUDSPEAKERS AT PALM EXPO 2024

**Pink Noise Professionals**, one of the leading pro audio solutions providers that caters to many industries like corporate, broadcast, live sound, public sector, hospitality, studios, etc., introduced **ANYA** loudspeakers at the **PALM Expo 2024**.

The brand successfully showcased pro audio products at the expo this year, with many cutting-edge solutions, including **EAW ANYA V2 black**, which sold 16 units and **EAW SBX 218 black**, which sold 12 units along with all the accessories and cables by EAW.

Sharing the successful achievement, **Gaurav Soni**, Director - **Durgesh Sound & Lighting Systems Pvt. Ltd.** stated, "Adding a beauty like ANYA by EAW to our collection of systems is like the cherry on top.

ANYA is a loudspeaker that needs no boasting – its sound and features speak for themselves. It is one of most sought-after large-scale touring systems recommended and loved by sound engineers. I am very happy with this addition to our family of speakers, as it will make our shows bigger and better, resulting in a new benchmark of live sound entertainment in India."

Adding to his words, **Vikram Yadav**, Director- Sales & Operations, Pink Noise Professionals said, "ANYA by EAW is an adaptive loudspeaker system that needs no validation. We proudly introduced it in India at PALM Expo 2024, with Durgesh Sound being the first owner of ANYA in the country. 3-way full-range adap-



**L to R: Team Durgesh Sound & Lighting - Mr. Hitesh; Mr. Manish; Mr. Prabhat; Mr. Mohit; Mr. Gaurav; Mr. Ablesh. Team EAW and Pink Noise Professionals - James Bamlett, Director of Sales; Raymond Tee, Technical Sales Manager; Vijay Sinha, Director Sales & Marketing; Heena Golani, General Manager; and Vikram Yadav, Director Operation & Finance**

tive array module offers a full-frequency range response across the entire coverage area as defined by the user. It is extremely powerful and immensely scalable, making it suit-

able for anything from small venues to the largest stadiums. We are excited to bring this technology to you, as it will be a game changer in the level of live sound entertainment."



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## KRK LAUNCHES ROKIT GENERATION FIVE STUDIO MONITORS

As the unwavering cornerstone of professional audio monitoring for over three decades, **KRK** earned its reputation through a rich history of innovation and precision. Building off this legacy, **Gibson** introduced the newest addition to KRK's impressive range of professional audio solutions: the **ROKIT Generation Five Studio Monitors**. Offered in three sizes — five, seven, and eight-inch — these advanced, active, two-way studio reference monitors feature three new voicing modes, an enhanced tweeter design, and a refreshed LCD.

KRK ROKIT Generation Five monitors were created to meet the diverse needs of musicians, composers, producers, and sound engineers by providing the tools needed to reproduce every nuance of a production with astonishing clarity.

"Featuring KRK's world-renowned sound along with new technology and tuning parameters to truly dial-in the listening experience, the KRK ROKIT Generation Five is a must-have studio solution for the most demanding creators," says **Sterling Doak**, Senior Director of Marketing for Gibson. "KRK engineers continually pull from the brand's legacy of trust and perfor-

mance to refine its studio monitors — blending cutting-edge technology with the time-tested principles of audio engineering. The same holds true for this latest development. As the most advanced monitor in its class, the KRK ROKIT Generation Five is powerful enough to handle the rigors of professional use but basic enough for emerging producers, engineers, and artists."

With three voicing modes available, the KRK ROKIT Generation Five Monitors cover all the bases for to-

day's music makers. Included among these is Mix Mode, which offers a flat frequency and phase response that is ideal for mixing, mastering, and critical listening. Create Mode provides more inspirational voicing and is best used for writing, producing, and casual listening. Finally, Focus Mode has mid-focused voicing for critical analysis of the midrange band, where vocals and instruments have the most energy.

The monitors also feature 25 evolved DSP boundary and tuning

EQ combinations that help minimize and correct problems in any acoustic environment. Additionally, the newly designed tweeter benefits from a highly damped acoustic silk dome diaphragm for improved phase performance and an extended frequency range (up to 40 kHz), while the refreshed, amber-colored LCD DSP interface simplifies the calibration process with new tuning options.

The monitors also feature KRK's iconic woven Kevlar aramid fiber cone woofers for superior damping and modal breakup control and Class D power amplifiers to drive the transducers evenly and more efficiently at reduced operating temperatures to ensure maximum transient response and dynamics reproduction for audio integrity during long work sessions.

Intended for plug-and-play use, each pair of monitors also comes with a set of isolation wedges for easy setup, while integrated mounting points make it simple to use them with any wall/ceiling mount solutions. Each pair also comes standard with the protective grille installed, while an additional faceplate option without the grille is included to accommodate aesthetic preferences.



With three voicing modes available, the KRK ROKIT Generation Five Monitors cover all the bases for today's music makers

## LEADING AUDIO COMPANIES AUDEZE AND EMBODY, LAUNCH IMMERSE VIRTUAL STUDIO PRO, REVOLUTIONIZING SPATIAL AUDIO

**Audeze**, one of the leading audio technology brands renowned for its premium headphones, has partnered with **Embodly**, one of the industry's forerunners in personalized spatial audio, to unveil **Immerse Virtual Studio PRO** at the All About Music conference. This new product, featuring head tracking capabilities, is designed to provide an unparalleled virtual experience using Audeze's popular **Maxwell headset**.

Immerse Virtual Studio PRO aims to democratize virtual production by lowering costs and increasing accessibility, allowing engineers to perfect their mixes in the esteemed Atmos Studios of **A. R. Rahman** and **Alan Meyerson**. The solution utilizes real-time binaural sound powered by Maxwell's renowned **90MM planar magnetic drivers** and built-in head-tracking technology, offering an

exceptionally realistic virtualization experience.

The collaboration with Embodly highlights Audeze's commitment to expanding the capabilities of the Maxwell headset for various applications, establishing it as a premier tool for spatial audio creation. This announcement follows a recent update that introduced head tracking for Maxwell users within the Dolby Atmos Renderer.

Audeze CEO **Sankar Thiagamudram** commented on the partnership, saying, "This is the next step in our long-term relationship and collaboration with Embodly. We are striving to create more ready-made spatial audio solutions that take advantage of Maxwell's built-in hardware."

Legendary Indian musician and composer A.R. Rahman praised the



new technology, stating, "Imagine checking your mix in a reference studio of the highest quality. Now you can with the ARR Immerse Pro plugin from Embodly. Using Artificial Intelligence, the Immerse Pro plugin brings the iconic sound of AM studios so you can mix and test Dolby Atmos content with confidence on your headphones."

Immerse Virtual Studio PRO enables users to reference various audio formats including stereo, surround, Apple Music, or Atmos with a single click. By leveraging personalized

Head-Related Transfer Function (HRTF) technology, it accurately recreates the acoustic environments of A. R. Rahman and Alan Meyerson's studios, providing precise height, depth-of-field, and crosstalk. The product,

which integrates head-tracking for both Audeze Maxwell and Apple AirPods, serves as a comprehensive solution for immersive and Atmos mixing needs. Both Maxwell Xbox and Playstation models will be compatible with Virtual Studio PRO.

**Kapil Jain**, CEO of Embodly, expressed enthusiasm about the partnership, stating, "I am excited to continue our partnership with Audeze to announce the Immerse Virtual Studio PRO and Maxwell collaboration. This

(Continued on page 50)



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## AUTOMOTIVE GIANT STELLANTIS PARTNERS WITH GENELEC TO CREATE IMMERSIVE AUDIO REFERENCE LAB

**Stellantis**, one of the world's leading automakers, opened its own state-of-the-art Dolby Atmos 9.1.6 qualified immersive audio lab in Bengaluru, powered by **Genelec Smart Active Monitors**. The new lab, unique in India among OEMs, focuses on audio reference, production and quality assurance and plays a key role in Stellantis' initiative to define unique audio strategies. The newly established lab also creates roadmaps for each of its brands, internalises

automotive acoustic R&D capabilities, and supports its 'Dare Forward' plan to achieve carbon net zero by 2038.

Boasting an array of features, the lab includes remarkable control over reverberation time, achieving an impressive 0.5 seconds in low frequencies and maintaining a linear 0.2 seconds from mid to high frequencies. It also aligns seamlessly with stringent IEC and Dolby acoustical standards, earning a 100% score in several criteria, complemented by a Noise Criteria value of less than 20.

The room's acoustics are crafted

through advanced computational simulation modelling, including Finite Element Analysis, Boundary Element Method and Raytracing for a conducive time-domain response, which is paramount in realising the extraordinary, emotional potential of immersive recordings. The lab also sets new standards in air and structure-borne insulation, achieving an outstanding Sound Transmission Class score of 68. These methods enabled an accelerated 53-day project turnaround and the optimal use of materials, resulting in an impressive space that showcases

the progress of automotive and mobility solutions.

Selecting the right audio technology for this meticulously engineered project was crucial, and Genelec emerged as the monitor brand of choice. Local Genelec partner Sound Team was involved with supplying the system, and provided both pre-sales and post-sales support, ensuring a smooth and successful implementation of the project.

The system relies entirely on Genelec Smart Active Monitors, with 8361s in the L-C-R positions, 8351s taking care of the surround and height channels, and a 7382-subwoofer handling the low frequencies. A 9301 AES/EBU interface provides multichannel digital audio connectivity, seamlessly integrating the 7382 subwoofers into the immersive audio system. Finally, GLM software enabled precise calibration of frequency response, playback level and distance delay, ensuring that the Genelec solution seamlessly met Stellantis' technical and aesthetic demands.

Looking ahead, Stellantis plans to continue developing the audio reference lab, leveraging it as a core component of its audio innovation strategy and driving forward the company's vision of sound quality, sustainability, and an enhanced driving experience.



Newly established Stellantis' immersive audio lab creates internalises automotive acoustic R&D capabilities and supports its 'Dare Forward' plan to achieve carbon net zero by 2038

## LEADING AUDIO COMPANIES AUDEZE AND EMBODY...

(Continued from page 48)

product offers everyone the opportunity to mix Atmos content with ease at a fraction of the cost."

Attendees of the All About Music conference in Mumbai, held from August 6th to 8th, visited Audeze and Embody's booth to explore the new

innovations. Both CEOs, Kapil Jain and Sankar Thiagasamudram, were present to discuss advancements in the music industry, and visitors had the chance to demo Audeze's MM-100 and Maxwell headphones.

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# Shaping the Sound of Tomorrow: The IRAA 2024 Awards Jury

*As the Indian Recording Arts Academy Awards (IRAA) enters its 18th edition, the excitement is palpable. With the support of awards' partners GENELEC, the IRAA Awards continue to honour excellence in music production and engineering. This year's robust jury panel comprises industry experts with remarkable contributions to the world of music and bringing a wealth of experience and expertise to the table. Let's take a closer look at these distinguished individuals and their remarkable contributions to the world of music.*

**Dr. Pramod Chandorkar** leads the jury as the **Award Director**. An eminent recording and mix engineer, Dr. Chandorkar has been a significant force in the industry since 1995. As the founder and director of **Soundideaz Studios & Academy**, he has shaped the careers of many sound engineers and musicians. His portfolio includes working with legendary phenomenon like **Lata Mangeshkar** and **Sonu Nigam**. With accolades such as the Zee Cine Award for Best Song Recording and several other awards including IRAA, Dr. Chandorkar's influence spans across music recording, live sound, film sound design, and audio education.

**Ashish Saksena**, brings over 30 years of experience as a recording and mix engineer. As the director of **Purple Haze Studios**, Saksena has collaborated with prominent music directors such as **Shankar-Ehsaan-Loy** and **Vishal-Shekhar**. His extensive work in live concert engineering further underscores his versatility and depth in the field.

**Donal Whelan**, a renowned mastering engineer based in the UK, is celebrated for his three decades of work in the industry. With a degree from Surrey University and experience at prestigious studios like Chop Em Out and the Townhouse, Whelan founded **Hafod Mastering** in Wales. His career includes mastering Indian film and non-film music, showcasing his global impact on music production.

**Indrajit Sharma**, popularly known as 'Tubby,' is a prominent music composer, arranger, and producer. With a career spanning over 30 years, Tubby has made significant contributions to films like *My Name is Khan* and *Bhaag Milkha Bhaag*. His work as a jazz fusion musician and his representation of India in international festivals with his band 'Pitara' highlight his multifaceted talent.

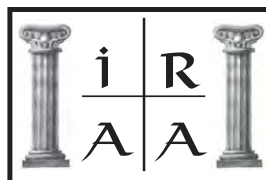
**Jim Satya** is a distinguished music arranger and producer, known for his work on award-winning feature films. His background in music arranging has enriched numerous projects, including the acclaimed film *Barfi*. Satya's expertise adds a critical dimension to the IRAA jury, bridging the gap between music production and arrangement.

**Mujeeb Dadarkar**, co-founder of **Odble Consultants**, is a seasoned sound engineer with that began his career in 1983. His experience spans documentaries, advertising, and feature films, and he has worked extensively as a live sound engineer for artists like **Ustad Zakir Hussain**. Dadarkar's extensive technical knowledge and experience make him a valuable asset to the jury.

**Raag Sethi**, a multi-award-winning producer, engineer, guitarist, and bassist, has significantly impacted the indie music scene in India. As the founder of **Compass Box Studio**, Sethi has been instrumental in promoting indie talent through innovative projects. His work with over 100 indie artists and his role as a voting member in the Recording Academy/Grammys underline his influential presence in the industry.

**S Sivakumar**, the chief sound engineer at **A.M. Studios**, Chennai, has a

18<sup>th</sup> edition



INDIAN  
RECORDING  
ARTS ACADEMY  
AWARDS

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remarkable career working with A.R. Rahman and other prominent filmmakers. His involvement in notable international projects and his recognition as Best Sound Engineer by the Tamil Nadu State Government reflect his outstanding contributions to sound engineering.

**Shantanu Hudlikar** began his career at **The Music Room**, Bombay, and later made his mark as an independent engineer. His work on advertising jingles, indie artists, and feature films, along with his tenure at Empire Studios, Mumbai, highlights his versatility and expertise in sound engineering.

**Sreejesh Nair**, a Pro Audio Application Specialist and Dolby Atmos Certified Mix Engineer, commands 21 years of experience in sound mixing. His work on over 200 movies and his involvement in the first Dolby Atmos mix room installation in the world exemplify his groundbreaking contributions to audio engineering. Nair's accolades, including the 60th National Film Award for Best Re-recordist, speak volumes of his exceptional talent.

**Subhash Sahoo**, with 31 years as a sound designer and sync sound engineer, has worked on over 160 films. His collaborations with renowned directors and his numerous accolades, including two National Awards, highlight his significant impact on sound design. Sahoo's commitment to regional cinema and his role as a guest faculty member at various film schools reflect his dedication to the industry.

**Vijay Benegal**, co-founder of **Odble Consultants**, brings nearly three decades of experience in sound engineering. His work on diverse projects, including films like *Dil Chahta Hai* and *Zindagi Na Milegi Dobara*, and his role as a live sound engineer with international artists showcase his extensive

# ***IRAA JURY 2024***



**Ashish Saksena**



**Donal Whelan**



**Indrajit Sharma**



**Jim Satya**



**Mujeeb Dadarkar**



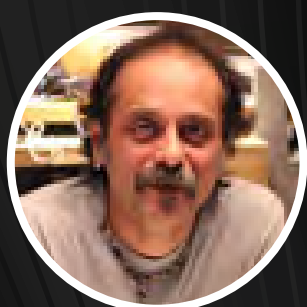
**Pramod Chandorkar**



**Raag Sethi**



**S Sivakumar**



**Shantanu Hudlikar**



**Sreejesh Nair**



**Subash Sahoo**



**Vijay Benegal**



**Yogesh Pradhan**

# IRAA Award 2024 Categories

Films (Theatrical/OTT):
<b>Feature Films:</b> <ul style="list-style-type: none"><li>♫ Song Recording/Mixing/Mastering - Hindi</li><li>♫ Song Recording/Mixing/Mastering - Regional</li><li>♫ Song Music Producer - Hindi</li><li>♫ Song Music Producer - Regional</li><li>♫ Sound Designer (Film or Web Release) – Hindi</li><li>♫ Sound Designer (Film or Web Release) – Regional</li><li>♫ Sound Designer for Foreign Films</li><li>♫ Mixing (Film or Web Release) – Hindi</li><li>♫ Mixing (Film or Web Release) – Regional</li><li>♫ Mixing (Film or Web Release) – Foreign</li><li>♫ Dialogue Editor/ADR Engineer (Film or Web Release) – Hindi</li><li>♫ Dialogue Editor/ADR Engineer (Film or Web Release) – Regional</li><li>♫ Sound Editor Effects &amp; Ambience (Film or Web Release) – Hindi</li><li>♫ Sound Editor Effects &amp; Ambience (Film or Web Release) – Regional</li><li>♫ Foley Engineer/Artist (Film or Web Release) – Hindi</li><li>♫ Foley Engineer/Artist (Film or Web Release) – Regional</li><li>♫ Sync Sound Recording (Film or Web Release) – Hindi</li><li>♫ Sync Sound Recording (Film or Web Release) – Regional</li></ul>
<b>Documentary:</b> <ul style="list-style-type: none"><li>♫ Sound Designer for Documentaries</li><li>♫ Sync Sound Recording Documentaries</li><li>♫ Documentary Mixing</li><li>♫ Dialogue Editor/ADR Engineer for Documentaries</li><li>♫ Sound Editor Effects &amp; Ambience for Documentaries</li><li>♫ Foley Engineer/Artist for Documentaries</li></ul>
<b>Short Films:</b> <ul style="list-style-type: none"><li>♫ Sound Designer for Short Films</li><li>♫ Dialogue Editor/ADR Engineer for Short Films</li><li>♫ Sound Editor Effects &amp; Ambience for Short Films</li><li>♫ Short Films Mixing</li><li>♫ Foley Engineer/Artist for Short Films</li><li>♫ Sync Sound Recording for Short Films</li></ul>
OTT:
<b>Web Series:</b> <ul style="list-style-type: none"><li>♫ Song Recording &amp; Mixing Web Series – Hindi</li><li>♫ Song Recording &amp; Mixing Web Series – Regional</li><li>♫ Music Producer Web Series – Hindi</li><li>♫ Music Producer Web Series – Regional</li><li>♫ Sound Designer for Web Series – Hindi</li><li>♫ Sound Designer for Web Series – Regional</li><li>♫ Dialogue Editor/ADR Engineer for Web Series – Hindi</li><li>♫ Dialogue Editor/ADR Engineer for Web Series – Regional</li><li>♫ Sound Editor Effects &amp; Ambience for Web Series – Hindi</li><li>♫ Sound Editor Effects &amp; Ambience for Web Series – Regional</li><li>♫ Mixing Web Series – Hindi</li><li>♫ Mixing Web Series – Regional</li><li>♫ Foley Engineer/Artist Web Series – Hindi</li><li>♫ Foley Engineer/Artist Web Series – Regional</li><li>♫ Sync Sound Recording Web Series</li></ul>
Instrumental Music (Non-Classical):
<ul style="list-style-type: none"><li>♫ Recording/Mixing/Mastering</li><li>♫ Music Production</li></ul>

expertise and influence.

**Yogesh Pradhan**, a renowned violinist and music arranger, has worked on numerous albums and films. His collaborations with leading music directors and his contributions to films like *Hum Dil De Chuke Sanam* and *Devdas* highlight his versatility and impact in the music industry.

Since 2006, the Indian Recording Arts Academy Awards (IRAA) have estab-

Indian Classical Music:
<ul style="list-style-type: none"><li>♫ Vocal Recording/Mixing/Mastering</li><li>♫ Instrumental Recording/Mixing/Mastering</li></ul>
Devotional/Spiritual Music:
<ul style="list-style-type: none"><li>♫ Recording/Mixing/Mastering</li><li>♫ Music Production</li></ul>
Traditional Folk Music:
<ul style="list-style-type: none"><li>♫ Recording/Mixing/Mastering</li><li>♫ Music Production</li></ul>
Independent Music:
<b>Recording/Mixing/Mastering:</b> <ul style="list-style-type: none"><li>♫ Rock/blues/Metal</li><li>♫ Electronic</li><li>♫ Pop</li><li>♫ Progressive/Alternative</li><li>♫ Acoustic</li><li>♫ Rap and Hip-Hop</li><li>♫ World/Fusion Music</li><li>♫ Immersive Music Mixing</li></ul>
<b>Music Producer:</b> <ul style="list-style-type: none"><li>♫ Rock/Blues/Metal</li><li>♫ Electronic</li><li>♫ Pop</li><li>♫ Progressive/Alternative</li><li>♫ Acoustic</li><li>♫ Rap and Hip-Hop</li><li>♫ World/Fusion Music</li><li>♫ Immersive Music Mixing</li></ul>
Broadcast:
<b>Advertisement:</b> <ul style="list-style-type: none"><li>♫ Sound mixing for Advertisement</li></ul>
Studio Of The Year:
<ul style="list-style-type: none"><li>♫ Recording and Post Production</li></ul>
Jury Awards (Not Open for Nominations):
<ul style="list-style-type: none"><li>♫ Lifetime Achievement Award</li><li>♫ Mahaguru Award</li><li>♫ Song Of The Year</li></ul>

lished themselves as a distinctive force in India’s music scene. Breaking away from the traditional focus on mainstream categories, the IRAA Awards honor the unsung heroes of music production - the skilled engineers, mixers, and recording artists who bring soundtracks to life. By shining a light on technical excellence, these awards pay tribute to the behind-the-scenes talent that elevates music to new heights.

As the awards approach, the call for nominations serves as a vital opportunity for sound engineers, producers, and arrangers to showcase their work and be recognized for their contributions. The deadline for nominations is September 1st, and we encourage all eligible nominators to participate. This is not just a chance to gain recognition but also to contribute to the ongoing evolution of music production standards in India. The IRAA Awards stands as a testament to the dedication and artistry of those who shape the soundscapes of our favorite music. With the support of a jury composed of the industry’s leading experts, this year’s awards are set to honor the pioneers and innovators who continue to push the boundaries of sound. As we celebrate the best in music production and engineering, we look forward to acknowledging the exceptional talent that makes our auditory experiences truly extraordinary.

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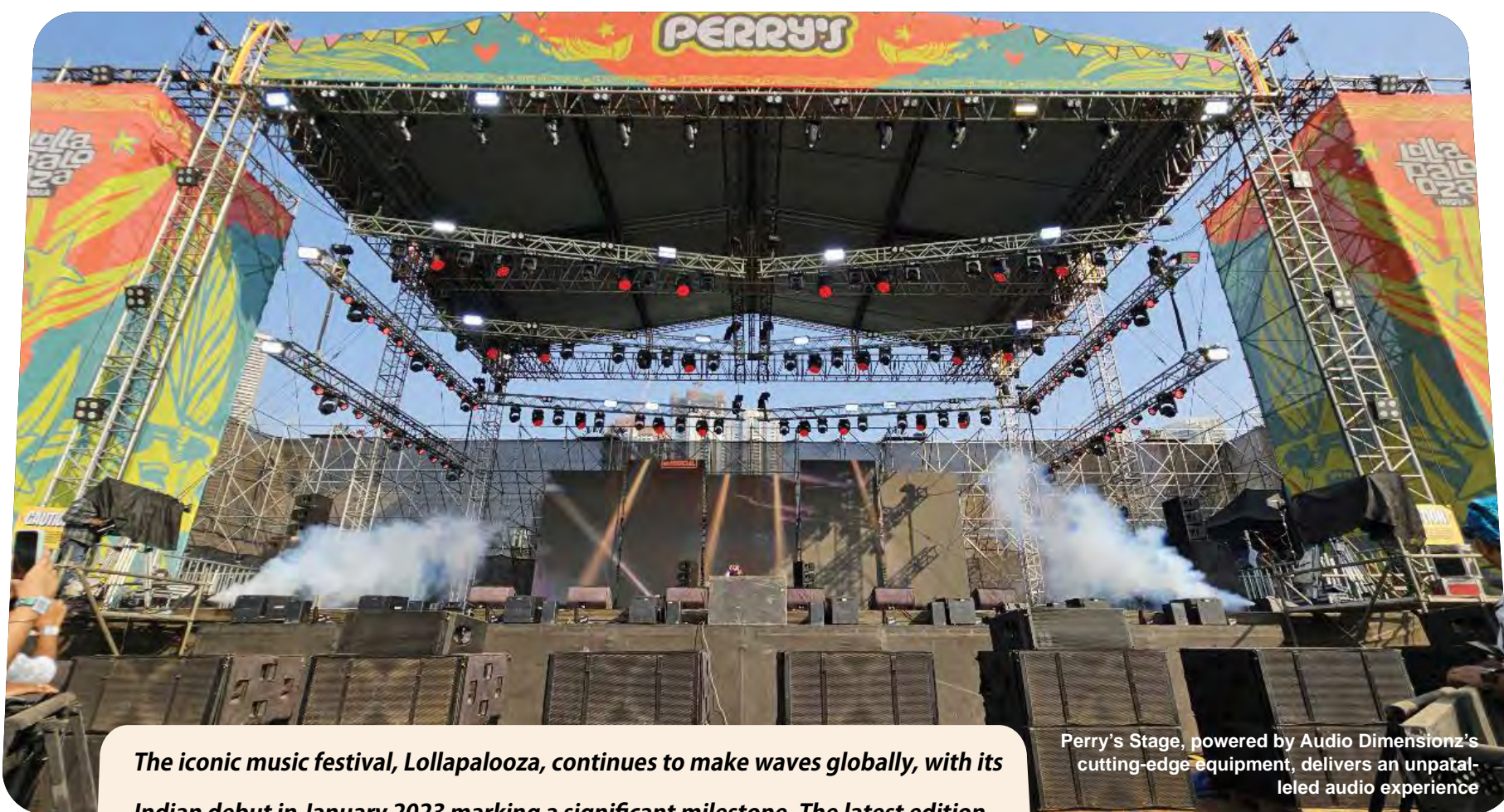
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# LOLLAPALOOZA MAKES ITS MARK IN INDIA: A SHOWCASE OF MUSICAL DIVERSITY AND SONIC EXCELLENCE



*The iconic music festival, Lollapalooza, continues to make waves globally, with its Indian debut in January 2023 marking a significant milestone. The latest edition, held in January 2024, was a testament to the festival's commitment to diversity, featuring a rich tapestry of musical styles on four stages. Behind the scenes, leading audio-visual companies worked their magic to create an immersive experience on four stages – Nexa, Perry, Budweiser and Stage Walkers & Co. Building on the foundation laid by Viraf Pocha, Director of Landmark Productions, in our previous issue, which highlighted the seamless execution of sound, AV and particularly lighting, in this article, we now shift focus to the sonic splendor, presently featuring the first two stage mentioned above - Perry Stage, expertly crafted by Audio Dimensionz, and the Nexa Stage, brought to life by ElectroCraft.*

Perry's Stage, powered by Audio Dimensionz's cutting-edge equipment, delivers an unparalleled audio experience

## **A**udio Dimensionz Delivers a Sonic Spectacle at Lollapalooza Mumbai 2024

As Lollapalooza Mumbai 2024 captivated audiences with its vibrant energy, Perry's Stage emerged as a highlight of the festival, thanks to the exceptional audio engineering by Audio Dimensionz. Charged with overseeing the sound for this prominent stage, Herman Lobo and his team delivered an audio experience that left both artists and attendees in awe.

Perry's Stage was set to showcase an

impressive lineup of headliners over two consecutive days. The stellar roster included **Sublime Sound, Dewdrops, CHRMS, Garden City Movement, The Karan Kanchan Experience, Kenny Beats, Stalwart John, Jbabe, Monophonik, Prabh Deep, Malaa, and Meduza**, each drawing large crowds eager for their performances.

Audio Dimensionz, in collaboration with **BMS, Rodney**, and their entire team, executed a flawless sound reinforcement strategy to ensure that the EDM and hip-hop beats resonated with crystal clarity. The event's success was also attributed to the skilled installation and operation of pro audio solutions by a dedicated team of experts. FOH Sound Engineer **Sean Lobo**, MON Sound Engineer **Nadeem Ali**, Systems Engineer **Neil Lean**, and Stage and RF Techs **Santosh Korde** and **Pankaj Mahadik** worked together seamlessly to achieve sonic excellence. Their meticulous fine-tuning of the PA system ensured an immersive experience, perfectly emphasizing the bass-heavy beats of the performances and significantly enhancing the audience's enjoyment. The clarity and power of the sound system received high praise from both artists and their sound engineers, underscoring the team's dedication and expertise.

The expertly engineered sound created moments of collective exhilaration, with the audience experiencing goosebumps and shared delight during peak moments of the performances. As the sun set over the festival grounds, Perry's

Stage. On the first day, the lineup included **Long Distances, Jatayu, Maanuni, Sunep, Fatoumata Diawara, Dualist Inquiry, and Caribu**. The following day, **Megan Murray, Shashwat Bulusu, Parekh & Singh, Eric Nam, and JPEGMAFIA** took to the stage, providing an exhilarating mix of performances that thrilled the audience.

## ElectroCraft's Dazzling Effect on Nexa Stage

ElectroCraft played a pivotal role in ensuring that each performance was delivered with exceptional audio quality. The team, which included FOH Sound/System Engineers **Yohann Fernandez** and **Dave Drego**, MON Sound Engineer **Joslyn Lobo**, and stage techs **Mangesh, Nihal, Athanasius, Keegan** and **Yash**, worked diligently to set up and operate the audio systems. Their expertise and attention to detail resulted in a captivating setup that significantly enhanced the audience's experience.

As Lollapalooza continues to grow, attracting more enthusiastic crowds and renowned artists, events like these are reshaping the music industry in India, blending high energy with top-tier audio technology.

The Nexa Stage utilized a PA system from **L-Acoustics**, comprising **32 K2 main PA speakers, 40 SB28 ground-stacked subwoofers, 16 Kara out fills, 8 Kara front fills, and 12 X15 monitors**. The in-ear monitoring system included



**ElectroCraft (Roger Drego) deploys best-in-class pro audio solutions at the Nexa Stage with the inventory lined up by major brands L'Acoustics, DiGiCo, Avid, Shure, Sennheiser, Pioneer DJ, and more**

Stage transformed into a sonic haven, reflecting Audio Dimensionz's passion for delivering unforgettable live sound experiences.

Perry's Stage at Lollapalooza 2024 showcased an extensive array of top-tier audio equipment, ensuring an unparalleled sound experience. The PA system by **d&b audiotechnik** featured **32 KSL main hang speakers** and **28 SL ground subwoofers**. The system consisted of **8 V tops** for in-fills, **4 V subs** for additional in-fill support, **8 Q7P front fills**, and **16 V tops** for outer fills. The system was powered by 30 D80 amplifiers. Pioneer DJ gear included **12 CDJ 3000 players, 4 DJM 900 mixers, and 2 DJM V10 mixers**. For mixing, **DiGiCo** provided **2 SD 10 consoles with SD racks**. The microphone and in-ear monitoring setup featured **12 Axient Digital microphones** and **12 Shure PSM 1000 in-ear monitors, alongside 12 Sennheiser 2000 IEMs**.

## Lollapalooza's Impressive Showcase

Lollapalooza Mumbai 2024 once again captivated music fans with electrifying performances from top artists. The Nexa Stage, featuring an impressive lineup of musicians, delivered a standout experience thanks to ElectroCraft's world-class pro audio solutions.

The festival's Day 1 and Day 2 saw a diverse array of artists gracing the Nexa

**32 Sennheiser IEMs, 8 Shure PSM 1000 units, 16 Axient digital microphones, and 16 ULXD bodypack/handheld transmitters. Avid contributed 2 S6L consoles, while DiGiCo provided 2 SD10 consoles** to complete the setup.

## Conclusion

As Lollapalooza Mumbai 2024 drew to a close, the festival's success was highlighted by the exceptional audio experiences delivered at both Perry's Stage and Nexa Stage. At Perry's Stage, Audio Dimensionz showcased their prowess with a meticulously engineered sound setup that enhanced every performance, from bass-heavy EDM to dynamic hip-hop. Their use of state-of-the-art d&b audiotechnik equipment and precise tuning created moments of collective exhilaration, earning praise from artists and audiences alike. Similarly, the Nexa Stage benefited from ElectroCraft's expert audio solutions, which provided a standout experience across a diverse lineup of artists. The advanced L-Acoustics system, combined with comprehensive Pioneer DJ and DiGiCo technology, ensured crystal-clear sound and an immersive atmosphere. The dedicated efforts of the FOH and MON engineers, along with the strategic use of high-quality gear, highlighted the evolving standards of live music production in India.

*Independent recording labels in India have been providing a unique platform to the budding artists, especially post-Covid. With the focus on bringing hidden talent forward, these recording labels are focused on promoting the experimental approach of expressive artists. Keeping the progressive music industry in mind, this column reviews top independent albums released by **Qilla Records**, one of the Indian independent recording labels, that marked its 100th release in May 2024.*

India's willingness to blend with the latest trends while keeping the cultures around can be seen across the music industry as well. Choosing versatility with the techno beats, **Qilla records**, one of the recording labels and collective based out of India since 2011, creates soundscapes that touch the hearts of the listeners who love to explore alternate sonic realms.

Inspired by the frequencies of nature and known to explore psychedelic beats for every mood and state of mind, Qilla Records brings out the ravey or meditative energies through its tracks, keeping its listeners immersed in the pool of techno realm. Be it **INNERWORLD - VIBRATIONS** – its recent album of 10 tracks featuring **K.O.P. 32, Tadan, Moses**, and **Kohra**, or its infamous albums from the series – **FORTE**, Qilla Records has been persistent

in providing splendid soundtracks that captivate the minds and souls of music lovers.

Acting as a benchmark for techno and electronica releases in India, Qilla Records was introduced by Delhi-based, **Madhav Shorey** aka Kohra, who is renowned for his experimental sound. With the aim to bring forward skilled music talent with the unusual sound tunes like psychedelia, hypnotic or deep techno and more, Qilla Records stands as one of the leading record labels for independent artists, developing quality music for the listeners.

Ace artist and the founder of Qilla Records, Madhav Shorey has introduced many emerging artists from the industry including the introduction of **8-Bit Culprit**, **Midnight Traffic**, **Film & Hans Séance** and industry stalwarts **Jitter** and **Audio Units** who have always loved to explore the sophisticated soundscapes. Amongst other renowned names,

the recording label established its grounds with trusted artists like **FILM**, **MONOPHONIK**, **SHFT**, **Sunju Hargun**, **TASNNEEM**, **VRIDIAN**, **Zequenx**, **ZOKHUMA**, and more.

Qilla Records' centennial release, **Chakravyūh**, meaning spinning wheel, is definitely one-of-a-kind. Artists have set a new benchmark blending introspective techno with vibrant psychedelia into the 35-track album, spanning 222 minutes. The compilation immerses listeners into deep sonic exploration where 34 artists from different countries weave soundscapes interpreting symbolic cyclical journeys.

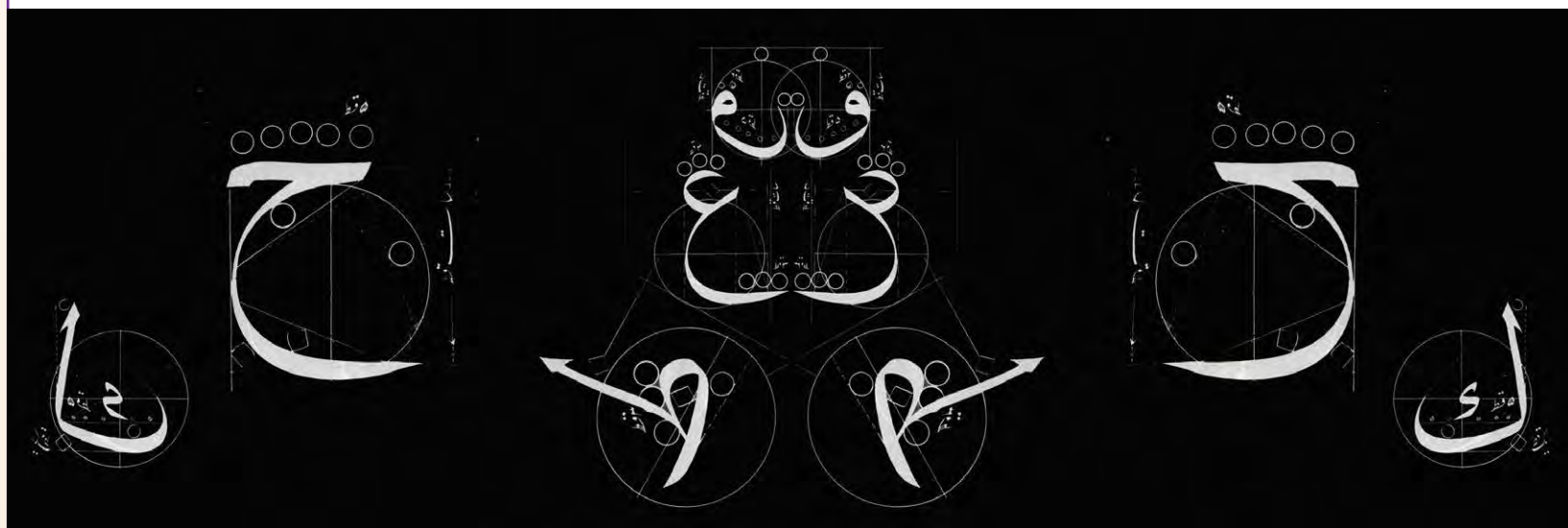
Admiring the rhapsody of experimental sound, Qilla Records has been playing an instrumental role in driving the techno enthusiasts towards resonant tastes. Encouraged to produce endless sonic realms, the torchbearer of the techno world – Kohra with his recording label, has presented the music industry with

mind-blowing releases that redefine electronic music with the blend of expressive cultures of the country.

**Recording excellence and hoping to see more rising stars break all vocal barriers in the Indian music industry, IRAA Awards has started accepting nominations for 2024. Keep a watch on PALM Expo Magazine to stay updated! All recorded labels are requested to share new releases with the PALM Expo team if they wish to get featured in the 'Unequal Music' column as the team explores the voice and talent of budding artists in this recurring feature. To share releases for this column, contact:**

**Ritika Pandey**

[Ritika.pandey@hyve.group](mailto:Ritika.pandey@hyve.group)



Qilla records marks its 100th release touching hearts of listeners who love to explore alternate sonic realms



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# PHOENIX NETWORKS ROARS TRIUMPHANT WITH MEYER SOUND AT THE KATHMANDU MUSIC FESTIVAL 2024

*As one of India's most reputed comprehensive technical solution providers for events of all scales and applications, Phoenix Networks has achieved a significant milestone by successfully commissioning its first international gig at the Kathmandu Music Festival 2024 with their famed Meyer Sound Panther and Leopard systems; given the fact that the globally recognized music festival stands tall as one of the biggest celebrations of art, craft, cuisine, and talent in Nepal.*

// Our first-ever international venture at the Kathmandu Music Festival 2024 showcased Phoenix Networks' ability to deliver an exceptional sonic experience to a diverse global audience. Building on this success, I am confident that Phoenix Networks will continue to assert its presence worldwide by consistently raising the bar for world-class live sound reinforcement!" exclaims **Animesh Mishra**, Founder-Director of Phoenix Networks, as he reflects on the company's crucial role in the success of the 2024 iteration of Nepal's premier Kathmandu Music Festival.

Hosted in the picturesque city of Kathmandu in Nepal, the Kathmandu Music Festival 2024 is a two-day extravaganza celebrated at the end of one year and the beginning of another, with utmost warmth and zeal. The festival in 2024 was held on **12th and 13th April 2024**, in accordance with the Bikram Sambat calendar (the official calendar of Nepal) which marks the end of the year 2080 and the start of 2081. The event took place at the plush open-air ground at the premier Hyatt Regency hotel in Kathmandu, serving as a vibrant platform for cultural exchange and musical exploration.

The highlights of the festival included immersive live performances by internationally celebrated artists like **Atif Aslam** and **Anuv Jain**, as well as renowned Nepalese pop bands such as **The Edge Band** and **The VEK Band**. The festival also featured a variety of cuisines, exclusive sneaker and street-

**Kathmandu Music Festival 2024, the two-day extravaganza, took place on 12th and 13th April this year, crafting the celebrations with utmost warmth and zeal**



hits like 'Jeena Jeena', 'Tu Jaane Na', 'Hona Tha Pyar', and 'Tere Sang Yaara', which left the audience spellbound. Overwhelmed by the audience's response, Aslam extended his performance for an additional hour, resulting in a 2.5-hour-long recital. He concluded his performance by shaking

hands, signing autographs, and posing for pictures, leaving an unforgettable imprint on the audience's hearts.

On the other hand, day 2 was equally action-packed, as it featured numerous native artists, bands, and musicians who have gained national and international recognition. The day began with a magical solo performance by **Surakshya Malla** – one of Nepal's burgeoning singing talents; followed by soulful renditions from local bands like **Satish Ghalan and The Band**, **Abhishkar Band**, **The Edge Band**, and **The VEK Band**. The highlight of the day, however, was a lively performance by Indian sensation **Anuv Jain**, popularly known as 'Just a Guy with Guitar'. Jain's entry was remarkable as he scaled the stage in a laser pyramid, performing his popular song 'Baarishein' twice; along with other chartbusters like 'Husn' and 'Alag Asman'.

## Designing the venue with live event specialists

While the plethora of activities and performances certainly lit up the 2024 Kathmandu Music Festival with vibrancy and glee; it is the sheer immersive nature of the event that kept the audience cheerful and buoyant across both days. Breathing life into this immersive atmosphere at the Kathmandu Music Festival 2024 was a mesmerizing live sound experience from **Meyer Sound** that was designed and commissioned by live event specialists Phoenix Networks.

According to the organisers of the event – they desired to treat their audience to nothing less than a truly world-class aural ambience. And so, the responsibility of bringing together such a formidable yet seamless audio architecture to enchant the thousands in attendance, was entrusted to Phoenix Networks – one of the largest inventories holders of Meyer Sound equipment in India. The company's stellar reputation for augmenting exceptional soundscapes for some of the biggest and most technically challenging events to have graced Indian soil (for example, Ed Sheeran's uber-successful Mathe-

wear pop-ups, and a vibrant flea market.

Day 1 was adorned by a heartfelt live concert by renowned playback singer, actor, and songwriter, Atif Aslam. The crowd began gathering well before the artist's entry, eager to witness their beloved vocalist. Aslam's performance included some of his major



After successfully mitigating the challenges posed by the unanticipated blizzard, team Phoenix rose to the occasion, installing Meyer Sound and other leading industry sound providers while the live event's specialist confidently displayed their intuitive technical prowess in coalescing a truly riveting sonic atmosphere

matics concert in Mumbai) is what made them the perfect partner to create a similar superlative sonic concurrence for the Kathmandu Music Festival 2024.

Armed with innate technical expertise, determination, and the organisers' faith in their unmatched abilities; team Phoenix Networks approached the project like they do all their works – with complete zeal to achieve nothing less than excellence.

"Accurate planning and precise execution are key to making any event a success. At Phoenix Networks, our team of over 29 members worked tirelessly from the initial planning stages to the final execution, making this event the talk of the town" Animesh Mishra affirms; explaining that the process began with the team investing countless man-hours in planning every last detail of the audio system and setup – right from the logistical aspects of transporting the entire system from the company's HQ in Bhopal (India), to the systematic manner in which the system was to be rigged, aligned, and tuned at the venue; and everything in between.

A specific system configuration that spotlighted Meyer Sound's incredible **Panther** and **Leopard** systems was locked on, which was made possible through an in-depth analysis of the venue using industry leading simulation software and platforms. Following this; the team embarked on organizing other details that would be crucial to seamlessly pulling off a successful show at the Kathmandu Music Festival.

The challenges that team Phoenix Networks faced; including transporting equipment from India to Nepal, arranging local assistance, mitigating the uneven terrain and geographical topography, and, not to forget, the extreme weather conditions; were all addressed with the utmost level of precision and professionalism – as they always do. That being said, it must be noted that the successful commissioning of the festival's audio system was no small feat; as an unexpected snow blizzard took the crew by surprise, making the process even more precarious.

Yet the crew remained unfazed, as Animesh Mishra explains, "To be honest, the storm was genuinely

unforeseen, and we were completely blindsided by it!

Such an instance would've been a daunting challenge for any other team in our situation, justifiably so. However, we could stay assured of the performance of our Meyer Sound system mainly because almost all our inventory came standard equipped with in-built weather hoods, which prevents any sort of damage to the equipment. While we did need to secure some of the gear with additional weather hoods to prevent damage to the lateral side; the self-armoured PANTHERs sustained the storm without any external support. In fact, we were up and operational within 15 minutes of the storm passing! That's the beauty of the system; Every time I encounter such instances, it reaffirms my faith in Meyer Sound and validates my decision to partner with them. Their foresight is exceptional, and the advanced technology they incorporate keeps them ahead of the competition."

After successfully mitigating the challenges posed by the unanticipated blizzard, it was time for team Phoenix to shine – as the live event specialist confidently displayed their intuitive technical prowess in coalescing a truly riveting sonic atmosphere at the Kathmandu Music Festival 2024.

## Sound reinforcement at the Kathmandu Music Festival 2024

To ensure unparalleled audible exposure and maintain uniformity across the vast expanse of the ground, Phoenix Networks deployed the Meyer Sound line array systems strategically. The loudspeaker system included the primary FOH rig deployed in a stereo configuration of 14 units of the PANTHER modules on each side of the stage which blended 4 units of the wide throw modules and 10 units of the long throw modules. The meticulous alignment and tuning of this carefully augmented FOH rig allowed team Phoenix Networks to assure crystal clear frequency response and

linearity throughout most of the venue, while 4 units of LEOPARD line array modules serving as the front fill reinforcement assured clear and balanced sound to the audience members located closest to the stage. And to cover the entire expanse of the imposing 490ft long venue, team Phoenix Networks stationed 6 units of the LEOPARD line array modules as the delay reinforcement solution on either side of the venue flanks; thereby ensuring a truly consistent and pristine audio experience for audience members located at the very ends of the venue.

Perfectly complementing the impeccable tonality, voicing, and performance of the **PANTHER + LEOPARD** systems were the **1100-LFC** low-frequency elements (subwoofers), which as-

**"That's the beauty of the system; Every time I encounter such instances, it reaffirms my faith in Meyer Sound and validates my decision to partner with them."**



Atif Aslam and Anuv Jain along with other bands leave the crowd stunned at the Kathmandu Music Festival 2024 on Day 1 and 2 of the event performing some of their major hits

certained optimum coverage of chest-thumping low-frequency fidelity for audience members to enjoy across the massive venue. 7 units of 1100-LFC subwoofers were precisely rigged in a gradient subwoofer array arrangement on either side of the stage, while 3 ground-stacked units of 1100-LFC subs were deployed on either side of the stage in a cardioid pattern. This intentional and meticulous subwoofer deployment not only helped in nullifying onstage low-frequency interference, but in turn, also enhanced the quality and impact of the overall soundscape. Affording unparalleled control over this decisively coalesced loudspeaker system were 3 units of **Meyer Sound GALAXY 816 processors**, which ensured flawless signal distribution and comprehensive system management.

Enjoying a superlative sonic ambience wasn't just restricted to the audience members in attendance; as Phoenix Networks tailored the on-stage setup to meet diverse requirements for the artists' performances. For example, for Atif Aslam, they deployed **DiGiCo's** famed **SD10 digital mixing console** with octa-core facility at the Front of House position and the current industry favourite Quantum 338 digital mixing console from DiGiCo for the monitor mix; with this move helping to deliver unparalleled audio precision and flexibility for the artists' designated engineers. On the other hand, for other musical bands, a combination of DiGiCo's SD10 console along with the **Midas M32 Live digital mixing console** were employed, whereas for Anuv Jain, the **VENUE S6L-24D digital mixing console** from **AVID** was preferred for the Front of House position.

Furthermore, artists were assisted with 16 units of **PSM 1000** advanced in-ear monitoring systems from **Shure**, which offered unrivalled acoustical parity, while precise capture of vocals was ensured through a carefully selected assortment of world-class microphone systems from some of the industry leaders like **Shure** and **Sennheiser**. The team deployed SHURE's famed **Axiom Digital ADX2 wireless microphones** for Atif Aslam, whereas Sennheiser's acclaimed **6000 Digital series systems** paired with an **HSP4 head mic** was chosen for Anuv Jain. The microphone selection also included **Shure SM58s** and **SM57s** for instruments, **Sennheiser e900** and **Audix DP7** for drum kits, and various other high-quality microphones for delicate acoustic instruments. Wireless guitars were equipped with **Shure ADX1** belt packs and **SKM6000** bodypacks, ensuring seamless performance mobility.

The backline setup offered by team Phoenix Networks was equally impres-



sive, featuring a **Pearl Reference Pure** drum kit, a **Yamaha Clavinova CLP745 digital grand piano**, a **Yamaha Montage M8X** synthesizer, and a **Novation Launchkey 61 MK3** – all of which allowed for a truly accurate representation of versatile musical expression.

There's no doubt whatsoever about the fact that comprehensive audio setup designed and commissioned by team Phoenix Networks ensured that both the audience and the artists experienced a prodigious auditory experience – thereby contributing to the festival's resounding success.

## Conclusion

Reflecting on the festival's success, Animesh Mishra shared his views, stating, "Audience members and artists alike were amazed by the exceptional auditory experience provided by the comprehensive sound system. We firmly believe that exemplary sound reinforcement is the cornerstone of any successful show, and the festival's resounding success is a testament to this. It paves the way for us to lead the industry with unwavering dedication to achieving excellence in everything we do."

# Bringing Best Acoustic Experiences with the Latest Studio Microphones

## Exploring Exceptional Sound with Leading Brands in 2024

Thrilling performances need exceptional microphones. Studio microphones or vocal recording microphones allow users to experience amplified and processed sound during recording sessions, making it easy for users to enjoy sound with consistency and durability. As the most essential acoustic partner in studios, be it dynamic or condenser, microphones excel in channelling sound with efficient frequency response. This recurring feature, focused on top products and technologies of the year, in this issue, explores latest studio microphones that are leading the pro audio market today.

### Lauten Audio Tom Mic LS-508

**Tom Mic** is the world's first large diaphragm condenser microphone custom-crafted for use on toms. Equipped with **Lauten Audio's** newly designed super-cardioid capsule and award-winning dual-bias circuitry, Tom Mic captures pure, high-definition rack and floor tom sonics with maximum impact and tone while minimizing cymbal bleed.

**Main Features include:**

- Super-cardioid large diaphragm condenser capsule focuses on the source, the drum.
- Circuit designed for high-dynamic range and an output level that melds well with preamps.
- Body designed to allow proper airflow but also reduce frequencies captured by the rear node.

**Technical Specifications:**

- Type: Side-address pressure gradient FET condenser
- Polar Patterns: super-cardioid
- Frequency Response: 20Hz-20KHz
- High Pass Filter: Flat/80Hz/140Hz
- Low Pass Filter: Flat/5kHz/12kHz
- Dynamic Range: 135dB minimum
- SPL Handling: 135DB (0.5%THD@1000Hz)
- Impedance: 150 ohms
- Self-noise level: 15dB-A
- Signal-to-Noise Ratio: 79dB
- Sensitivity: -58.0dBV/Pa (0dB=1V/Pa 1KHz)
- Connector: 3-pin XLR
- Power: Requires 48v Phantom Power



### Rode NT1 Signature Series

**Rode NT1** is a workhorse studio condenser microphone with a warm, silky character, exceptionally low noise, and high SPL handling – ideal in a wide range of studio applications.

**Main Features include:**

- Large-diaphragm cardioid condenser microphone.
- HF6 1-inch true condenser capsule, precision engineered to sub-micron tolerances.
- Tight cardioid polar pattern for excellent background noise rejection.
- Classic NT1 sound signature.
- Extremely low noise (4dBA) – the world's quietest studio condenser microphone.
- High SPL handling capabilities (142dB) for capturing very loud sound sources.

**Technical Specifications:**

- Acoustic principle: Pressure gradient
- Active electronics: JFET impedance converter with bipolar output buffer
- Capsule: 1.00"
- Frequency range: 20Hz - 20kHz
- Output impedance: 100Ω
- Maximum SPL: 142 dB SPL
- Equivalent noise (A-Weighted): 4dBA
- Sensitivity: -32 dB re 1 Volt/Pascal (25 mV @ 94 dB SPL) +/- 2 dB @ 1 kHz
- Analogue power requirements: P48
- Analogue output connection: 3-pin XLR



### SE Electronics sE4100

The **sE4100** is the latest addition to the renowned range of large-diaphragm true-condenser microphones. This cardioid-only version of the multi-pattern sE4400 comes with the same sleek design and warm, smooth sound, making it an ideal choice for a wide variety of applications such as drum overheads and guitar amps.

**Main Features Include:**

- Hand-crafted twin 1" gold-sputtered brass capsule as the sE4400.
- True condenser cardioid capsule.
- Built roadworthy with all-metal housing.
- Innovative close-miking shockmount.
- 80 / 160 Hz low-cut filters and -10 / -20 dB pads.

**Technical Specifications:**

- Electrical impedance: 125 Ohms
- Powering: 48V phantom power (P48 according to IEC 61938)
- Polar pattern: Cardioid
- Frequency range: 20 Hz - 20 kHz
- Sensitivity: 25 mV/Pa (-32 dBV)
- Max SPL: 137/147/157 dB (0/10/20 dB Attenuation Pad - 0.5% THD)
- Equivalent noise level: 9 dB(A)
- Signal to noise ratio: 85 dB
- Low-cut filter: 80/160 Hz, 6 dB/Oct, switchable
- Attenuation pad: 10/20 dB, switchable



### Shure SM7dB

**Shure SM7dB** has the provided the loveable sound, but with the convenience of a built-in preamp, it provides all the extra gain that users need. The latest iteration of this legendary **XLR dynamic microphone** makes it easier for podcasters, streamers, and musicians to get perfect vocals from any recording setup..

**Main Features include:**

- Selectable preamp boost of either +18dB or +28dB of extra gain.
- Preamp bypass switch deactivates the preamp to revert to original SM7B performance.
- Bass roll-off and mid-range emphasis (presence boost) EQ controls.
- Internal "air suspension" shock isolation virtually eliminates mechanical noise transmission.
- Highly effective pop filter eliminates need for any add-on protection against explosive breath sounds, even for close-up vocals or narration.
- Rugged construction and excellent cartridge protection for outstanding reliability.

**Technical Specifications:**

- Built-in preamp
- Transducer: Dynamic
- Polar pattern: Cardioid
- Connection: XLR
- Mic stand & boom arm compatible EQ switches
- Sensitivity: -59dB, -41dB, -31dB
- Frequency response:50Hz-20kHz
- Output impedance:150 ohms
- Low cut filter: Bass Roll-off
- Power source:48V phantom power



### Telefunken Elektroakustik TF17 FET

The **TF17** is the newest voice in the **Alchemy Series** and combines an iconic mid-forward "German" voicing with modern FET technology. The TF17 is sonically bold with a punchy transient response, high SPL handling, and very low self-noise. Designed with all recording environments in mind, the fixed true cardioid TF17 is perfect for home, studio, or stage.

**Main features include:**

- Fixed true cardioid polar pattern with K47-style capsule.
- High SPL handling, low noise phantom-powered FET amplifier.
- UK-made OEP/Carnhill transformer with high grade nickel-iron core.
- Recommended applications include vocals, drums & percussion, electric guitar, and live sound.

**Technical Specifications:**

- Type: FET Condenser
- Polar Pattern: Cardioid
- Frequency Range: 20 Hz – 20 kHz, ±3 dB
- Power Source: +48V Phantom Power
- Capsule: TK47S – Center Terminated Large Diaphragm, Single Membrane
- Transformer: OEP/ Carnhill T217
- Sensitivity: 12 mV/ Pa, ±1 dB
- THD at 1kHz at 1Pa (Amplifier): 0.01%
- Output Impedance: < 200 Ω
- Maximum SPL (for 1% THD): >135 dB
- S/N Ratio: 91 dBA
- Self Noise (Amplifier): 3 dBA



### Universal Audio's SD-7

From a rowdy stage to a quiet studio, **SD-7** dynamic microphone's ultra-high SPL capability makes it a perfect choice for loud and transient-rich sources. Thanks to its hypercardioid polar pattern, users are able to back the mic away for added 'air' without sacrificing isolation.

**Main features include:**

- Studio-quality instrument with a UA-designed dynamic modeling microphone.
- Hemisphere mic modeling technology for authentic sound of the most popular microphones.
- Precise results in any environment, from pro rooms and home studios to stages.
- Perfect sound with ease using filter, proximity, and axis controls.

**Technical Specifications:**

- Microphone Type: Dynamic
- Polar Pattern: Hyper-cardioid
- Frequency Range: 30 Hz - 17 kHz
- Sensitivity: -54 dB
- Output Impedance: 600 Ohms
- Connector: 3-Pin XLRM
- Dimensions: 4.47" (113.5 mm) length, 1.97" (50 mm) width, 3.84" (97.5 mm) height



by Viraf Pocha



**H**ey! I grew up on Rock Music. Loud, brash, breaking every rule of polite society and rubbing truth and honesty into the established order.

Me and so many of my generations loved it. It opened so many new ways of living and how we navigate the world.

Some of us were lucky to ride along with the wave. The lucky ones were not consumed by the excesses this new way of life offered.

The gap between the successful and the not so successful increased. (Note: I'm not saying 'failures')

Part of this new way of life widened the gap between the top and the very top. And that gap gets wider every year.

**Clapton, The Stones, Beatles, Floyd, Stewart, Elton, Gabriel, Genesis, Fleetwood, Bowie** and all gushed forth from one community. While they thumbed their noses at the world, two factors kept them alive and relevant. Today, they are still ruling their world.

So many things helped them reach the rarefied strata they exist in today. Let's talk about the one relevant feature, relevant to our Indian Entertainment Electronic Industry - Light & Sound Equipment.

Incredible strides in entertainment electronics helped carry these 'Hero's' messages throughout the world. These guys started in clubs with sound boxes and dim lighting. Today slim, barely there speakers blast sound over stadiums and on some occasions cover areas over kilometres.

All this technology that helped us reach wider audiences actually made the world turn inward. The world became selfish and mean to their brothers. Nations, communities, and families all seemed to be in a state of war and dysfunction.

Corporate raiders who destroyed so much of what was built, hid behind the sanitised term - Creative Destruction. Entire forests were decimated, rivers and entire seas dried up and changed course. Man's plans seem to supersede even God's divine plan.

And just as we seem to wake up to this seemingly path to destruction - **Taylor Swift** arrives.

The entertainment world made lots

of money, which means lawyers, managers, agents all providing a service for a slice of the pie. Trouble is after all their services not too much was left over for the musicians to actually write, compose and record things.

Failure was too much of risk to allow unfettered creativity. Creating music was no longer an artistic pursuit. Creativity by committee to please the suits and the marketing machinery.

Formulas crept in. The successful formula followers made millions and were in demand by all the stars.

In a world that demanded we 'SEE' our music, pretty ladies with physical assets became sought after. Sounds were created that reflected a lifestyle that was aspired to. Sameness leads to staleness. Even Paris Hilton released an album.

Into that landscape, Taylor Swift was born. A young lady that knew her mind. For the sake of this piece lets fast forward to post-Covid times.

Our industry was perhaps worst affected. Total shut down. No work from home for us types.

Taylor kept doing what she loves - write stories in song. Straight from her heart. She wrote the stories the old-fashioned way - simply to express what she felt or observed of the world.

Yes, she definitely took help to craft the songs. Shape them. Produce them to be listenable and recognisable. But the core remained. The core that appealed to almost every young lady of her times. Stuff girls go though. Secretly and in private agony in a man's world where everybody has to toughen up.

Taylor is more of a story writer than a lyricist, which is not to diminish her song writing ability. But her songs round out an entire experience. Very little is hinted at - she's out there. Clear.

Her experiences touched so many hearts all over the world with their universal themes of love, fear of rejection, being rejected or rejecting and emerging out on top and owning it.

Boy! Does she do that in style.

And then she figured out (with her team) to stage them. Her shows were always long had great production value. But the ERA's tour has raised it to another level.

Perhaps she has not invented any special technology that was premiered for the tour. But what her team did do was take almost

every cutting-edge technology that was out there and incorporated it into one cohesive unit that has wowed the world.

This new show of her's is a lesson on everything to do with stage.

Her songs are strong enough to be sat and listened to quietly. But she chose to do it with a full approach. Matching (and besting) anything **Madonna, Beyonce, U2** have put out on stage. In my opinion full on shows all.

The era's tour follows a timeline rather than a storyline and each era is captured for its energy and attitude. Clearly shows a good artist transiting into a great one.

For more than three hours, she holds her audience in her thrall with great visuals, expression, musicianship and showmanship. Taking the audience along from teenage to middle aged comfort.

A huge achievement and must be applauded. All of this you can gather if you follow here Insta feeds and the ecstatic press. I've not seen one negative report. No jealousy, no angst, no rage, no negativity.

And that's what I have meandered to - the point of this piece.

I was lucky to see her live. I have two teenage daughters so I'm a Swiftie by proxy. Over the years my ears picked up song after song. Subconsciously hummed along by a lyric or musical bridge I retained. When I asked - Who? My daughters first defiantly, the cheekily and soon exasperatedly grunted - Taylor.

And in the stadium, I saw that some look in thousands of eyes. I took my 14-year-old niece. It was her first concert. Hooked her for life (I think).

You go to any concert; the vibe is the same. People living an alternate life. Leather, tattoos. Rough, ready. A bit of bravado.

Taylor's was so different. There was a genuine aura of love and kindness in the air. In the queues for food and toilets. I'd heard that Taylor insists on clean toilets for all the ladies. Sweet smelling and full service. I actually saw that. For a stadium of 60,000 with at least 40,000 women and we few men.

A calm energy as everybody excitedly shared friendship bracelets and decorated lyric sheets. Taylors persona and her music really brought out the best in everyone.

She was gentle with her adoring crowd. I'm sure she's used to it, but she exuded a

charm and a joy by showing she was genuinely moved and touched by the reception her fans gave her. Her music was so diverse and so, obviously different sections of the stadium reacted with varying enthusiasm to different sections of the show. Even from the stage, she was quick to spot and react to different sections of the crowd. Not the normal - 'Now the people on the left.'

I don't know how she did it, but she did. Her spotting people who need help has become legendary and we saw that first hand. And quickly the stadium staff responded. I told the staff is paid to come in a day earlier and are trained to manage this.

I know other bands are also doing this. The great **Rolling Stones** who had the Hells Angels get over enthusiastic in the 1970's are doing it too. Though at 80, Jagger's unflagging energy on stage, it's amazing that they did an entire tour with zero health issues. Will we see the Stones celebrating their 70 years on stage? On their 75th year as a band, Jagger will be 93. His dad lived till 93, so there is a chance.

Taylor Swift is 35. I hope the world adopts her spirit and her grace. We need her ability to strip away ego and artifice and own their vulnerability and fear, knowing they are not unique. That every one of us is flawed and sometimes fallen human and as the Beatles said, 'All we need is love.'

Taylors and her fans live it. That's a world I want to be a part of.

I saw our technology put to the best use possible to bring people together. We may be different, but we all experience the same things.

Taylor wants us to share all our joys and sorrows. Bring out the best in each of us and get us dancing together.

## THE ADB BY CLAYPAKY ORKIS CYC WINS THE PRIX DE L'INNOVATION SLU

The **ADB** by **Claypaky Orkis Cyc** recently received an award from the French digital magazine, **Sound-LightUp (SLU)**, which specializes in entertainment lighting and audio.

The **SLU Prix de L'innovation**, launched at the end of 2022, is awarded to R&D teams for innovations such as new effects, cooling technology, design details or software. The SLU team that tests the machines comprises lighting engineers, console designers and sound engineers with in-depth knowledge of the products on the market.

**Monique Cussigh**, Director of SLU, explained that the award is not given for the power of the lights, since LEDs have advanced to the point where many lights would qualify each year. Instead, it is awarded for design

details that lead to exceptional light output in a compact and lightweight unit. The goal is to acknowledge manufacturers who invest in substan-



tial research and development.

The **Orkis Cyc** is a cyclorama light built on multispectral six-colour HCR LED technology, offering a wide selection of colours and precise dimming capabilities. The addition of amber, cyan and lime to the standard RGB colours ensures accurate colour reproduction and flexibility in all lighting setups, with tunable white light from 2500K to 8000K.

The Orkis Cyc is not just about lighting the stage; it also focuses on low noise and efficiency. It is compact and lightweight (<6kg), suitable for floor or truss mounting. With the in-house developed FLOW Technology Orkis Cyc's active liquid cooling system, the fixture reduces noise levels to 24.2 dB in standard mode, perfect for whisper-quiet operations without compromising performance in theatrical productions, concerts, and film studios.

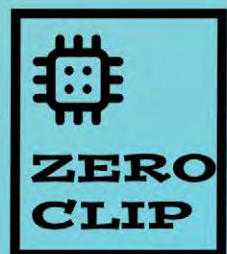
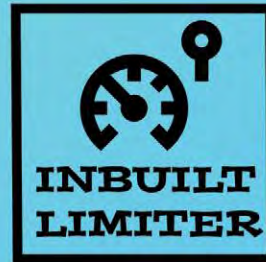
In the article accompanying the award, SLU noted, "The great innovation of the Orkis Cyc lies in its cooling system, designed to make the product as compact as possible while minimizing fan noise. FLOW is the first water cooling system incorporated into a show fixture, which, unlike heat pipes, uses an active fluid circuit coupled with a pump to force liquid cooling and increase heat transfer efficiency."

**Alberico D'Amato**, Sales Director of Claypaky, stated, "We are proud of this award, which certifies our constant strive for innovation. The static head lights in the ADB by Claypaky theatrical line provide a complete range for the theatre applications and perfectly combine tradition with modernity. Evidence of this is the multispectral six-colour HCR LED and FLOW technology, a feature designed in-house by Claypaky R&D that make the Orkis Cyc a unique and innovative unit for lighting designers."



**QX SERIES**

**SAME POWER WITH ENHANCED FEATURES**



Being one of the leading manufacturers in the lighting industry, Leksa Lighting caters to providing turn-key solutions, offering a wide range of innovative LED lamps, fixtures, and more. In this exclusive feature, PALM Expo Magazine team gets in touch with **Ronald Silvan D'souza**, Executive Director, Leksa Lighting, identifying the brand's performance in the lighting market and its focus towards 'Make in India' initiative, aiding local economy with 'Lighting Excellence'.

# Manufacturing Excellence with 'SPECIALISED LIGHTING' Solutions

## *Leksa Revolutionises Professional Lighting with 'Make in India' Initiative*

### **Introducing Leksa Lighting Technologies in India**

Understanding Leksa Lighting's focus towards transforming specialised lighting in a professional manner, **Ronald Silvan D'Souza** talks about LED requirements in the industry, stating, "LED Lighting is bringing a revolutionary change in the market and there are no professional companies in India that manufacture and provide complete lighting solutions with a good knowledge of LED lights for various segments."

He adds, "The companies that were good in halogen, fluorescent and HMI technology, could not gear up for

the LED technology and started failing. Therefore, there was a big gap in what customers were looking for and what they got in the market, that too at a very high price. This is where Leksa Lighting took the opportunity to bridge the gap completely under the 'Make in India' initiative. Mahatma Gandhi had vision of prosperous India: 'Every village should have an industry to make India a developed country' and following the vision, Leksa Lighting was introduced in 2018 in the outskirts of Mangalore at a place called Moodbidri, India."

The company understood customer's requirements and has been building the brand since then, working hard to empower the youths of the village by generating over 300 employments.

### **Defining the Brand's Mission – 'Make In India'**

Mission of Leksa Lighting is in the very name of it – 'LEKSA'. 'LE' in LEKSA stands for Lighting Excellence. It is also the company's tagline and indicates Leksa's goal to be a global leader in professional lighting technology providing high-end solutions. Leading this mission with the dedicated R&D staff, the brand brings modern and efficient technology in the market combined with affordability. As a part of this goal, the company



Ronald Silvan D'Souza, Executive Director, Leksa Lighting Technologies

***"LED Lighting is bringing a revolutionary change in the market and there are no professional companies in India that manufacture and provide complete lighting solutions with a good knowledge of LED lights for various segments."***



Leksa Lighting's  
excellence at XLRI -  
Jamshedpur

strives to be independent with complete in-house design and development of products, reducing the dependency on external resources and getting a better control of the quality and standards of the products and that's how the brand's drive to be independent & self-reliant aligns with India's 'Make in India' initiative and also helps in achieving company's goals of aiding the growth of local economy, ultimately fueling national prosperity.

The second part of the name 'KSA' stands for '*Knowledge Shared Adequately*' – bolstering the mission to educate and share the knowledge to the masses, especially to the younger generation. Leksa Lighting has conducted many training sessions on the importance of lighting and the current technologies of lighting. It is the brand's way of giving back to the society. The brand has acquired high-end knowledge while producing high-end products that can perform in front of the best cameras in the world.

## Dominating 'Specialized Lighting' in the Indian Market

Leksa Lighting started with very little staff but had infinitely higher courage and enthusiasm with all required professionalism & exposure. In just six and a half years, Leksa Lighting is one of the leading manufacturers and suppliers of professional lighting in South-East Asia by dominating the lighting scene not just in broadcasting fields such as TV studio, film and fiction shoot industries but also in auditorium, architectural, and many other specialized lighting verticals. In such a short time Leksa Lighting has executed projects all over India and has spread its presence across more than 20 countries. Leksa Lighting has one of the largest manufacturing facilities in specialized lighting in South Asia today. Such astounding growth in the short span of six and a half years defines the company's motivation to grow and it seems there's no stopping any time soon.

## Leksa's Specialized Solutions

Leksa manufactures a huge array of professional lights. Starting with auditorium lighting, the brand offers LED light fixtures from profile lights to RGBW par lights with seamless control of lights using various wired and wireless control systems. The company also gives a turnkey solution for auditoriums and stages by supplying and erecting stage mechanism systems such as

motorized lighting grids, motorized curtain systems, control systems, and power solutions in a professional manner.

Leksa provides a similar turnkey solution for TV studio lighting by providing state-of-the-art LED Lighting fixtures like various types of panel lights to fresnel lights along with control system and rigging system. These light fixtures are also used

for film and fiction shoots as they are extremely efficient and abundant in feature sets such as range of color temperatures, dimming controls, etc., without the use of external devices. Highest quality light output, suitable for broadcast with CRI, R9, and TLCI values being more than 96 can be used for all lights resulting in supremely accurate color reproduction. The light fixtures are also capable of illuminating scenes to shoot in Ultra HD 8K and beyond 10,000 frames per second.

Additionally, the brand also manufactures architectural lights to decoratively illuminate structures ranging from historical monuments to buildings of significance and everything else that requires to be beautified. Leksa lighting has a wide range of lights with any color of the spectrum and varying beam angles, all capable of installing outdoors, withstanding harsh weather conditions, and equipped with the same reliable control systems that are used for auditorium and studio lighting fixtures.

The brand also stated that it started its general lighting segment – LEXRISE along with products catering to DJ/Pubs and video conference lighting, stadium/sports lighting, street lighting, flood lighting and high mast lighting.



In view: LK-F300  
300W fresnel light



In picture: Karnataka Parliament - Vikasa Soudha at its best with Leksa Lighting

## Developing Innovative Solutions

Discussing the brand's growth and proficient knowledge of the industry to cater to the rising demands of the customers, **Ronald Silvan D'souza**, Executive Director, Leksa Lighting Technologies, commented, "The greatest strength of our company is our high-tech products and the team working behind it. Any and every product coming out of Leksa Lighting is designed and developed by our inhouse R&D team. In specialized lighting over 400 types of products/models are getting produced with our own moulds and dies." He adds, "Even the LED positioning - Pick & Place process is happening within the company to ensure the best in-built quality following Jidoka process.

Leksa has proficient knowledge of the industry and therefore, caters to proper selection of semiconductors and custom manufacturing of LED light sources. In fact, sound knowledge on lens and beam angle's mechanism puts Leksa ahead of all. Our proficiency is acknowledged with the type of critical high-end projects that Leksa lighting has executed in a short time."

Being a well-recognized 'Make in India' brand, Leksa provides complete service support Pan-India. Ronald states, "We strongly believe that today nobody else can give such end-to-end solutions in India from concept proposal and design to custom manufacturing, installation, training & handover, and service support. Every product of Leksa is updated with the latest technology and features. Over 400 high-end projects have been completed in just six and a half years, which is a testimony or a revolution in itself that keeps us ahead of any competition in India."

## A Sneak Peek to Leksa's High-End Lighting Projects Till Date

Leksa is one of the leaders in architectural lighting. The brand has executed many prestigious lighting projects including **Ayodya Dham**, Karnataka's legislative assembly, the **Suvarna Soudha** in Belagavi, **Birla Mandir** in Goa, **Chennai Metro Rail Limited (CMRL)** where pixel lighting technology was used, **Ayodhya Dham lighting**, **Gateway of India lighting**, **Atal LED Garden in Pune**, **13 Sky Walk's** beautification in Mumbai, and many other significant lighting projects in India as well as abroad.

The brand has also executed façade lighting of **Kalinga Hockey Stadium**, Bhubaneswar, which held a world-cup hockey game. Another popular stadium beautified with Leksa Lighting is the **Jawaharlal Nehru Indoor stadium** in Cuttack. Leksa also executed a monument lighting project under **CIDCO** - Navi Mumbai and the dynamic lighting of **Utsav Chowk** at Kharghar. The company has also dipped its toes in the fountain light and sound show in one of the most ambitious projects - the **Dr. Shivaram Karanth Theme Park** at Kota, Karnataka. The team has completed **Birla Mandir** in BITS campus, Goa,

with appreciation from Mr. **Kumara Mangalam** - Owner of Birla Group. The team has also completed 92 railway station lighting beautification projects across India.

Furthermore, one of Leksa's earliest and proudest projects was the auditorium lighting and drapery system installation at **Rajagiri School of Engineering and Technology**, Kochin. The project included designing, manufacturing, and installing of stage lighting and drapery with more than 210 lighting fixtures, 19 motorized bars, and complete power solution. Not only that, Leksa also got a prestigious opportunity to execute the stage lighting project at **Mahatma Gandhi International Convention Centre**, Niamey, Niger, funded by the Government of India.

TV studio lighting has been Leksa's strong suit, and as Leksa Lighting claims - more than 70% of Indian broadcasting industry opts for Leksa lighting products today. Some of the most popular news studios in India are lit with Leksa lights like **Aaj Tak**, **Times Now**, **Tv9 Bharatvarsh**, **Tv9 Bangla**, **TV18**, **Asianet**, **Suvarna News**, **Public TV**, and many others. The team has also executed studio lighting projects in Sri Lanka, Tanzania, Bangladesh, Kenya, and Canada.

Leksa has also supplied LED lights to many TV shows for **Sony TV** and **Star Network**. The company is a pioneer in introducing LED lighting to the Film and Fiction industry replacing all the conventional halogen and HMI based lighting. One of the most popular pubs in Hyderabad, the **909 pub** is also lit up by LED pixel lighting from Leksa.

**Thane Municipal Corporation** is beautified with Leksa lights and India's biggest LED Garden

- **Atal Bihari Vajpayee Udyan** in Pune under PCMC, Gateway of India's beautification, and many renowned prestigious projects have been completed successfully by Leksa Lighting.

**Puttaparthi Sai Hira Global Convention Center's** stage lighting and façade beautification lighting is done by Leksa, which was inaugurated by respected **Prime Minister Narendra Modi Ji**. **3000-seater St. Xavier's** complete auditorium lighting in Bhubaneswar is another great job by Leksa.

Thane city beautification and 13 Skywalk lighting in Mumbai also speaks of the quality of work by Leksa's team. The Lighting of Asia's biggest Church - **Christu Jyothi Church** in Warangal with 29,000 seating capacity conveys the expertise of this company.

## Conclusion

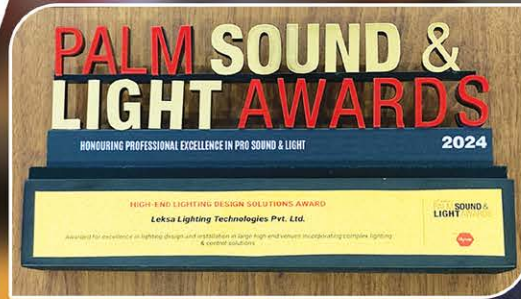
Determined to cater to India's 'Make in India' mission and provide cutting-edge lighting solutions to the users, Leksa Lighting estimates a speedy growth in the Indian market. Ronald adds, "I want to make Leksa Lighting a most admirable company in the field of specialized lighting in India and want to move towards becoming a global leader in high-end professional lighting."



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# CANARA DELIVERS LIGHTING EXCELLENCE AT IICC IN THEIR LATEST INSTALLATION

*Setting up a lighting installation at one of Asia's largest convention centres is no small feat. The PALM Expo Magazine team delved into how Canara Lighting achieved this monumental task, exploring their innovative approach to enhancing both the functionality and aesthetics of the venue. With enhanced technology and dynamic design, Canara Lighting's installation exemplifies excellence in transforming large-scale spaces into vibrant, visually stunning environments.*



Yashobhoomi (IICC), India's leading MICE venue in Dwarka, New Delhi

In September 2023, **Canara Lighting** marked a significant milestone by completing a landmark project at the **India International Convention & Exhibition Centre (IICC)**, Yashobhoomi, in Dwarka, New Delhi. The IICC noted as India's largest convention centre, provided a prominent setting for this installation.

## Advanced Lighting Solutions and Project Execution

The client's brief outlined a comprehensive vision to outfit one of Asia's largest conference centres with an innovative lighting system designed to improve efficiency and enhance aesthetics. The project required highly revolutionary technology and advanced lighting capable of supporting events. For

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The stage at Yashobhoomi illuminated with Canara Lighting new Dynamic Lighting Control Systems

live shows, the system had to provide bright and dynamic lighting to enhance the audience experience. The theatre and dance programs offered had to be versatile, offering a wide range of products from gentle washes to precise lighting controls, and thus it helped the producers set the desired atmosphere. A comprehensive control system was demonstrated, combined with DMX with multiple universes used to manage complex lighting systems. The brief also emphasized the need for wireless control through an iPad application with Wi-Fi, allowing operators flexibility. Meeting these stipulations required high-quality, intelligent lighting fixtures, with RGB lighting, high-resolution lighting, and high-colour profile spots (CRI) to achieve optics. This ensured dramatic effects and accurate colour reproduction.

The team was tasked with delivering a comprehensive solution that included the design, supply, installation, testing, training, commissioning, and

**“The successful installation at the India International Convention & Expo Centre stands as a testament to Canara Lighting’s expertise and dedication.”**

training for the entire lighting system. The project required meticulous planning and execution to meet the ambitious standards of the client.

### **Project Impact and Client Satisfaction**

Prior to the installation, the technical team conducted a detailed site survey to understand the unique requirements of the venue. This included a demonstration of the proposed lighting solutions, ensuring client satisfaction.

The inventory units installed were cutting-edge. A total of thirty-seven truss systems and seventy-four chain hoists were installed to

provide a reliable framework for the lighting setup. The chain hoists were specifically selected for their ability to safely lift the aluminium box trusses, ensuring a secure and stable installation. The installation included 304 LED lighting fixtures, carefully chosen for their high-quality output and energy efficiency. These fixtures featured dimmability and multi-pattern capabilities. The lighting system was controlled through a sophisticated network of DMX controllers, splitters, and patch panels, allowing for precise control and customization of the lighting environment.

The client expressed satisfaction with the installation, noting both the quality of the products and the professionalism of the team. The project’s successful completion was acknowledged during the inauguration of the convention centre by India’s **Prime Minister, Narendra Modi**, on September 17, 2023. The technically sound and aesthetic nature of the installation enhanced the overall success of the exhibition.

The positive testimonial provided by Canara Lighting attests the company’s ability to anticipate their clients’ needs and deliver results. **Ajeet Khare**, Managing Director at Canara Lighting said, “The successful installation at the India International Convention & Expo Centre stands as a testament to Canara Lighting’s expertise and dedication. Our team worked diligently to deliver a system that not only meets but exceeds the expectations of our esteemed client. We are proud to have been a part of such a prestigious project and look forward to lighting up more iconic venues in the future.”



An auditorium at IICC lit up with Luminaires from Canara Lighting’s robust collection



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L to R: Viraf Pocha, Director, Landmark Productions in a conversation with Ronald Silvan D'Souza, Founder and Executive Director, Leksa Lighting, Manoj Lobo, National Head, Canara Lighting, Koy Neminathan, Business Development Director, Elation Professional, and Arvind Singh, Founder, Giant Truss

# Exploring India's Potential in High-Tech Stage Lighting

## A Panel Discussion on Manufacturing Lighting in India - A New Horizon

In a world where India has established itself as a powerhouse in manufacturing everything from cars to high-tech gadgets, one question remains: Why not stage lighting? This was the central theme of a recent panel discussion featuring industry leaders and innovators in the field. The panel included seasoned professionals from India's lighting industry who aimed to address why producing advanced lighting solutions locally could be both feasible and beneficial, with insights from **Ronald Silvan D'Souza**, Founder and Executive Director of **Leksa Lighting**, **Manoj Lobo**, National Head of **Canara Lighting**, **Koy Neminathan**, Business Development Director from **Elation Professional**, **Arvind Singh**, Founder of **Giant Truss**, and **Viraf Pocha**, Director of **Landmark Productions Ltd**, who moderated the session. Their perspectives highlighted the unique opportunities and challenges of 'Make in India' in the field of high-tech stage lighting.

**Viraf Pocha**, Director, Landmark Productions Ltd, began the session by questioning why India, a country capable of manufacturing various advanced goods, couldn't also excel in stage lighting. The session's panelists take the conversations forward sharing their experiences and perspectives, shedding light on the complexities and potential of this sector.

### The Challenges of Early Entrepreneurship: Arvind Singh's Journey

Arvind Singh's foray into the manufacturing world began in 2014 with

aluminium truss manufacturing. The journey was arduous, illustrating the challenges faced by new entrepreneurs in this sector. Coming from a small city near Delhi, Singh encountered significant hurdles, particularly in dealing with the complexities of aluminium welding. "Many people think welding is simple, but it's quite complex," he observed. This was especially true in a region where local expertise in handling aluminium was scarce.

Despite these challenges, Singh's determination and strategic vision played a crucial role in his success. "Our initial investment came from a gold loan of ₹1.5 lakh," he explained. Inspired by Prime Minister Modi's "Make in India"

initiative, Singh and his brother started their business with limited resources but a clear focus. They began in a modest 20-square-yard space, and their journey has seen their factory expand to 20 acres with a covered area of 1.5 lakh square feet, employing approximately 400-500 people. Today, their company's valuation exceeds ₹300 crore, a testament to their success and growth. The technique and materials required are not commonplace in India. Singh's efforts have opened the door for other manufacturers of niche products such as trusses.

Singh emphasized the ongoing challenge of competing with cheaper imports, particularly from China. "Cost is a major challenge," he noted. "Because China is hitting us very hard in terms of costing and every buyer in the market has the Indian mindset, 'Oh, I want cheap. Your price is high, I want cheap. This I can get from China in this many rupees; your price is little higher.' This mindset is not the right mindset for this country. This task of manufacturing in India, it's not the job of one company or two companies or five companies, it's a job of the entire nation. The users, the traders, dealers out there. They are also, you know, Indian mindset again." To address this, he stressed the importance of innovation, efficient cost management, and maintaining high-quality standards. This focus on quality is crucial, especially when competing against global players who often leverage lower production costs to dominate the market. Singh reiterates that a solid understanding of costing, business principles, and quality standards is foundational for any successful venture. "You have to think on larger scales and if you have a smaller budget, you can find some partners you can go for the bank loan. Do something, try to do something big with good motivation, high confidence. Just do it. It will happen eventually." Singh encourages.

## Balancing Quality with Innovation: Insights from Ronald Silvan D'Souza

**Ronald Silvan D'Souza** of Leksa Lighting offered a different perspective on the importance of quality and innovation. Leksa Lighting is known for its architectural and façade lighting solutions, and D'Souza highlighted the company's commitment to quality control. "Our focus on quality and a thorough understanding of our products have ensured that our projects, even those involving large-scale lighting solutions, remain trouble-free over time," D'Souza explained.

Maintenance is a big challenge in India. A drain on running costs, maintenance is neglected or compromised upon, and the initial investment begins to lose its value.

Leksa Lighting's success in delivering on high-profile projects where others have failed underscores the significance of maintaining rigorous quality standards. D'Souza detailed how Leksa tackled challenges that others couldn't, particularly with large projects requiring reliable and innovative solutions. This commitment is reflected in the longevity and durability of their products, which sets them apart from competitors who have faced similar difficulties. D'Souza highlights the importance of integrating quality into every aspect of the product lifecycle. "Actually, in my case or in Leksa's case our servicing is just 0.02%, that is where built-in quality comes into picture. 'Jidoka' comes into picture," he explains. The concept of 'Jidoka,' or 'automation with a human touch,' reiterates the company's dedication to ensuring that quality is embedded from the initial stages of product design through to final delivery.

Leksa's approach to architectural lighting shows how a commitment to quality, coupled with thorough research and development, can lead to success. D'Souza's insights into the company's practices highlight the importance of embedding quality into the product design and development process. While cost remains a consideration, it is the ability to deliver reliable, well-engineered products that ultimately defines Leksa's success in the competitive lighting industry.

## End-to-End Quality Assurance: Manoj Lobo's Perspective

**Manoj Lobo** from Canara Lighting also provided valuable insights into the role of quality and customer support. As a leading manufacturer in specialized lighting, Canara Lighting's philosophy revolves around delivering high-quality products and providing excellent support. "Our products are designed to last, and we back them with lifetime support," Manoj Lobo stated. This commitment to quality is evident in the longevity of Canara's products, which often

remains operational for decades without the need for service.

Canara Lighting's dedication to customer satisfaction continues long after the sale. "Canara Lighting doesn't just sell. We sell it for a lifetime, so when we sell our product, we buy the customer," Manoj Lobo explains with confidence. This philosophy is evident in the company's comprehensive service network across India.

With offices in all major metropolitan areas, Canara Lighting ensures that service and support are always within reach. "At any given point of time, if you look today, all over India we have our offices in all metropolitans. We have our sales engineers and service engineers deployed in that particular region who can take care of that particular city," Manoj Lobo adds.

This extensive network allows Canara Lighting to provide prompt and efficient service, addressing any issues that may arise with minimal disruption. Despite having a central manufacturing facility, the company has strategically placed registered offices across India to handle service needs effectively.

Canara Lighting's 35,000 square meter factory in Mangalore, Karnataka, serves as a hub of technological advancement and innovation. "We have more than 300 people working here," Manoj Lobo points out, emphasizing the scale and capability of their operations.

The company's focus on continuous improvement drives the development of new, innovative products designed to endure. "There's a lot of technology advancement, a lot of innovation going behind it because every time we think of something different," Manoj Lobo says. This dedication to innovation ensures that Canara Lighting remains at the forefront of the industry, consistently delivering high-quality, long-lasting products.

## The Critical Role of Education: Koy Neminathan's Input on Gaps in The Industry

As industry expert **Neminathan** puts it, "Education is King." This principle must be applied strategically, focusing not only on university students but also on younger, school-aged children and their parents. Neminathan highlights a critical gap in the current educational approach: "In Europe, all the companies will target the university students. That's too late; they've already made a decision in what they're undertaking as an undergraduate." By the time students reach university, many have already chosen their career paths, potentially missing out on opportunities within the lighting industry.

To address this, Neminathan advocates for earlier intervention: "We need to go below; we need to get to the school level." At this formative stage, children often dream about becoming stars on stage, envisioning themselves as performers. Neminathan believes that exposing them to the backstage world is equally important: "What we need to show them is how cool it is backstage Front of House (FOH)."

The challenge also involves shifting entrenched perceptions among parents, many of whom view careers in technical fields like lighting as less prestigious or viable compared to more traditional vocations. Neminathan notes, "We've got to overcome that; we've got to ensure that there is a career in our industry." Bridging this perception gap requires highlighting the diverse and rewarding career opportunities available in lighting. By highlighting successful professionals and demonstrating both the creative and technical aspects of the field, the industry can reshape public perception and attract young talent.

The struggle to find skilled professionals in the lighting industry can be traced back to inadequate foundational work. "Right now, we're struggling to find the right people in our industry. Why? Because we didn't lay the foundations properly," Neminathan explains. This underscores the urgency of addressing the issue early on. The industry must take proactive steps to engage students at a younger age and build interest in the field. This includes developing educational programs, school partnerships, and outreach initiatives that introduce children to the possibilities within the industry.

Once interest is established, continuous training and development become crucial. As Neminathan suggests, it is the industry's duty to "ensure that we look at the kids and bring them up and train them." By creating pathways from early education through to professional development, the industry can build a pipeline of skilled workers ready to meet future demands.

## The Role of R&D in Lighting

The distinction between lighting and other products, such as trusses, lies in the complexity of the technology involved. D'Souza points out that while

trusses might require less Research & Development (R&D), lighting demands extensive R&D to meet both local and international standards. "When it comes to lighting, we have to look into a lot of R&D aspects wherein for the customer for the desired level we have to manufacture those products which is required for the local as well as for international requirements and we were able to do it."

This focus on R&D enables Leksa to create products that not only meet but exceed industry expectations. By investing in research and development, the company ensures that its products are both innovative and well-suited to diverse applications, enhancing their appeal to a global market.

Singh agreed, noting that while truss manufacturing is relatively straightforward, lighting involves complex technology and requires a highly skilled workforce. "Lighting is a complex product that demands a well-trained force for every component," he said. The complexity of lighting technology means that developing effective solutions requires collaboration among multiple companies and a significant investment in training.

Manoj Lobo highlights the rapid technological advancements of the past decade, noting that these changes are driven by evolving customer needs. "We have a lot of seminars, and we give a lot of training sessions to a lot of seasoned people in the industry," Lobo explains. As a manufacturer, the company's core strengths lie in design and R&D. "Our strength lies in designing, our strength lies in R&D," he emphasizes. Reflecting on their product development, he notes the importance of adapting to technological requirements, mentioning that their products cater to diverse needs, such as those of YouTube channels and short-term DOPs. Manoj Lobo highlighted the launch of the **Palm Size Light** specifically such creators to accommodate their budgets and requirements. He reiterates that PALM Expo has been a great platform for OEMs (Original Equipment Manufacturers) like himself to introduce new products to the industry. Viraf Pocha quipped, "Wow, PALM Expo, Palm light!" earning a round of applause at Canara's innovation. Lobo also points to global innovations in places like Singapore and the Netherlands as sources of inspiration. "There is a huge scope for development, and we are learning on a continuous basis," he concludes.

## Government Support and Financial Challenges

The role of government support in fostering local manufacturing was another key topic. D'Souza expressed frustration with the limited assistance he received. "It's been six years since I started my company, and apart from a few income tax rebates, I haven't received significant help," he stated. Despite this, D'Souza acknowledged that the 'Make in India' sentiment has been beneficial, particularly in the wake of the Covid-19 pandemic.

In contrast, Singh highlighted several supportive measures available to new businesses. "The government offers various schemes, such as subsidies on testing equipment and marketing assistance for MSMEs," he explained. Arvind also benefited from unsecured loans, which were crucial for his business's early growth. "These schemes have been valuable in supporting our expansion," he noted.

Manoj Lobo discusses the significant support from the Indian government, highlighting its impact on the industry. "We have got the best support, I must say," Lobo states, praising departments such as CPWD (Central Public Works Department), PWD (Public Works Department), NBCC (National Buildings Construction Corporation), and ISRO (Indian Space Research Organisation) for their impressive projects across the country. He points to notable achievements, such as Canara Lighting's involvement in lighting one of India's largest convention centres in Dwarka, Delhi, **Yashobhoomi**, which features a 6,100-seat auditorium. Lobo notes that Indian companies have been instrumental in these developments, emphasizing the support for 'Make in India' initiatives. He adds, "We have got tremendous support. The first thing they look for is Make in India. There's a lot of weightage in that and as a Make in India company, there are a lot of opportunities and chances given to us." According to Manoj Lobo, the government's backing is vital, as it positions Indian firms as reliable support systems, reducing reliance on foreign entities and bolstering domestic capabilities.

Government initiatives like the CGTMSE (Credit Guarantee Fund Trust for Micro and Small Enterprises) scheme, which offers unsecured loans up to ₹5 crore, are designed to assist new businesses in overcoming financial barriers. These programs aim to support the growth of local manufacturing by provid-

ing financial resources and reducing the burden of initial investments.

As India strives to enhance its manufacturing sector, the panellists discussed the importance of continued development and collaboration. Neminathan emphasized that while India has the resources to compete globally, it requires a strategic approach. "China started in a similar position, and with time, it became a global leader. India has the potential to follow a similar path," he said. The journey from being a nascent player to a global leader involves leveraging existing resources and pursuing strategic initiatives to build a competitive edge.

Singh echoed this sentiment, expressing optimism about India's future. "True 'Make in India' involves manufacturing here and selling globally," he stated. His company's participation in international exhibitions, such as Pro Light and Sound in Frankfurt and Pro Light China, exemplifies this global ambition. "We aim to be a leading player in the international market, showcasing the strength of Indian manufacturing," Singh added.

## The Future of India's Lighting Industry

Looking ahead, the future of India's lighting industry appears promising, but it requires a concerted effort from all stakeholders. The industry's potential for growth is significant, driven by a combination of local talent, government support, and strategic investments. The key to realizing this potential lies in addressing existing challenges and leveraging opportunities for advancement.

Singh's company, Giant Truss is actively participating in major international exhibitions to showcase its products and capabilities. "We have already started this journey. For the last 2 years we are participating in the Pro Light and Sound Frankfurt exhibition. We are having a booth in Pro Light China." This global presence underscores the company's commitment to reaching international markets and demonstrates the practical application of the "Make in India" ethos.

Viraf Pocha observes that while Chinese products have a cost advantage. "The advantage comes with a few technical shortcomings that become evident at a later stage. For example, the nature of Lighting Fixtures dimming with an uneven arc within a theatre environment. Starting from Zero – a cheaper product will burst to 50% intensity instantly thereby destroying the 'moment' theatre requires as the lights are faded on or off. Canara's lighting fixtures addresses these issues and so their fixtures are popular in the theatre," he quotes.

As the industry continues to evolve, the experiences and insights of leaders like Arvind Singh, Ronald Silvan D'Souza, Manoj Lobo, and Koy Neminathan provide valuable guidance. Their commitment to quality, innovation, and collaboration underscores the potential for India to become a global leader in high-tech manufacturing. By focusing on education, technological advancements, and effective support systems, India can build a robust and competitive lighting industry that stands on par with international players.

The panel concluded by saying India's lighting industry is at a pivotal moment, with significant opportunities for growth and innovation. While challenges such as cost competition, technology gaps, and workforce training remain, the industry's leaders are making strides toward overcoming these obstacles. The collective efforts of industry leaders, supported by government initiatives and a commitment to excellence, will be crucial in shaping India's future in the global manufacturing arena.

Arvind Singh's ambitious vision, Ronald Silvan D'Souza's commitment to quality, Manoj Lobo's focus on customer support, and Neminathan's emphasis on education and collaboration all contribute to an all-round approach to advancing the lighting industry. As India continues to embrace the 'Make in India' initiative, the insights from these industry leaders provide a roadmap for achieving success in a competitive global market. The discussion concluded on a positive note, highlighting the ongoing efforts and aspirations of Indian companies to align with global standards while promoting domestic excellence. As the industry continues to evolve, the integration of international best practices and the expansion into global markets will be crucial for realizing the full potential of the 'Make in India' initiative.

To view the full conference session, visit the link -<https://www.youtube.com/watch?v=cg2GqYCqTGs&t=81>

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## WITH

### Christine Schyvinck

President and CEO, Shure



**Christine Schyvinck**, CEO of Shure, gives a remarkable perspective into the audio technology industry. From her early days as a Quality Control engineer to CEO, Schyvinck reflects on her journey of enormous innovation and growth and shares her thoughts on steering one of the industry's major audio brands. In a conversation with PALM Expo Magazine, she discusses Shure's pioneering pro audio solutions, strategic investments in markets like India, and her vision for the organization. Schyvinck also shares treasured recommendations for aspiring women in management roles, drawing on her own experiences and growth.

#### HOW DID YOUR JOURNEY BEGIN WITH SHURE?

My journey with Shure began 35 years ago. I think it's unusual to find CEOs who have been with their companies for that long. I started at Shure as a quality control engineer and was quickly exposed to learning about the types of issues sound professionals encounter daily. My job was to help ensure that our equipment was reliable and always ready for the show. Shure's brand reputation was built on quality products and this company remains committed to delivering the best performing products.

I eventually moved from Vice President of Quality to Vice President of Operations, where I managed procurement, supply chain, and manufacturing, as well as quality. This was another essential experience because I was able to work with passionate people all around the world, dedicated to making great products that solved problems for our customers. In 2006, I transitioned into a role leading global marketing and sales, where I managed

three business units in the Americas, Europe-Middle East/Africa, and the Asia/Pacific regions.

All this experience has helped me learn more about overall company operations, the global business structure, and what we need to do to meet the evolving needs of our customers. Having diverse experience within different parts of our company has given me an appreciation that not all CEOs are fortunate enough to have. I thoroughly understand the type of work that happens at various levels of the organization, and I know what our customers expect from us.

#### COULD YOU ELABORATE ON THE R&D PROCESS OF SHURE?

Quality and innovation are essential for a company that is nearly one hundred years old. We have five dedicated Shure engineering centers in various parts of the world, including a core one connected to our headquarters in Niles, just outside of Chicago. Our most recently established center is in Hyderabad, India.

Shure is known for its quality and innovation, so the R&D process is extremely important because our customers rely on us to deliver, whether it is a microphone, software, or another essential product. Over the past few years, Shure has averaged 1-2 new products or product enhancements every month, which is a testament to our commitment to innovation. We also listen to our customers and work with them to engineer solutions that meet their evolving needs.

#### WHAT ACCORDING TO YOU ARE THE FIVE MAIN MILESTONES IN TERMS OF PRODUCT DEVELOPMENT IN THE HISTORY OF SHURE?

In our storied 99-year history, there are so many important milestones to try to choose from. To select only five is difficult, but here are five of the most impactful milestones for the entire audio industry:

1939 – Shure's **Model 55 Unidyne Microphone** is the world's first single-element unidirectional dynamic microphone. Its performance qualities and distinctive

styling ultimately make it the most recognized microphone in the world. Notably, the single-element design makes microphones smaller, less expensive, and, therefore, more accessible to all.

1966 – Shure SM58 (SM for “studio microphone”) was introduced and soon adopted by various musicians who found that it offers the right combination of rugged reliability and excellent sound quality. It became the standard for live performance vocals and the most popular vocal microphone in the world.

1990 – Shure L-Series Wireless Microphones were introduced, which led to Shure becoming a global leader in the wireless microphone market.

2011 – Shure introduced its first all-digital wireless system and previewed the Axient wireless system, which launched years later and transformed pro audio with unparalleled RF and audio performance.

2022 – A new era of array microphone technology ushered in 2022 with the introduction of MXA920 Ceiling Array Microphone. This led to the world’s first conferencing ceiling array microphone with integrated loudspeaker and IntelliMix DSP for small and medium-size meeting rooms.

I also don’t want to forget Shure’s Grammy for Technical Excellence in 2003. The Recording Academy presented this to Shure based on the outstanding contributions of technical significance to the recording industry.

### **SHURE HAS INVESTED HEAVILY ON WIRELESS MICROPHONES. HOW HAS THAT EVOLVED FOR THE BRAND?**

Wireless microphones are the standard and the future. We have been one of the global leaders in wireless microphones for four decades and as the demand for smaller wireless microphones increase, we are innovating with quality sound in smaller packages and with software and complementary products to help customers deliver the best audio possible.

Shure is also heavily involved in global wireless spectrum discussions and our leadership is helping pave the way for our industry. We know this is of utmost importance in India. We are innovating with solutions that perform better in shrinking spectrum environments. Shure continues to advocate for spectrum for wireless audio as demonstrated by its presence at the World Radiocommunication Conference last year in Dubai and our participation in other global conferences.

### **IS THERE A RISE IN DEMAND FOR COLLABORATION DEVICES IN THE INDIAN MARKET? IF YES, HOW IS SHURE STRATEGIZING TO KEEP UP WITH THE DEMANDS?**

India is an extremely vital market for the pro audio industry. Five years ago, we invested further in India with a new engineering center located in the tech hub of the city. This facility provides software intelligence that helps Shure expand its product portfolio. Hyderabad engineers had been working closely with the Shure Product Development Division since 2013. Hyderabad team played a large part in the development and system verification of the software that has come to power many of Shure’s recent product releases. Furthermore, there are so many global business powerhouses in India. With so many large companies with a strong presence in India, Shure’s complete conferencing and collaboration solutions are an ideal fit. This ecosystem works well with a number of different applications for business, education, and government.

### **WHAT LATEST INNOVATIONS BY SHURE IN THE PRO AUDIO SEGMENT ARE KEEPING THE BRAND AHEAD OF THE CURVE?**

In this year alone, Shure has delivered new innovations to the pro audio industry, including:

- SLX-D Portable Digital Wireless Systems
- Axient Digital ADX3 Plug-On Transmitter with ShowLink Technology
- MoveMic – the world’s smallest and best-sounding dual-

**“India continues to be an important part of Shure’s growth plans, not just in the pro audio segment, but in conferencing as well. We highlight India as one of strategic growth counties because it stands out compared to other markets – we see tremendous potential ahead.”**

channel direct-to-phone wireless lavalier microphone system

- MV7+ Microphone
- Nexadyne Dynamic Vocal Microphones with Revonic Technology

### **PLEASE ELABORATE ON THE CURRENT GROWTH TRAJECTORY OF SHURE IN INDIA VIS-À-VIS THE REST OF THE WORLD. IS IT A GOOD MARKET OR IS IT A GROWING MARKET FOR SHURE?**

India continues to be an important part of Shure’s growth plans, not just in the pro audio segment, but in conferencing as well. We highlight India as one of strategic growth counties because it stands out compared to other markets – we see tremendous potential ahead. As the demand for live events, broadcast, entertainment, podcasting, and more continues to grow in India, this region will likely create more demand for pro audio products and software to meet the growing needs. There is a strong need for the quality and reliability that Shure wireless can bring to any performance.

### **AS ONE OF THE LEADING MANUFACTURERS OF MICROPHONES, WHAT NEW PRODUCTS AND SOLUTIONS CAN THE USERS EXPECT BY SHURE IN THE NEAR FUTURE?**

Shure is always innovating and regularly launching new products or upgrades on average of about every month. The technology is evolving so fast that we are truly in a new age of pioneering new solutions for customers in a variety of different segments. We will continue launching new products in all our product segments.

### **AS A WOMAN EXECUTIVE IN THE AUDIO TECHNOLOGY INDUSTRY, WERE THERE ANY CHALLENGES THAT YOU HAD TO FACE IN THE EARLY YEARS AND HOW DID YOU MANAGE TO RESOLVE THEM?**

When I started, there weren’t many women engineers – there still aren’t, but the field is growing. I paid attention to women in leadership roles and was quite curious about them. Female athletes, astronauts, and political leaders proved to me that women can go places and they inspired me. I was fortunate that I started my career at Shure, which had a supportive system and did not discriminate between men and women. This is a company that was led by Mrs. Shure herself from 1995 to 2016 – I got to work alongside her and understand her values and beliefs. That experience

**“We are a customer-focused company and we’re not afraid to work shoulder to shoulder with people as they are working through problems. We like being out in the field and solving issues with certain venue or performances.”**

shaped how I work today, and now it’s my job to make sure women can find their paths to success.

We can’t leave everything to luck. Help is needed along the way. Women play a key role in the future of technology and one of my missions is working with organizations to try to get more women involved in STEM so they can understand that this is a viable career path for them that could result in the next generation of leaders.

**AS THE CEO OF SHURE SINCE 2016, WHAT INITIATIVES**

**OR STRATEGIES HAVE YOU INFUSED DURING THE YEARS ALIGNED WITH THE BRAND’S VISION?**

For me, being a strong business leader means listening. I work with so many talented people who help keep me informed of current business conditions and upcoming trends. I’ve found that having trust in your leadership and listening to customers is the best way forward. We are a customer-focused company and we’re not afraid to work shoulder to shoulder with people as they are working through problems. We like being out in the field and solving issues with certain venue or performances.

We’re problem-solvers and we share the end goal of having the audience be wowed during a performance. The only way this happens is attention to detail, attention to quality products, and attention to listening to what our customers need. It’s also been helpful for me to have been where many of our associates have been as I’ve worked my way through this organization. There’s no one blueprint for success, but for me, the combination of listening and hands-on experience has really helped me move the organization forward.

**WOULD YOU LIKE TO ADD ANY MESSAGE FOR THE YOUNG WOMEN ASPIRING FOR EXECUTIVE ROLES?**

Surround yourself with smart, capable people who can collaborate to find the right solutions. Many minds can come at a problem from different angles and help find solutions that perhaps weren’t obvious in the way you were thinking. Find out who your friends are and don’t be afraid to ask them for help. Often, women think they must figure it out on their own, so they are not thought of as ‘weak’ or ‘incapable’. Asking questions and finding a network of people who can help you build strength and teaches you how to become a good mentor someday. Simply put, don’t try to do it all yourself.



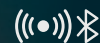
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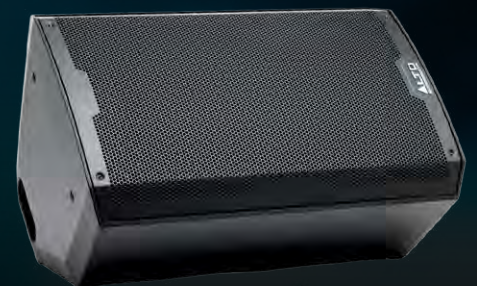
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## ALPHATEC APPOINTS ROHIT UBEROI AS BUSINESS HEAD FOR LIVE & RENTAL

**Alphatec**, one of the most prominent distributors of audio and video equipment across India, has announced the appointment of **Rohit Uberoi** as the new Business Head for Live & Rental. Uberoi brings over 30 years of experience in the consumer durables and professional audio sectors to the role.

In his new position at the Mumbai-based company, Uberoi will be responsible for developing and expanding the Live Sound & Rental market segment. His role will involve engaging with stakeholders, demonstrating product value, and providing ongoing education to the team and customers. Uberoi's extensive background

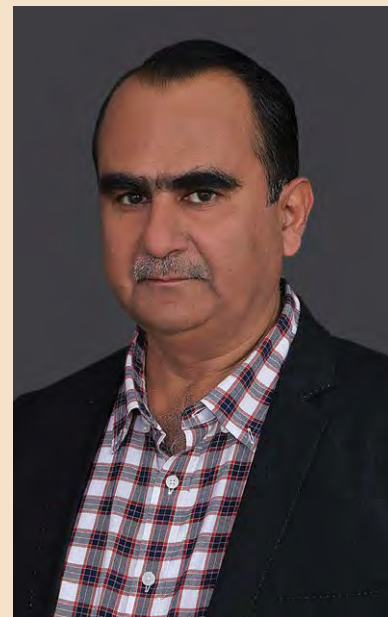
in both small-scale and large-scale companies will be pivotal in exploring opportunities within the Indian market.

**Devasis Barkataki**, Founder and Managing Director of Alphatec, expressed confidence in Uberoi's appointment, stating, "We are pleased to welcome Rohit to our team. His broad experience and strategic vision align well with our objectives. We anticipate that his leadership will be crucial in advancing our growth in the Live Sound & Rental market and reinforcing our industry position."

Uberoi, reflecting on his new role, noted, "I am enthusiastic about joining Alphatec and contributing to its strategic goals. Leveraging my experience in the audio industry, I aim to capitalize on the opportu-

nities within the Indian market. My focus will be on innovation, building strong stakeholder relationships, and enhancing our market presence through effective solutions."

Uberoi's career includes significant roles at companies such as **Sennheiser**, **Ahuja Radios**, and **Videocon**. His notable achievements include the introduction of new products like the **XS-1 wired microphone** and the **EW G4 and EWD/X wireless systems** at Sennheiser, as well as key product launches for **Sansui**, **Bazooka**, and **Toshiba** during his tenure at Videocon. With a strong educational background and substantial experience managing multi-million-dollar businesses, Uberoi is set to advance Alphatec's strategic objectives in the professional audio sector.



**Rohit Uberoi, Business Head, Alphatec**

## UNIVERSAL AUDIO EXPANDS LEADERSHIP TEAM: NAMES NEW CHIEF OPERATING OFFICER AND CHIEF DIGITAL OFFICER

**Universal Audio Inc. (UA)**, one of the worldwide leaders in audio production tools, welcomed seasoned leaders **Dana Ruzicka** and **Ethan Kaplan** to its executive team, both reporting to founder and CEO, **Bill Putnam Jr.**

Dana Ruzicka joins UA as a lifelong musician and accomplished leader with nearly 30 years of industry experience, most notably at **Avid Technology** where he held critical roles including Vice President of Strategic Alliances, Vice President of Product Management, Vice President of Market Solutions, Senior Vice President and General Manager, and Chief Product Officer.

"There's no other industry I'd rather be in. Music creation has been my life's creative passion," says Ruz-

icka. "It's an honor to be joining UA, where this same passion is shared by so many. There's such a rich heritage here — and a very bright future



**As COO, Dana Ruzicka will oversee UA's engineering, product management, and program management efforts**

ahead."

Ethan Kaplan joins UA as a longtime leader in digital music technology, with 25 years creating digital



**As CDO, Ethan Kaplan will oversee UA's artificial intelligence, cloud services, business applications, and information technology efforts**

transformations at Fender Music, Live Nation Labs, Warner Music Group, and most recently leading AI investments at Smash Capital.

"Music changed my life, and continues to do so every day," says Kaplan. "UA has always stood for the power of music to move people — a true enabler of joyful noise. To be part of a team fostering something so powerful is humbling and exciting."

"Dana and Ethan are both experienced leaders with music industry success that speaks for itself," says Bill Putnam Jr., CEO of Universal Audio. "We have some big things coming at UA, and I'm thrilled to have them onboard to support our next phase of growth."

To get any recent news featured in PALM Expo Magazine from the pro audio or lighting industry, contact:

**Shanaya Sequeira** - shanaya.sequeira@hyve.group or **Ritika Pandey** - ritika.pandey@hyve.group

LSC CHOSSES IES FOR ITS INDIAN MARKET

Australian manufacturer, **LSC Control Systems** chose **Integrated Entertainment Solutions (IES)** as its distributor for India. The latest addition to LSC’s international sales network, IES will provide full support and service for all of the company’s advanced power management and lighting control systems across the country.

Mumbai-based IES has 28 years’ experience as a distribution and trading company, serving the fields of Intelligent Lighting, Pro-Sound, and Control Systems. It is the sole distributor for a strong portfolio of leading entertainment production brands, including **Robe, Avolites, LumenRadio, Madrix, Ashly** and **Pangolin**, among others. It also provides turnkey solutions from concept and design, through to supply, installation and maintenance for intelligent lighting and pro sound applications

in a wide range of entertainment and leisure environments.

“We have known LSC for over 15 years as a brand, and although some of our customers are well aware

of them, we know there is a great opportunity to make its high-quality products even more widely available to our market,” says IES Co-founder, **Rasesh Parekh**. “The addition of

LSC to our offering allows us to fulfil complete end-to-end requirements for our clients, increasing the overall strength of our distribution portfolio. LSC offers a great synergy with all our brands.”

Following Robe Lighting’s acquisition of LSC Control Systems in March this year, LSC now sits alongside Robe’s other brands - **Anolis, Artistic Licence** and **Avolites** - in IES’s distribution portfolio. “We know our customers will benefit from the advantages of access to the entire Robe family, for an end-to-end solution,” says Parekh.

**Pete Floyd**, International Sales Director at LSC, says of the appointment, “We are thrilled that the team at IES will be serving customers in India’s market. Rasesh and his colleagues are extremely knowledgeable, professional and well-connected. We could not be in better hands.”



In picture: Rasesh Parekh, Co-Founder, IES, at LSC Control Systems’ booth at PALM Expo 2024

Promotion Index			
Name	Page No.	Name	Page No.
4 Square Corporation, Bangalore	61	Inventory Pro-Audio Distributors Pvt Ltd, Chennai	35, 81
ATI Pro, Delhi	84	LBT Electronics Pvt. Ltd, New Delhi	73
Beta Three Audio Pvt. Ltd., New Delhi	47	Leksa Lighting Technologies Pvt. Ltd., Karnataka	71
Calibre Sound Systems Pvt. Ltd., Mumbai	25	Narain Audio & Lighting LLP, Mumbai	19, 49
Circle Pro Audio, Mumbai	03, 07	Octune, Kolkata	09
Comcon, New Delhi	11, 83	PALM AV-ICN Annual Planner	42, 43
Genelec Oy, Finland	55	PALM Expo 2024, Mumbai	39, IBC
Goyal Plywood, Haryana	33	Pink Noise Professionals, Noida	31
HARMAN International (India) Pvt Ltd., Mumbai	IFC	Real Audio, Delhi	45
Hi-Tech Audio & Image, New Delhi	29	Sonotone / Stagemix, Mumbai	15, 37
N Labs, Gujarat	05, 41, 67	Trimac Products Private Limited, Delhi	23
Integrated Entertainment Solutions, Mumbai	75	Vardhaman Megatech (VMT), Mumbai	01, BC

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- Oliver FX Engine with built-in preset library
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- 100mm Tex-Touch Faders
- Contour Sensitive Rotary Knobs
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