



PALM EXPO

MAGAZINE

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

PREVIEW:
PALM EXPO 2024

***PALM Expo 2024 Set To
Reveal Best-In-Class
Audio & Lighting Solutions***



REVIEW:
IRAA AWARDS 2023

***IRAA's First Stand-Alone Award
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ISSUE: SHOW PREVIEW - MARCH - APRIL 2024

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- * Battery display on LCD
- * S/N ratio: >105dB
- * T.H.D distortion: <0.5%
- * Frequency response: 20Hz-18KHz
- * Distance: 50-80 meters approx



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MODERN STAGE SERVICES PVT. LTD. ELEVATES AYODHYA RAM MANDIR CONSECRATION WITH FLAWLESS SOUND MANAGEMENT

Amidst the reverberating chants and the celestial melodies echoing through the sacred grounds of **Ayodhya**, **Modern Stage Services Pvt. Ltd.** stood as the silent architect of an auditory symphony that marked the historic consecration of the **Ram Mandir**.

As the sun rose on January 22, 2024, millions of devotees around the world witnessed the culmination of centuries of devotion as the Ram Mandir in Ayodhya was inaugurated in a

ceremony of unparalleled grandeur. At the heart of this momentous occasion was Modern Stage Services Pvt. Ltd., entrusted with the task of ensuring flawless sound management for the prestigious event.

Ayodhya, revered as the birthplace of Lord Ram, holds a special place in the hearts of millions, and the construction of the Ram Mandir has been a dream cherished for over 500 years. The consecration ceremony, graced by the presence of **Indian Prime Minister, Narendra Modi** and esteemed celebrities like **Sonu Nigam, Anurad-**

ha Paudwal, Kailash Kher, Hariharan, Shankar Mahadevan and **Malini Awasthi**, demanded nothing short of perfection in its execution.

Modern Stage meticulously crafted a flawless tech rider to preempt any last-minute contingencies, ensuring seamless performances for all artists. Despite encountering numerous challenges, they expertly positioned the sound system in close proximity to the temple without obstructing views. Employing cutting-edge technology, they deployed a sophisticated sound infrastructure across

the entire campus, featuring a low-height system with multiple stacking and distribution units. The lineup included top-of-the-line acoustic sound system models from **L-Acoustics** such as the **K2-24, Kara-64, and A-15**, boasting a grand total of 104 tops and 38 subwoofers. Every aspect was executed promptly within a high-security campus, adhering to stringent protocols at all times.

In a statement following the event, a spokesperson for Modern Stage Services Pvt. Ltd. expressed gratitude to the **Shri Ram Janmbhoomi Teerth Kshetra Trust** for entrusting them with the monumental task. "It has been an honor to contribute to such a historic event," the spokesperson remarked. "We are grateful for the opportunity to play a part in ensuring that the consecration of the Ram Mandir was an unforgettable experience for all."

As the echoes of the inaugural ceremony fade into history, the role played by Modern Stage Services Pvt. Ltd. ensured that Ayodhya's Ram Mandir consecration was not only a momentous occasion but also an auditory masterpiece that will be cherished for generations to come.



Ayodhya's Ram Mandir Consecration Ceremony gets a finely-tuned sound system with 104 tops and 38 subwoofers from L-Acoustics' K2-24, Kara-64, and A-15

N-LABS LAUNCHES CONSUMER AUDIO BRAND N-BUZZ – SET TO UNVEIL NEW PRODUCTS AT PALM EXPO 2024

N-Labs, one of the leading manufacturers of pro audio products in India, launched a new consumer audio brand called **N-Buzz**. Within this newly-launched brand, the products at offer, such as party speakers and airpods, are designed for pro audio professionals – think sound engineers, DJs, and recording artists. N-Buzz will be officially launched at the **PALM**

Expo 2024, slated to be held from 30 May – 1 June, 2024 at the BEC, Mumbai.

N-Buzz, like its name, is a buzz-worthy brand, developed in India for the Indian pro audio industry. Designed keeping the highest international quality standards in mind, but catering to the Indian pro audio market,



N-Buzz's products are an eclectic mix of excellence and affordability.

Hemal Bhatt, Founder, N-Buzz, shares, "The vision for the brand is that we want to make N-Buzz the first choice for pro audio consumers in In-

dia, who seek professional, high-end audio products. Made in India, for Indians, N-Buzz aims at equaling the quality offered by international pro audio brands, but at a much sustainable and affordable price range. The idea is to turn N-Buzz into one of the country's biggest brands for professional airpods and party speakers."

AUDIOFOCUS UNVEILS ISOLDE LOUDSPEAKER SERIES

Belgian loudspeaker manufacturer, **Audiofocus** announced the launch of **Isolde AP108** range of powerful 2-way, 8" point source loudspeakers for live sound and installation.

Designed to deliver high sound pressure levels in a small footprint, Isolde AP108 mounts

a premium 8" LF transducer incorporating Tetracoil voice coil technology to achieve a peak SPL of 129dB. The chosen neodymium magnet 1.4" exit HF transducer has a 2.4" voice coil and is from the same family as the drivers employed in the company's recently launched column PA and constant curvature series, ensuring

a uniform audio signature across

the Audiofocus range.

AP108's distinctive asymmetrical design allows it to be deployed vertically or horizontally or placed on-stage as a wedge monitor. A bespoke 3D printed waveguide ensures rigid 90 x 60 degree coverage and can be quickly rotated according to the application. Isolde AP108 is offered in self-powered and passive live versions with integral grab handles and bi-angled pole mounts, or as a dedicated installation variant with clean lines and optional ceiling or wall mounts.

"By opting for a true 2-way configuration and harnessing the benefits of Tetracoil technology, we're able to deliver significantly higher SPL when measured like-for-like against the market leading 8-inch coaxial speakers," explains Audiofocus' Founder and CEO, **Ann Leroy**. "Our unique horn also permits a degree of control and projection that coax cabinets cannot match."

Audiofocus' Sales Manager, **Håkan Sjö** adds, "Isolde AP108 is a smart, versatile concept that deserves to be the go-to point source speaker for rental companies and integrators. Whether it's serving as the main PA for smaller events, doubling up as a stage monitor, or slotting in as a fill cabinet alongside our flagship systems, there's always a place for such a compact, powerful speaker."



Isolde AP108 mounts a premium 8" LF transducer incorporating Tetracoil voice coil technology and more

MEET THE DONS - MT2801 AND MT2601

Nx Audio Launches Two New High-Quality Amplifiers

In the 20 years since the **MT Series** first launched and became a signature product for DJs and Sound Engineers all over India, the industry has grown considerably. To address the market's demand for powerful and high-quality amplifiers to drive the increasingly power-hungry speakers, **Nx Audio** has launched the **MT2601** - a successor of the **MT2201** - and **MT2801**, also known as "**The Don**".

The MT2201's 3600W RMS @ 4 Ohms per Channel load received an overwhelming response, which drove Nx Audio's decision to launch the MT2601, **MT Series D Class Amplifier** with even more power. The MT2601 builds on the famous reliability of the MT series to deliver an astounding 4000W + 4000W RMS @ 4 Ohms to the power-hungry Dual 21" 6"VC Subwoofers. Class D Amplifiers represent the zenith of amplifier efficiency, with efficiency rates in excess of 90%, as is reflected in the performance of the MT2601

and MT2201. The Series comes with bass boost, increasing the relative level of the bass frequencies and quality of the audio by response in the frequency range that is supported by the speaker.

The MT2801, "The Don" to the MT1801 "The Brute" and the MT1601 "The Beast", provides more power than ever before at an output of 4250W + 4250W RMS @ 4 Ohms. Based on a TD Class design, it offers all the advantages of analog tone coupled with an efficient power supply. The MT2801 has superb power density and rock-solid operation due to a high-speed analog power supply coupled with a high-quality voltage regulated copper toroidal transformer. This is due to the core reducing the internal

resistance of the power supply, giving the MT2801 it's improved power density. It's built in low-pass LPF and two-way XOVER provides the user with various flexible and practical functions, allowing for multi-purpose

Transformer based power supplies and very High Damping Factor (MT2801 has >1500 and MT2601 has >1200), it continues the MT Legacy of tightest bass response and woofer control in the industry. Class-D and

Class-TD amplifiers use less heat sinking and are usually lighter than other amplifiers, though the MT2801 and MT2601 use the same Rugged Chassis as its Siblings.

Nx Audio has always focused on offering excellent products at great prices, tailored to what the end user actually needs for the rigours of professional use.

The MT2801 and MT2601

continue this legacy, providing users more watts at affordable prices while maintaining 99% reliability and strong internal hardware that earned the MT Series the title of one of India's Favourite Power Amplifier.



The MT2801 and MT2601 continue the legacy, providing users more watts at affordable prices

usage of one machine.

The MT Class-D and Class-TD use extensive protection circuitry and advanced technology to ensure excellent RF/EMI rejection and a superb LF filter and with its large Toroidal

ELECTRO-VOICE ANNOUNCES ZLX G2 PORTABLE LOUDSPEAKER SERIES

Electro-Voice announced its biggest product launch ever: **ZLX G2**, the second generation of the successful ZLX series of portable loudspeakers. Building on the best of what made the original ZLX series one of the industry icons, the ZLX G2 line-up offers a range of next-level features and functionality and includes 8" (new for the series), 12" and 15" two-way models in both powered and passive versions.

The point of entry into the Electro-Voice portable loudspeaker portfolio, ZLX G2 builds on its predecessor's winning formula with increased maximum SPL, frequency range, durability and connectivity, along with a range of ergonomic refinements.

Maximum SPL for ZLX G2 has increased to 129 dB (ZLX-15P-G2), and premium components behind the grille ensure ZLX G2 offers stunning acoustic performance for everyday use. The woofer and compression driver in each ZLX G2 model are coupled to a patented SST (Signal Synchronized Transducers) ported waveguide, enhancing low-frequency extension and delivering even vertical and horizontal coverage across all frequencies – all while allowing a more compact form factor.

Smart control and connectivity

ZLX G2 powered versions are "Powered by Dynacord" – onboard premium electronics from Electro-Voice's sibling brand. Ultra-efficient 1000 W Class-D power amplifier modules feature an integrated four-channel, three-input digital mixer with high-quality effects. The mixer includes two XLR/TRS combo jacks and provides 24 V phantom power and Hi-Z compatibility. The mixer also

includes pro features such as AFS (automatic feedback suppression), ducking, compression, loudspeaker delay settings, and more.

Five system mode settings are available: Music, Live, Speech, Club and FRFR (full range, flat response). New for ZLX G2 and a unique feature in this product class, the FRFR setting offers a flat/neutral frequency response to produce accurate results when used with modeling processors and guitar cab simulators. Powered ZLX G2 loudspeakers also contain Electro-Voice-specific subwoofer presets that adjust for both gain and time alignment, resulting in full acoustic optimization. Additional

new, full-colour LCD is larger and higher resolution, offering a crisp, clear view of system settings. ZLX G2 makes sounding great simple for users of all levels.

Form and function redefined

Enclosure design, ergonomics and versatility were all a priority in ZLX G2's development, resulting in a sleek-yet-solid blend of form and function that evolves elements of the first-generation model while incorporating key improvements to enhance the user experience. Symmetrical 55° sides allow for a steeper projection angle when the loudspeaker is placed in monitor position, making

the 12" and 15" versions allows vertical mounting with tilt adjustment; a short-arm pole-mount-style wall bracket for the 8" version allows vertical mounting. Slipcovers are available for all model sizes.

Ready for a wide range of users

These second-generation updates collectively ensure the series remain an excellent "first professional-grade PA" choice for any customer, while also expanding the utility value of the loudspeaker for specific user groups.

For example, DJs will benefit from a higher maximum SPL than the previous generation ZLX models, along with wireless stereo streaming and control, automatic feedback suppression, ducking and customizable system presets. The all-new enclosure design has a more vertical stance to streamline the visual impact of a ZLX G2 setup – perfect for events where aesthetics are a priority. The slipcovers have a flat-top design that makes packing, stacking and storing the loudspeakers more efficient by creating a



Electro-Voice's biggest product launch ever, the ZLX G2, features 8", 12", and 15" two-way models in powered and passive versions, with increased maximum SPL, frequency range, durability, and connectivity

High Pass (HP) filters are available in the DSP for increased compatibility.

All ZLX G2 loudspeaker and mixer functions can be remote-controlled and monitored using the Electro-Voice QuickSmart Mobile app, available for iOS and Android. The app allows pairing and grouping of up to six Bluetooth-equipped Electro-Voice portable loudspeakers, in any combination. Users can wirelessly pair and link to two ZLX G2 loudspeakers in a stereo setup using Bluetooth true wireless stereo streaming. Local configuration can be completed in seconds using the single-knob encoder with LCD. The

it easier for users to hear themselves, while also facilitating access to the amplifier input/control panel on the opposite side. A built-in "kick-back" angle allows the 12" and 15" versions to project upwards at a 23° angle in a vertical orientation. The stance of the enclosure has been redesigned to aim straight forward when placed directly atop a subwoofer (i.e., without the use of a pole). A choice of mounting accessories is available to permanently install ZLX G2 models: a "U" style wall bracket allows 12" and 15" models to be either vertically or horizontally mounted; a long-arm pole-mount style wall bracket for

level surface.

Musicians will appreciate the built-in mixer with EQ, compression and effects, instrument and microphone input presets, a Hi-Z input and phantom power. Rental and event production companies will welcome the addition of an 8" model to the lineup, providing acoustic and aesthetic consistency in a smaller format to add to their ZLX inventory. ZLX G2 is a user-friendly option for any audio enthusiast looking for a step up in sound quality for at-home use, gatherings, parties, etc.



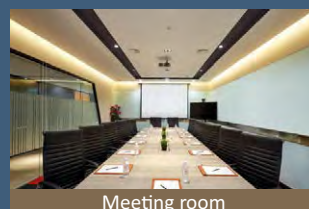
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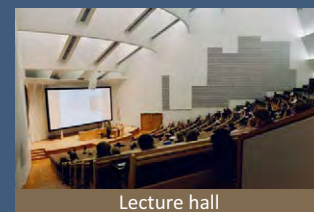
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Church



Auditorium



Lecture hall

Beta Three Audio India Pvt. Ltd.

REYNOLD'S DELIVERS A SON-ET-LUMIERE PAR EXCELLENCE AT TATA IPL'S OPENING CEREMONY

At the curtain-raiser of the much awaited **Tata Indian Premier League (IPL)** on 22nd March, **Reynold's** took centre stage, and played a vital role in supplying the audio and lighting equipment for this year's Tata IPL opening ceremony.

The Tata IPL 2024 was unveiled as a grand spectacle at **Ma Chidambaram Stadium** in Chennai, offering audiences an eclectic mix of nail-biting cricket

featured performances by popular artists and actors including **A.R. Rahman, Sonu Nigam, Akshay Kumar, Tiger Shroff** and **DJ Axwell** from Swedish **House Mafia**.

At the opening ceremony, an elaborate setup was created to deliver the audio and lighting coverage throughout the duration. The audio inventory comprised of a blend of equipment, including **36 d&b KSL speakers, 16 XSL speakers, and 16 SL-Subs**. Complementing

Optocore loops.

The lighting arsenal featured an array of fixtures, including **800 Montana LED PAR fixtures, 100 Montana LED battens, 200 PR Lighting moving head beams, 200 ADJ X12 fixtures, 60 Claypaky Sharpy X Frame fixtures, 36 PR Lighting AQUQ 480 BSW fixtures, 120 Silver Star Cyan 6000 XE fixtures, 48 EK Collider Strobes, 36 Robe Esprite fixtures, 20 EK diamond back moving battens, and 4 Emlite follow spots**. These

ensuring synchronicity across both audio and lighting systems, making use of **Dante AoIP protocol** for audio signal distribution and ArtNet for lighting control. The use of fibre optic cables sourced from **Van Damme Cables** with custom-built patch bays, set new benchmark in performance standards and the deployment of **Shure Axient wireless mics, Shure and Sennheiser in-ear monitors** and communication



The sound deployment at Tata IPL's grand opening ceremony included **36 d&b KSL speakers, 16 XSL speakers, and 16 SL-Subs**, complemented by **24 Meyer Sound 700 HP subs, 16 MSL4 speakers, 6 MJF 212A speakers, and 2 UPM-1P's and 2 UP-Junior's**

and foot-tapping musical performances. Hosted by the Board of Control for Cricket in India (BCCI), the tournament features ten teams and runs until 26 May 2024.

The opening ceremony

these were **24 Meyer Sound 700 HP subs, 16 MSL4 speakers, 6 MJF 212A speakers**, along with **2 UPM-1P's and 2 UP-Junior's** dedicated to near-field monitoring. These were managed by **Digico SD10 and SD5 consoles** connected via redundant



Tata IPL's opening ceremony was lit up with **800 Montana LED PAR fixtures, 100 Montana LED battens, 200 PR Lighting moving head beams, 200 ADJ X12 fixtures, 60 Claypaky Sharpy X Frame fixtures, and more**

were controlled by **MA3 consoles**, supported by **MA2 NPU units, MA3 nodes, MA splitters, Elation Artnet controllers, Cisco switches, Netgear switches and fibre optics cables**.

The technology supplied by Reynold's played a crucial role in en-

systems from Hollyland enabled seamless communication among performers and crew.

Read the full story in **PALM Expo Magazine's May-June 2024 Issue**.

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CLARION AUDIO LAUNCHES K-15PA ACTIVE SPEAKER & JM-K12 LA ACTIVE SINGLE LINE ARRAY SYSTEM

Clarion Audio, one of the leading providers of professional audio products, recently launched the **K-15PA Active Speaker** and **JM K-12LA Single Active Line Array System**.

The K-15PA Active Speaker is a 15" high bass active speaker with built-in Class D Amplifier and DSP, which reduces the operation cost of setting up external amplifiers, receivers, and long array of cables. Users can simply connect to their audio source for ease of use.

The K-15PA Active Speaker is a 700-watt speaker with 3" VC 180 magnet neodymium compres-



The 12" JM-K12LA comes with 600-watt power and narrow vertical coverage

sion driver and 2" built-in DSP USB Bluetooth. The K-15PA is ideal for live events, studios, and outdoor installations.

The JM-K12LA is a 12", 600-watt active single line array system with vertical pattern control. The line array speaker can achieve narrow vertical coverage down to a substantially low frequency, sending less sound to the ceiling which reduces bothersome sound reflection back into the listening space and increases the direct-to-reverberation ratio towards listeners. The JM-K12 features built in DSP and multi-speaker connectivity.



The 12" JM-K12LA active single line array system from Clarion Audio comes with 600-watt power and narrow vertical coverage

A-PLUS TO LAUNCH ARRAY OF PRODUCTS AT PALM EXPO 2024

A-Plus, one of India's leading manufacturers of sound reinforcement products for a wide range of applications, is set to launch an array of products at **PALM Expo 2024**. The product line includes **AP-39, AP-GN 400, AP-9500, and AP-3100**.

The AP-39 is a multipurpose handheld microphone with a noiseless slide switch. The slide switch provides seamless switching with zero thud and explosions, while the cardioid capsule delivers seamless front-to-back rejection, and the microphone's sturdy body protects the capsule, enabling the microphone to deliver smooth and balanced response for both vocal and

instrumental sounds.

The AP-9500 is an in-ear monitor that is equipped with UHF frequency, LCD display, and RF and AF display with AA batteries, which offer high quality noise isolation and personalized audio mixes, making the IEM an ideal pick for live stage performances.

The AP-3100 is a wireless handheld, lapel microphone with one of the highest frequency range and reach in the segment, with 200 channels ranging from 440 MHz – 860 MHz with display that shows RF and AF signals.

The AP-GN 400 is a system with one receiver and four gooseneck UHF wireless microphones, introduced for conferencing applications that demand cable-free setups. The transmitters offer a mute/power



AP-39, AP-GN 400, AP-9500, and AP-3100

switch, powered by an AA battery that can run uninterrupted for upto 6 hours with display that shows RF and AF signals.

IDEA PRO AUDIO LAUNCHES EVO8-P LINE ARRAY SYSTEM

IDEA Pro Audio launched the **EVO8-P line array system**, designed for a wide range of mobile and portable sound reinforcement applications in addition to a multitude of indoor installations.

The EVO8-P elements feature a 250W 8-inch woofer and an HF

assembly with a 3-inch compression driver and proprietary Hi-Q eight-slot waveguide delivering a minimal vertical gap between array elements and optimum element coupling. Capable of producing a peak SPL of 133dB, the line array element incorporates a passive crossover to provide a linear

response throughout the 95Hz–16kHz (± 3 dB) frequency range.

The compact trapezoidal loudspeaker is treated with proprietary Aquaforce weather-resistant coating, the internally braced cabinets are fitted with two handles, a pole adapter and an integral heavy-duty, four-

point steel rigging system consisting of 10 angulation points to promote both stacked and flown configurations.

In addition to dedicated transport and storage accessories, a flying frame adds to the multipurpose functionality of the cabinet.

YOUR TRUSTED Professional Audio Partner

AHUJA

XDA-7002

Dual Channel Class D Power Amplifier in compact 2U size | 2400 + 2400W rated output
80Hz/120Hz LOW PASS FILTER | Built-in Limiter ON/OFF circuit | Toroidal transformer power supply
Built-in Amplifier Protection system: DC offset, HF, Short circuit, Thermal, Overload, Over voltage & Clip Monitoring

Modern and Sturdy Enclosures (18mm Plywood)



SPX-1510

1300W RMS
2600W Programme

2 x 650W LF
1 x 100W HF

Frequency Response
45-20,000Hz

SPL Max.:
133dB

Impedance:
4Ω



SPX-1210

1000W RMS
2000W Programme

2 x 500W LF
1 x 80W HF

Frequency Response
35-20,000Hz

SPL Max.:
133dB

Impedance:
4Ω



*From premium stage and studio monitors to cutting-edge mixing consoles fixtures, from superlative sound reinforcement speakers to ever-reliable cables and connectors – the trade show floor at **PALM Expo 2024** promises to bring into spotlight the best-in-class products from the pro audio and lighting industry, offering a glimpse into what India's biggest stage sound, professional lighting, rigging, and trussing trade show has in store for its visitors.*



PALM EXPO 2024 **SET TO REVEAL BEST-IN-CLASS** **AUDIO & LIGHTING SOLUTIONS**

Pro Audio and Lighting Expo is gearing up to welcome 200+ exhibitors and a massive display of on-trend products and technologies

PALM Expo is India's foremost tradeshow for Professional Sound, Audiovisual and Lighting industry. For over 20 years, PALM Expo has been the principal catalyst fuelling the industry, by connecting global manufacturers and solution providers with distributors, dealers, and actual users.

PALM Expo 2024 will witness **205 exhibitors** across **Hall 1, 2, and 3**, a much higher paradigm of quality products sourced increasingly from European manufacturers as well as China products. The show will exhibit a wider brand spectrum, especially in rental sound reinforcement equipment.

Majority of the exhibitors offer sound reinforcement equipment across the price range with demand for even top-quality sound equipment at the higher price level.

New trends witnessed in the Indian market include shift towards digital and networked audio solutions, demand for immersive audio technologies, and

project studios. Many of the new exhibitors cater to this trend.

The previous **PALM AV-ICN Expo** edition boasted of **25,000 attendees**. The PALM Expo this year is expected to receive a voluminous attendance from across India from rental companies, sound engineers, systems integrators, and consultants.

PALM Expo, in its 22nd year, promises to introduce attendees to high quality, latest innovation products in pro audio, lighting, and rigging. The 2024 Expo is from **30 May – 1 June, 2024** at **Bombay Exhibition Centre (BEC)**, Mumbai. Attendees will discover a plethora of product categories in pro audio, lighting, rigging, and trussing. To that extent, PALM Expo 2024 will introduce visitors and actual trade users to new products and technologies from a spectrum of categories ranging from microphones, headphones, and stage LED, and laser lights to speakers, amplifiers, and cables and connectors.

Amplifiers

Used primarily to amplify the sound, an amplifier is capable of setting speaker level signals for a loudspeaker's dynamic performance. Many amplifiers like power amplifiers, mixer amplifiers, and PA amplifiers amplify the audio to create an unforgettable sonic impact. Visitors will get to explore amplifiers in all shapes and sizes and in all forms and functions, at the PALM Expo this year. At PALM Expo 2024, **Audioplus** is all set to launch **Studiomaster Professional DA Series Premium Class D Amplifiers**, a new range of highly powerful and efficient professional class D digital amplifiers. Integrating an efficient switched-mode power supply (SMPS), high-resolution sampling rate, Power Factor Correction (PFC), Pulse Width Modulation (PWM), and a host of advanced technologies and premium components, the amplifiers are geared for driving high wattage loudspeakers in live, touring, DJ, installation, and PA applications. **Comcon Technologies** will launch **Neutrik - Dante**, the line I/O to DANTE Interface, which is an end-of-network device that allows two channels of audio to be integrated into a DANTE network.



Cables and Connectors

Cables and connectors are crucial to audio networking. The most fundamental components that help create and transmit sound from point A to point B, cables and connectors come in various shapes and sizes—microphone cables, coaxial cables, optical audio cables, twisted-pair cables, fibre optic cables, ethernet cable connectors, coaxial cable connectors, fibre optic cable connectors, and more. With avant-garde trends such as miniaturization and flexibility, wireless connectivity, EMI shielding and signal integrity, modularity and interoperability, among many more, cables and connectors are truly at the verge of an iconic revolution – and at PALM Expo 2024, visitors will get a glimpse of the same. **Telespace Networks** will be unveiling **Fiber Optic SMPTE Cable**, designed for high-definition (HD) cameras (4K, 8K) and send multiplex audio signals and video signals to deliver superior performance, **Fiber Optic Expanded Beam Connector**, ruggedized expanded beam connectors specifically designed for quick and easy deployment in harsh environments. The **IP68 rated Connector** is resistant to dust, mud, sand, waterproof, and offers



over 30000 cycles of mating without degradation of optical performance, **Wind Turbines Optical Fiber Connector**, **HDMI- HDMI Optical Fiber Patch Cords**, which provide a 4K quality HD picture with up to 7.2 Surround Sound. The Monster 15 ft. UHD Fiber Optic HDMI cable features high quality gold plated connectors, all metal cable heads and an expanded stress relief housing to maximize signal transfer and minimize interference, signal loss or digital errors, **HDMI Optical Fiber Converter & SDI Optical Fiber Converter**, with features such as automatic signal detection and support for up to 16-channel embedded audio, and HDMI Optical Fiber Converter, which offers extension of HDMI and 3D signals long distances over one fiber optic cable. It supports high resolution up to 4K*2K, EDID copy/pass-thru function. **Beetek** will be unveiling the **GDH05**, a new version of the HDMI Fibre Cable, which is jacketed in silicone that has zero memory and coils. The fibre cable is extremely resistant to heat, sheds dust and dirt like no other, and weathers harsh environments, able to withstand the wear-and-tear of being dragged around on site. The HDMI cable ranges in length from 20 to 100m, with no need of a power adapter. Beetek is also set to launch the **H20-FLEX-EXEC**, a new series of HDMI cables, engineered to not only make connections in tight spaces a piece of cake, but to look good while doing it. The cable features flow silicone jacket, bend-360 strain relief, zinc alloy connector, and Plug-sure HDMI plug. Beetek's cable reel, **DF200**, will also be launched at the PALM Expo 2024. The DF200 Cable Reel can hold up to 250m of fiber and stacks interchangeably with the DF100. Not only does it hold more fiber, but it also has lots of more features than the DF100, from two small compartments to store bits and bobbles, to multiple locations for custom labels, and genius securing points for all kinds of connectors. Last, but not the least, a new product launch from Beetek will also include the **BH03 Connector Protector**, which builds on BH02 by adding a pop-top opening similar to a sports water bottle. This new feature now makes operating the Connector Protector a one-handed affair.

DJ Gear

In the world of DJing, the end goal is to deliver an adrenaline rush to the listeners and get their feet tapping to the music. To accomplish that, rich, superior quality sound, sophisticated mixing technologies, and sturdy audio equipment is an absolute essential. Products such as DJ players, DJ mixers, DJ controllers, DJ turntables, DJ speakers, DJ headphones, and more are what elevates a DJ's performance from ground-zero to sky-high. **Visionhire Entertainments**, one of the leading distributors for pro audio brands in India, will be launching the **Denon DJ's SC6000 Prime**, which is the brand's Denon DJ's Flagship Professional DJ Media Player with revolutionary features like dual deck playback, on-board analysis, WiFi music streaming, in-built lighting control, Touch FX and much more along with **X1850 PRIME**, a 4-channel digital mixer with multi-assignable inputs and pro **DJ FX, PRIME 4+**, one of the world's most powerful, advanced standalone DJ system with a new look, unrivaled streaming music accessibility, new dynamic FX options, 10% larger jog wheel surface, and the ever-expanding performance features of Engine DJ, SC LIVE 4, a 4-deck standalone DJ system with WiFi for Amazon Music Streaming 7" multi-gesture touchscreen, and three media slots.



Flight Cases

Flight cases are essential accessories for transporting audio, lighting, and audiovisual equipment safely, particularly in the live sound industry. These robust cases are constructed from durable materials and offer protection against the rugged roads and rough weather during transit. Equipped with sturdy handles, wheels, and customizable foam interiors, flight cases provide a secure and tailored solution for safeguarding valuable gear. Their ergonomic design ensures easy handling, making them indispensable for rental companies, touring artists, event organizers, audio engineers, and professionals requiring reliable transportation solutions for their equipment.



Headphones

Headphones – from live sound to recording sound, from stage to studio, from DJs to professional singers to recording artists – they are a must-have pro audio equipment for a wide range of applications. Be it wired headphones, wireless headphones, noise cancelling headphones, bone-conduction headphones, closed back headphones, open back headphones, semi-open back headphones, in-ear headphones, or over-the-ear headphones – the list for the plethora of headphones available in the pro audio market today is endless. With immersive audio now making inroads from studios onto the stages around the globe, headphones are now more modernized, sophisticated, and integrated than ever before – at PALM Expo this state-of-the-art headphones promise to steal the show.



Laser Lights and Special Effects

Laser lights and special effects have transformed the way visual experienc-

es are created and delivered in live entertainment venues, concerts, clubs, and events. Laser technology enables the projection of vivid, high-intensity beams of light that can create mesmerizing patterns, shapes, and animations. Coupled with advanced lighting control systems, laser lights can be synchronized with music or other cues, adding dynamic movement and rhythm to performances. Special effects such as fog, haze, and atmospheric lighting enhance the overall impact of a performance or an event, creating immersive environments that captivate audiences. Whether used to accentuate a DJ's set, enhance a theatrical production, or transform a stage into a futuristic spectacle, laser lights and special effects contribute to unforgettable sensory experiences.



LED Lights

LED lights are all the rage in the pro lighting landscape today. Exhibitors at the PALM Expo are set to feature their latest technologies in LED lighting, including profile lights, LED bulb series, LED linear lights, downlights, street lights, zoom lights, track lights, panel lights, string lights, laser lights, LED falling light bars, LED moving head lights, and more.



Lighting Consoles

Lighting consoles are pro lighting equipment that control the way the light emanating from a light fixture moves. Coming in different shapes and sizes, the smallest lighting console can fit into a palm while the biggest lighting console can take a sizeable amount of manpower to move it from one point to the other.

Normally speaking, lighting consoles can be divided into two categories – conventional lighting consoles and moving lighting consoles. The best-in-class lighting consoles from around the world will be on display at PALM Expo 2024.



INNOVATION • PROFESSIONAL • **DIGITAL**



ACT-848

UHF **Digital** Wideband Wireless System

- 72 MHz wide bandwidth allows more interference-free operation.
- Digital diversity receiving circuit significantly enhances reception range.
- Full-color VFD display for bright clear viewing in day/night.
- 256-bit encryption keeps audio transmissions secure and private.
- Sound quality is comparable to wired microphone.
- 7 preset groups with 224 pre-saved channels.
- Optional Dante or AVB digital network interfaces.
- Transmitters can be powered by two AA alkaline or a Li-ion battery.

ACT-747

UHF **Analog** Wideband Wireless System

- 72 MHz wide bandwidth allows more interference-free operation.
- 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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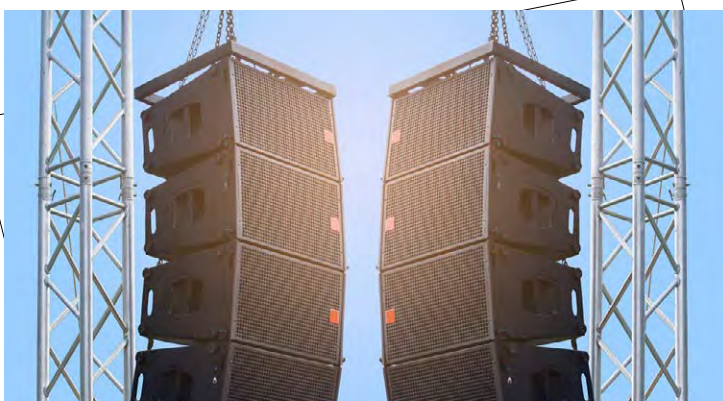
Lighting Controls

Lighting control systems are sophisticated setups designed to manage lighting fixtures in several applications such as live events, theatre events, and more. Lighting controls regulate the intensity, colour, movement, and effects of lighting fixtures, offering the users precise control over the ambience and mood of any setting. Lighting control systems enable lighting designers and technicians to create dynamic and immersive experiences tailored to specific performances or atmospheres. With features such as pre-programmed cues, real-time adjustments, and synchronized sequences, lighting controls enable users to unleash their creativity while ensuring seamless execution of lighting designs.



Line Array Systems

A line array system is truly indispensable for any audio application, especially a live stage event. As brands continue bettering their line array systems in a bid to provide a better acoustic experience to the audience and the listeners around the world, the pro audio industry continues to be filled with newer, better innovations in the category. PALM Expo 2024 will house superlative line array systems this year and floor the visitors with an audible experience like never before.



Microphones

Microphones – the word doesn't need to be explained. Today, the world is far removed from the good old days of wired microphones. While the classic wired version are still in existence today and are used significantly, the technology has advanced leaps and bounds – with wireless microphones, remote and distributed microphones, smart, voice-activated microphones, miniaturized, wearable microphones, beamforming microphones, ceiling array microphones, and more paving the way for speech to be distributed more clearly and seamlessly than ever before. In Hall 1 at the PALM Expo this year, catch the latest microphone technology on display, as the exhibitors put their best foot forward and showcase the newest advancements in microphone technology.

Cambium Retail, a PALM Expo exhibitor, and a seller/distributor of major pro audio brands in India will unveil **Audio Array's AM-C44** and **AM-W17**. The Audio Array AM-C44 Dynamic Microphone is a groundbreaking addition to any audio setup. With its cardioid polar pattern, this dynamic microphone ensures focused sound capture, making it ideal for studio recordings, live performances, and podcasting. Boasting a remarkable signal-to-noise ratio of 94dB and a frequency response rate spanning 50Hz to 20kHz, it delivers crystal-clear audio reproduction with exceptional fidelity. The AM-C44 offers a maximum SPL of 120dB, ensuring distortion-free audio even in dynamic environments. With sensitivity rated at -72dB+3dB (0dB=1V/uBar at 1kHz) and a maximum sampling rate of 48kHz/16Bit, this microphone captures every nuance with precision and clarity.

The Audio Array AM-W17 Wireless Lapel Microphone is ideal for seamless audio capture, whether the user is presenting, performing, or recording. Engineered for convenience and reliability, the AM-W17 features a receiver and two transmitter setup, providing unmatched flexibility for dual-mic applications. With its omni-directional polar pattern and condenser microphone type, this mic ensures pristine sound reproduction across a wide frequency response rate of 20Hz to 20kHz. Equipped with a battery case for on-the-go charging, the AM-W17 offers working time of 4-5 hours, perfect for extended sessions.



Mixers

Live mixers are well-regarded in the pro audio industry around the world. As live mixers continue to evolve to meet the demands of live sound reinforcement in various venues and applications, with advancements such as digital mixing consoles, integrated audio networking, compact and portable designs, touchscreen interfaces, automated mixing and AI-assisted features, dynamic DSP processing, wireless integration, remote processing, expanded input/output options, improved recording and playback features, and much more, the demand for live mixers in pro audio applications continue to rise. Exhibitors recognize the growing need for better live mixers, and at PALM Expo 2024, they are all set to demonstrate their newest offerings in this category.



WIRELESS MIC

URX-60

DUE T

UHF



- Fully Integrated SMT circuit board
- DSP based Audio Processor for Enhanced Accuracy
 - ACT Infrared Data Synchronization Technology
 - Phase Locked Loop Frequency Synthesizer
- Balanced XLR and Mixed Unbalanced 1/4" Output
- Multiple Noise Control Circuitry for a High S/N ratio of 96dB
- Effective Open use distance of 400 Ft with 30mW power Output

URX60
Handheld x 2



URX60
Handheld x 1
+
Lapel x 1



URX60
Lapel x 2



LIVE MIXER



HARMONY20....20 XLR MIC / LINE

HARMONY16....16 XLR MIC / LINE

HARMONY12....12 XLR MIC / LINE

- Superb mic preamps with ultra-low noise performance
 - 9 Band Graphic Equalizer
- Built in USB audio playback and recording
- Smooth 100mm premium -quality faders
- Dual Effects Engine



Booth NO
B-09



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Mixing Consoles

Also known as audio mixers, mixing consoles serve a very important function – receive audio signals from the microphones and various musical instruments, allow the user to tweak the same, and transmit it to the speakers. There are two types of mixing consoles based on two types of applications – live mixing console for live sound applications and studio mixing consoles for recording sound applications. But in these two categories, there are three types of mixing consoles – analog mixing consoles, powered analog mixing consoles, and digital mixing consoles. Visitors will get to witness all these types of mixing consoles at the PALM Expo this year, with exhibitors displaying the finest from the category. At PALM Expo 2024, **Audioplus** will unveil the **Stu-diomaster Professional Orb 2442 Large-format 24 Channel Mixing Console**, a premium large-format 24 channel live mixing console. Featuring 24 mic or 28 line MON:STER or mono-stereo inputs, the Orb 2442 offers flexibility to connect abundant audio sources in larger applications. Integrating six multifunctional Aux Sends with stereo returns and four Sub Groups with individual output, users can easily send signals to quickly tackle complex routing requirements. The Orb 2442 mixing console is equipped with One Knob Compressor on the first 10 inputs. At the heart of the Orb 2442 is the warm-sounding hi-resolution dual multi-EFX processor with 24 DSP presets and editable parameters. With the built-in USB MP3 media player, users can record and playback audio on a pendrive. The media player also brings in Bluetooth 5.0 for fast, clear and dropout free music streaming. The same media player also doubles up as a USB audio interface with plug & play connectivity for recording and playback using a PC. Other features include high definition preamps, +48V phantom power supply, dual 7-band GEQs, and 60mm faders. Flaunting an ergonomically-angled design, the Orb 2442 is ideal for large-format live, install and recording applications, and much more.



PA Systems

PA systems or Public Address Systems are installed in an event to break down the tangential possibilities of a musical interference. It means that a PA system qualifies the process of sound into music through its system compo-

nents like speakers, amplifiers, subwoofers, monitors, effects, and other sound sources. No event can start without a PA system. Therefore, the Expo this year, like every other year, features a spectrum of PA systems for visitors and actual trade users to explore.



Rigging Systems

A good rigging is the foundation of a solid stage structure. Rigging devices are designed to support the stage and the equipment deployed on the trusses of a stage, so that the show can go on. At PALM Expo this year, exhibitors are set to introduce made-in-India rigging systems that are customized for the Indian stages.



Sound Reinforcement Speakers

The PALM Expo is set to fill the show floor with many shapes and types of speakers, including active speakers, passive speakers, loudspeakers, cinema speakers, pro audio speakers, cabinet speakers, line source speakers, portable speakers, DJ speakers, and many more. At the PALM Expo 2024, **Aerons India Exim** will be launching several products from various brands. Audiocenter's distributor in India, Aerons India Exim will be launching the **AVANDA Series**, is a dual 12" & 10" active DSP controlled line array loudspeaker with FIR processing. Designed for medium to large-scale sound reinforcement applications and mid-to-high-end fixed installations, it provides a high quality and powerful sound, meeting the requirements of any sound reinforcement application, indoors or outdoors. The AVANDA series achieves a narrow vertical coverage in the high frequency range through the innovative ARROWHEAD waveguide technology, providing a clearer sound performance. The 90° horn provides precise horizontal coverage and ensures that the system delivers an even and



DENON DJ

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EXPERIENCE CENTER MAP



**CONNECT WITH US
FOR A
PARTNERSHIP
IN YOUR CITY**

SC6000
PRIME



PRIME 4+



SC LIVE 4



PRIME GO



X1850 PRIME



REACH OUT TO US FOR MORE UPDATES

smooth sound. CNC machined birch plywood cabinet, coated with polyurea, is waterproof, wear and high temperature resistant. AVANDA series is stylish and compact, with a maximum SPL up to 142dB. AVANDA series presently has two models, **AVANDA210A** and **AVANDA212A**. Aerons India Exim will also be unveiling **Carbon Fiber Series**, which features four dynamic speakers, each designed to deliver unparalleled sound quality. Leading the pack is the 18" dual magnet speaker, boasting a powerful 2100W RMS output. Alongside, the 18" speaker offers a robust 1300W RMS, followed by the 15" and 12" variants with 800W and 500W RMS respectively. Crafted with precision, the carbon fiber cones ensure lightweight durability, delivering clear, distortion-free sound across all frequencies. Aerons India Exim will also reveal the **GT Series** by **Audiocenter**, built with the revolutionary BrainCore, Audiocenter's innovative core application technology. The Series delivers well when it comes to touring performances as well, ensuring an immersive audio experience at parties, road shows, seminars, and more. GT series active presently have 4 models, **GT508A**, **GT510A**, **GT512A**, and **GT515A**. Aerons India Exim will also be launching the **TTLA 2103**, a super compact dual 10" 3-way line array speaker. Compact yet mighty, this speaker delivers high SPL with low distortion, thanks to its advanced design featuring 2x 10" high-efficiency neodymium mid-bass units, 1x Coaxial HF with both high and mid coil. Its cabinet, made of multilayer composite plywood with wear-resistant polyurea paint, ensures durability while maintaining a sleek look. Its compact size and lightweight construction make it ideal for a variety of applications – be it theaters, concert halls, lecture halls, and more. The TTLA2103 is the go-to choice for clear, powerful sound reproduction in any venue. The TTLA2103 is built for versatility and ease of use, with a three-point hanging system for fast, stable, and safe installation. Another launch from Aerons India Exim will be the **VIBE15DSP**, a 15" active speaker with DSP. With a powerful 15" LF driver with a 3" voice coil and a 1.75" HF driver, it has a frequency range of 40Hz-18kHz that gives users exceptional clarity and depth. With a max SPL of 131dB and a frequency range of 40Hz-18kHz, the Vibe15 DSP delivers a rich, immersive sound experience. Its 90x60 dispersion ensures even coverage, making it ideal for big parties and get-togethers. The VIBE15DSP boasts Class D amplification circuitry, 500 watts RMS power, and 2000 watts peak power, ensuring robust and reliable performance. With four dynamic modes—Live, DJ, Music, and Speech—this speaker adapts to any environment. The speaker also features Bluetooth 5.0 connectivity, an ABS cabinet for durability, and three handles for easy transport.

Another exhibitor, **Eminent Audio Visual**, is set to unveil **Amate Audio's G7**, a 6.5" 120W Program Power All-Weather Loudspeaker, which is a two-way system within an IP44 rated, EN54-24 certifiable reinforced ABS plastic enclosure. The signature hexagonal mould, unique to Amate Audio, makes the G7 as visually attractive as it is sonically superb. Superior components include the 6.5" high performance carbon-fibre woofer and 1" titanium dome, neodymium tweeter, and the aluminium grille and hardware.

Saffron Audio, a PALM Expo exhibitor, is set to launch the **SF-18X2000**, an 8" Professional Speaker crafted with durability and engineered to withstand the demands of any event, the SF-18K2000, an 18" Professional Speaker, loaded with Kevlar Cone, which not only sounds incredible but also produces unparalleled audio clarity, SF-1860PD & SF-1865PD, 18" Professional Speakers (2000W and 2500W respectively), SF-18DM1500 & SF-18DM2500, 18" Professional Speakers (1500W and 2500W respectively), and AL4202 AL5202 (2U Rack) & AL5600 AL6600 (3U Rack), Professional Power Amplifiers (4200W

5200W & 5600W 6600W respectively).

The Inventory, a distributor of best-in-class pro audio brands in India will be launching **Alto Professional's Truesonic 4 Series** at PALM Expo 2024. The Truesonic 4 (TS4) Series by Alto Professional offers compact, lightweight, and reliably designed two-way loudspeakers with up to 2500W of active power. These versatile speakers deliver powerful, room-filling sound suitable for a wide range of applications. With Bluetooth compatibility, users can wirelessly stream audio or create a cable-free stereo setup by connecting a second loudspeaker.

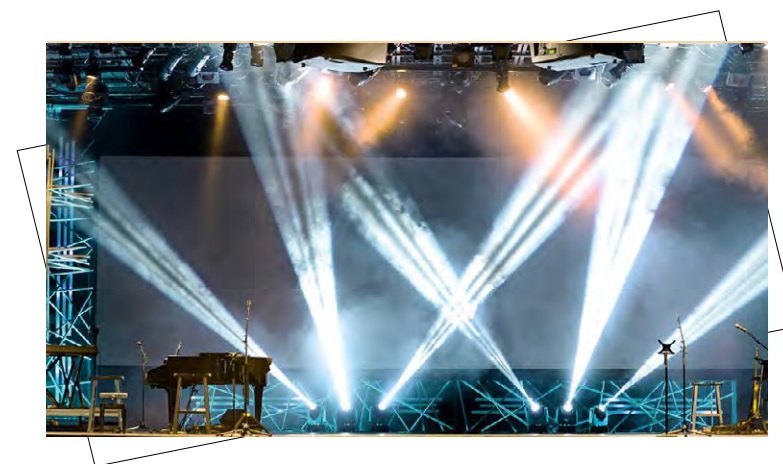
Stage & Studio Monitors

On-stage and studio monitors are quintessential when it comes to good sound systems. A great monitoring system helps the singers on stage hear their own voice with clarity. There are a wide range of stage and studio monitors available in the pro audio segment – passive stage monitors, powered stage monitors, side fill monitors, stand-mounted monitors, studio monitors, and several more. With sonic revolution now at pro audio industry's doorstep, exhibitors at PALM Expo this year, will display a slew of innovations in a classic, trusted, and invaluable sound equipment.



Stage Lighting

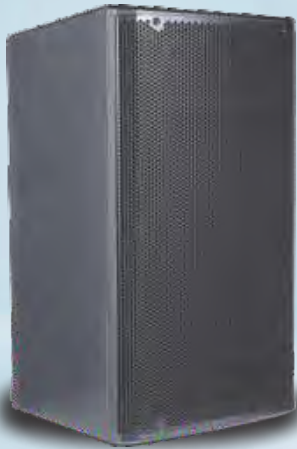
The right kind of stage lighting can transform a dull space into a visually breathtaking ambience. In the pro lighting world, there are various kinds of stage lighting fixtures – ellipsoidal reflector spotlight, followspot spotlight, Fresnel lighting fixtures, PAR can lights, floodlight fixtures, Cyc lights, strip lights, and more. Actual trade users and visitors will get a glimpse of the crème-de-la-crème from the stage lighting landscape at the show this year, with an entire hall dedicated to pro lighting display.



dB Technologies

OPERA

OPERA₁₀



OPERA₁₂



OPERA₁₅



Opera series completely re-created. Exceptional power, a unique acoustic design and advanced DSP features combined in order to deliver a vigorous yet pristine sound, successfully adaptable to both playback and live music applications.

B·HYPE

B·HYPE₈



B·HYPE₁₀



B·HYPE₁₂



B·HYPE₁₅



B-H series aims to provide a professional yet efficient sonic performance to all kind of users, combining an extremely efficient CLASS D amplifier with aggressive sound pressure levels (up to 126,5 dB for the 15" cabinet), while delivering the most accurate sound reproduction.

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Studio and Recording Equipment

In any recording studio, the right equipment can make or the break the music production quality. In this light, it is a must to keep any recording studio upgraded with the latest studio gear. Visit any recording studio, and one is sure to find a host of studio gear, which includes, but is not limited to DAWs, studio microphones, studio monitors, studio subwoofers, studio speakers, microphone stands, MIDI controllers, studio headphones, microphone pop filters, cables and connectors, as well as acoustic panels and studio lights. At the PALM Expo trade show floor, several companies are set to exhibit their best studio gear. **Goyal Plywood**, an exhibitor at the PALM Expo, is all set to launch **GOLEX – V**, a fire-retardant plywood that has been developed to deliver a special treatment of ammoniumphosphate and ammonium sulphate to ensure the health and safety safe case of adverse event of fire. Its low flammability, low rate of burning, and higher time for flame penetration makes it ideal to be installed in recording studios.



Subwoofers

No pro sound system is complete without a subwoofer. Be it in live performances or in a recording studio, subwoofers produce low or narrow frequencies to deliver a higher bass and offer superlative quality sound to the listeners. For different applications, different kinds of subwoofers are used – active subwoofers, passive subwoofers, bandpass subwoofers, horn-loaded subwoofers, enclosed subwoofer, down firing subwoofers, ported subwoofers, two separate chambers, and more. At PALM Expo this year, smart, compact, and integrated subwoofers with advanced enclosure designs will draw visitors' attention. **Aerons India Exim** will be launching the **SUB221**, a dual 21" subwoofer, which despite its compact size of just 900mm, has dual 21" speakers. With 5000W RMS and 10000W Peak power, this subwoofer's 30Hz-200Hz frequency response ensures the audience hears every low-frequency detail,



while the 2x21" Neodymium magnet LF with a 6" voice coil delivers powerful, clear bass. With a sensitivity of 103dB and a maximum SPL of 134dB, the SUB221 delivers impressive clarity and punch. The subwoofer's 4-ohm nominal impedance makes it compatible with a wide range of setups. Constructed with premium-grade birch plywood and finished with a black polyurea paint coating, the SUB221 is built to last. Complete with a steel grille with anti-corrosion coating, the SUB221 is built to withstand the rigors of professional use.

Switchers and Matrixes

Switchers and Matrixes are an essential component of the systems' programming where all the audio-visual information packets are sent as signals through these switches. Therefore, considering the best switches and matrixes is one of the most crucial things to get the best outputs in the audio world. At PALM Expo this year, exhibitors will bring modern, reliable switches, and matrixes to the visitors.



Trusses

What's better than having a good vantage point at a riveting event or concert? Trusses are built to ensure a perfect roofing and staging during an event through comprehension and management of the changing tension of the stage structure. Some types of trusses like aluminium truss, lighting truss, stage truss, truss accessories, roof truss, truss architecture, and more provide immediate, reliable support to the structure of the stage and enables effective sound and lighting deployment. The trussing industry is undergoing a gigantic revolution – and exhibitors at PALM Expo 2024 will offer a glimpse of the changing landscape of trussing in India.



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SUB 218 4000

SHOW FEATURES

At the PALM Expo, the **Demo Qube** feature and the **Live Arena** sponsored by **HARMAN** as well as the **Lighting and Design Showcase** have become very popular with the professional sound system engineers and lighting designers.

Experience audio in action at the Demo Qube

The Qube is 100 sqm square enclosure for full sound playback, for high end sound reinforcement solutions by major brands. HARMAN Live Arena is a live performance stage, exhibiting turnkey sound and lighting solutions by various HARMAN brands.



In the PALM Expo 2023, Demo Qube demonstrates innovative stage and sound solutions from Coda Audio and Pequod



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



BookMyShow Live receives 'Outstanding Music Festival Event Promoter of the Year' award at PALM Sound & Light Awards 2023

Participate in a symposium of intelligentsia at the PALM Conference 2024

PALM 2024 will again boast of a three-day conference of marquee speakers like **Sreejesh Nair**, AVID Dolby Certified Audio Application Specialist; **Donal Whelan**, Chief Engineer at Hafod Mastering; **Bhaskar Pal**, Content Lead – India, ME, Africa at Dolby India and sessions on FOH Engineering, Mixing and Mastering, Music Recording Studio Design, and Gaming Soundtrack Studio Design.



Aditya Modi, Designer and Head Firdaus Studio By A.R. Rahman, elaborating on Studio Recording at PALM Conference 2023

"PALM 2024, in its 22nd year, is at an inflection point for the Indian pro audio, pro sound, and the lighting industry. India, as such, is a powerhouse of talent in engineering. Today, we see major international brands conforming their products to the Indian market. The rate of growth in consumption of professional equipment is such that I predict international brands will manufacture in India, not only for Indian consumption, but equally for global markets as Indian manufacturing has proved itself for quality. Investible resources will not necessarily come from abroad. India will invest equally in the new manufacturing space", shares **Anil Chopra**, Founding Director, PALM Expo.

"PALM Expo 2024 has far more exhibitors this year than ever before. The sqm space has increased by 20%. We are producing an international show of high quality this year. I expect the large crowds attending the show will have a much better experience and benefit greatly in their business from this year's show. We support all our exhibitors in displaying their products in specially designed booths. We will have over 500 brands exhibiting in over 205 booths with innumerable products on display," concurs **Ramesh Chetwani**, Project Director, PALM Expo 2024.

Celebrating the Powerhouse of Talent at PALM Sound & Light Awards 2024

The **PALM Sound & Light Awards** honours individuals and organizations for their unmatched contribution to the events entertainment industry by rendering outstanding services in the field of stage, sound, and light. Over the past years, the awards have generated much expectation from the body of live event organizers, rental companies and industry professionals like sound engineers, set designers, stage production companies and light designers. This year will be no exception.

PALM Expo 2024 promises to offer a technological revelation in the pro sound and lighting industry, providing exhibitors and actual trade users a grand platform to connect, network, and learn.

PALM Expo is set to return from **29 – 31 May, 2025** at BEC, Mumbai, India.

** This information is accurate at the time of going to press*

(To view the full list of exhibitors, turn to page 28)



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- 144 dB max SPL
- 2 x 19" neo woofers, 4" v.c.
- Durable and lightweight cabinet construction, polyurea coating



GTX 10

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- 143 dB max SPL
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- 1 x 4" titanium dome, neo compression driver



GTX 12

- A three-way line array module
- 148 dB max SPL
- 2 x 12" neo woofers, 3.5" v.c.
- 2 x 3" titanium dome, neo compression drivers

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PALM EXHIBITORS LIST 2024

Company Name	Hall No	Stall No.
4 Square Corporation	Hall 1	D77
Aarvi Lights	Hall 3	B37
Aerons India Exim Pvt Ltd	Hall 1	J82
Ahuja Radios	Hall 1	H09
Alphatec Audio Video Pvt Ltd	Hall 1	J21
Amaze Sound Audio Pvt Ltd	Hall 1	I83
Anquetronix Services	Hall 1	G101
Ansata Computer Systems Pvt Ltd	Hall 1	H21
Apexsound Solutions Pvt Ltd	Hall 1	J47
Aplus	Hall 1	A21
Arihant Precision Engineering Pvt Ltd	Hall 1	H101
Atone Pro Audio	Hall 1	A67
Audiotone Professional	Hall 1	A33
Audio Logic	Hall 1 / Hall 3	K77 / C72
Audio Wizard	Hall 1	H41
Audioplus	Hall 1	B31
Aulakh Stage Lighting Truss	Hall 3	C63
AVCS India	Hall 3	C91
Avient Technologies Pvt Ltd	Hall 1	J57
AVIS Visiontech (P) Ltd	Hall 1	M83
Baassfx	Hall 1	D41
BeetekAV Pvt Ltd	Hall 1	G107
Big Deeper Industries LLP	Hall 3	C25
Bombay Electric	Hall 3	D01
Bosch Ltd	Hall 1	I57
Calibre Sound Systems Pvt Ltd	Hall 1	K57
Cambium Retail Pvt Ltd	Hall 1	H95
Candescent Lighting Private Limited	Hall 3	B63
Capital Radio Company	Hall 1	E67
Celto Acoustique LLP	Hall 1	F41
Chemex Organochem Pvt Ltd	Hall 3	C93
Circle Pave Global Solutions LLP	Hall 1	E47
Clarion	Hall 1	G77
Classic Sound	Hall 1	I101
Comcon Technologies Ltd	Hall 1	I67
Dass & Company	Hall 1	H83
Decibel Pro Systems	Hall 1	A15
Delhi Light & Music Center	Hall 1	I47
Dev Electronics	Hall 1	A41 / B48
Dev Lites	Hall 3	B71
Digimore LLP	Hall 1	I77
Disc Boy	Hall 1	G89
Electro Cabletronics	Hall 1	H68
Electrosonic Technologies Pvt Ltd	Hall 1	L73
Elite Electric Prolight Pvt Ltd	Hall 3	A53, B53
Eminent Audio Visual Pvt Ltd	Hall 1	H31
Energy Electronics	Hall 1	E110
Erthpot Electronics Pvt Ltd	Hall 1	H31
Eternal Power	Hall 1	D83
Eurolec Energy	Hall 1	E107
Evershine Electronics	Hall 3	C01/D07
Extreme Adventure Sports	Hall 1	G102
Falcon Cables	Hall 1	A21
Flexipol Foams Pvt Ltd	Hall 1	G96
Fourstar FS Pro	Hall 1	B89
Furtados Music India Pvt Ltd	Hall 1	E77
Furtados Music India Pvt Ltd	Hall 1	G67
Giant Truss	Hall 3	D53
G-Audio India Pvt Ltd	Hall 1	F90
GB Lightgear	Hall 3	B01
Generation AV (India) Pvt Ltd	Hall 1	I41
Girija Sound Solution	Hall 1	I95
Giriraj Sound Services	Hall 1	B101
GM Audio	Hall 1	H47
Goyal Plywood LLP	Hall 1	F108
Greenfield Technologies	Hall 1	B95

Company Name	Hall No	Stall No.
Guangzhou Damei Electronic Technology Co Ltd	Hall 3	B88
Guru Kripa Enterprises	Hall 3	D63
Hafod Mastering	Hall 1	K96
Hari Industries	Hall 1	B107
Harman International India Pvt Ltd	Hall 1	D09
Harness Overseas Pvt Ltd	Hall 1	F47
Hifi Deco India Pvt Ltd	Hall 1	H90
Hi-Tech Audio & Image LLP	Hall 1	F21
Ibra Energy India Pvt Ltd	Hall 3	A01
IKoson- Swastik Stage Effects	Hall 3	C37
Imax Lighting Company	Hall 3	A13
Infinity B Case Craft	Hall 1	K107
Integrated Entertainment Solutions	Hall 1	D21
Inventory Pro-Audio Distributors Pvt Ltd	Hall 1	G95
Jain Electronics	Hall 1	L79
Jaisons Electronics	Hall 1	C57
JML Audio	Hall 1	A89
JD Mercantile Pvt Ltd	Hall 3	D25
JP SFX Mart	Hall 3	C86
Kadence	Hall 3	A45 / B45 / C45
KNK Stage Lights Pvt Ltd	Hall 3	E85/E79/ E73
Krishna Electronics	Hall 1	A77
Krishna LED Lighting Semiconductors	Hall 3	E63
Krystal Cables India Pvt Ltd	Hall 1	F57
Kunzar	Hall 1	E67
Lab Audio	Hall 1	D47
LBT Electronics Pvt Ltd	Hall 1	B21
Levonix Lighting Solution	Hall 3	E71
Liftket India Pvt Ltd	Hall 1	F89
Lisburn Audio	Hall 1	A95
Lotus Sound System	Hall 1	G83
Madhur Radio - Sharp Audio	Hall 1	D57
Mahavir Enterprises	Hall 1	F101
Manya Impex	Hall 3	A63,C71
Max Effect Professional Sound Systems and Light	Hall 1	D107
Mega India	Hall 1	B57
Metro Paper	Hall 1	B83
M-Global India LLP - PROEL	Hall 1	H57
Micromap Electronic Systems Pvt Ltd	Hall 1	C83
Mishti Overseas	Hall 1	H89
Modern Stage Services Pvt Ltd	Hall 1	J31
Money lite	Hall 3	B79
Music Distribution Company	Hall 1	N67
Musicitone	Hall 1	J77
MX-MDR Technologies Ltd	Hall 1	CO1
Narain Audio And Lighting LLP	Hall 1	B09
Nasa Power Company	Hall 1	C95
N-Labs	Hall 1	D31
Nippon Enterprises South	Hall 1	J89
Numark Audio	Hall 1	E90
Numen Electric Company	Hall 1	E102
Octune Electronics LLP - Sweton	Hall 1	B67
Osram Lighting Pvt Ltd	Hall 3	D29
Paras Audio	Hall 1	G57
Pawan Electronics	Hall 1	I107
Pawan Gramophone And Loudspeaker Agency	Hall 1	F67
Pink Noise Professionals Pvt Ltd	Hall 1	H31
Pinto Electronics	Hall 1	B47
PLS Instrument Pvt Ltd	Hall 1	I47
Poonam Electronics	Hall 1	A81
Prabhat Sound Systems	Hall 1	I68
Premier Industrial Importers	Hall 1	G31

Company Name	Hall No	Stall No.
Prime Impex	Hall 1	J67
Pro Kab Technologies	Hall 1	E83
Pro Tech Audio	Hall 1	B41
Proline	Hall 1	D48
Pulz	Hall 1	L83
R J V Sound	Hall 1	D101
Radha Krishna Electronics	Hall 1	G108
Rainbow Light Electronics	Hall 3	B86
Rajdeep Electronics	Hall 1	E89
Ramesh Electricals	Hall 3	C92
Real Audio / Nutron+	Hall 1	K83
Reverie Constructions & Solar Solutions Pvt Ltd	Hall 3	C53
Rhythm Arts	Hall 1	K89
Robin Power System	Hall 1	F107
Roccer Impex	Hall 3	A71
Rontek Systems	Hall 1	E101
Roxvel Power System Pvt Ltd	Hall 1	C107
Royal Caribbean International	Hall 1	K101
S R Enterprises	Hall 3	C80
Saffron Audio	Hall 1	A101
Saif Lighting World	Hall 3	A37
Sennheiser	Hall 1	F31
Shah Audio Infotech Pvt Ltd	Hall 1	G41
Sharp Pro Audio	Hall 1	F83
Shiv Industries	Hall 3	E45
Shiva Systems - S-Pro	Hall 3	A25 / B25
Shree Audio And Lighting Solutions	Hall 1	L57
Shree Pithad Trading Company	Hall 1	B110
Shree Tulsi Events	Hall 3	E53
Shree Venture	Hall 1	C89
Shri Mahaveer Enterprises	Hall 3	D37
SK Pyro Special Effects	Hall 3	C13
SKE Audiotech	Hall 1	F77
Smart Traders	Hall 3	B85
Sonic Evolution LLP	Hall 1	G47
Sonodyne Technologies Pvt Ltd	Hall 1	H67
Sonotone Audio LLP	Hall 1	A05
Sound Glitz	Hall 1	A57
Sound Ideaz	Hall 1	K95
Sound Land	Hall 1	N57
Sound Master	Hall 1	J110
Sound Waves Enterprises	Hall 3	C46
Sound Waves Enterprises	Hall 1	D108
Soundworks	Hall 1	D89
Spark Fabrica India	Hall 3	A79
Stagemix Technologies LLP	Hall 1	A01 / B21
Standard Radio Service	Hall 1	E95
Stan Lighting	Hall 3	D13
Star Dimensions India Pvt Ltd	Hall 3	D91
Star Electronic	Hall 3	D85
Stead Electronics India Pvt Ltd	Hall 1	G111
Stonewater	Hall 1	L67
Sujata 9 Electronics	Hall 1	D111
Sun Infonet	Hall 1	J09
Sunil Electric Company	Hall 1	G110
SV Case Craft	Hall 1	F95
SV Trade Impex	Hall 1	F96
Swapna Sound	Hall 1	K110
System & Systems	Hall 1	G90
T AudioStar Sound Systems	Hall 1	D67
TBA Trussings	Hall 3	D79
Telespace Networks	Hall 1	D110
The Planning Mania	Hall 3	C75
Theta Audio	Hall 1	L77
Times Fibrefill Pvt Ltd	Hall 1	L61
Universal Tech Truss	Hall 3	D45
Vaishnavi Enterprise	Hall 3	C79
Vardhman Megatech Pvt Ltd	Hall 1	F09
Varun Expert Sales	Hall 1	M67
VHM Case Craft	Hall 1	I89

Company Name	Hall No	Stall No.
Vibrations	Hall 1	B77
Victory Devices Pvt Ltd - Araldo Audio	Hall 1	F102
Vincy Impex	Hall 3	B13
Vision Sky Event Store	Hall 3	C65
Visionhire Entertainments Pvt Ltd	Hall 1	H77
Wave Audio Professional	Hall 1	C101
Welltone System	Hall 1	D95
Wins Electronics	Hall 1	A81
World Tone	Hall 1	J107
Xtreme Acoustics	Hall 1	H110 / H107 / I110
Yash Enterprises	Hall 1	F111
Yashwi Audio	Hall 1	E108
Yugal Audio India	Hall 1	H102
Zypher Power Labs Pvt Ltd	Hall 1	E57

AV-ICN EXHIBITORS LIST 2024

Company Name	Hall No	Stall No.
Absen-Sepl Visual Solutions	Hall 2	F18
Acton Pixel	Hall 2	F17
AET LED Displays India	Hall 2	C41
Apna LED	Hall 2	B73/B71
Atenti LED Display India Pvt Ltd	Hall 2	D17
Audio Logic	Hall 2	C63
AV Master Technology Co	Hall 2	C64
Canara Lighting Industries Pvt Ltd	Hall 2	B27
DI Impex	Hall 2	B33
Elite Screens	Hall 2	A71
Enbon LED- Transwag 24	Hall 2	C27
Epson India Pvt Ltd	Hall 2	A01
G H Starled Display	Hall 2	C18
Global Communication.Com	Hall 2	F01
Hawaii Sign & LLP	Hall 2	B09
Infonics Technologies	Hall 2	C17
Jona LED	Hall 2	C32
Kramer - DC Infotech And Communication Ltd	Hall 2	E01
Leksa Lighting Technologies Pvt Ltd	Hall 2	D41
Lumina Display Systems Pvt Ltd	Hall 2	B17
Mindstec Distribution Pvt Ltd	Hall 2	B51
Maven Enterprises	Hall 2	B18
Newtech Video Systems Pvt Ltd	Hall 2	D33
Nikita Distributors - Godox	Hall 2	C51
Nteck Systems	Hall 2	B34
Optoma	Hall 2	C09
Peoplelink Unified Communication Pvt Ltd	Hall 2	A41
Pixel LED Pvt Ltd	Hall 2	A17
Rzone Pixel	Hall 2	E18
Sunrise LED Tech	Hall 2	A33
Tentech LED Display Pvt Ltd	Hall 2	A27
ViewSonic International Corporation	Hall 2	B41
Vishwanjali Technology Pvt Ltd	Hall 2	B68
Xtreme Media	Hall 2	C01
Yestech LED	Hall 2	D33
Zuper LED Media Pvt Ltd	Hall 2	E17

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PINK NOISE PROFESSIONALS ELEVATES SOUND EXPERIENCE IN RANCHI & HYDERABAD

Pink Noise Professionals equip Ranchi's Surendranath Centenary School with cutting-edge Sound System

Surendranath Centenary School in Ranchi, Jharkhand, is a renowned institution committed to providing education. To enhance the auditory experience within their auditorium, **Pink Noise Professionals**, one of the leading providers of professional audio solutions, undertook a transformative project.

Pink Noise Professionals installed a comprehensive sound system featuring **Work Pro** products to meet the school's requirements for superior audio quality. The installation included ten units of **Entar12 speakers** and four units of **Zenith 1700 amplifiers**, meticulously placed to optimize sound distribution throughout the auditorium.

The project presented various challenges, including accom-

modating the diverse needs of the school's events, ensuring seamless integration with existing infrastructure, and maintaining aesthetic appeal within the auditorium space. Through careful planning and expert execution, Pink Noise Professionals overcame these challenges. The **Entar12 speakers** provided exceptional clarity and coverage, while the **Zenith 1700 amplifiers** delivered powerful, distortion-free sound reproduction. The system's versatility allowed for effortless adaptation to different types of events, from lectures to musical performances.

The installation of **Work Pro** products significantly elevated the auditory experience at Surendranath Centenary School. Students, faculty, and guests can now enjoy immersive sound quality that enhances the impact of presentations and perfor-



Pink Noise Professionals install an ideal sound system at Surendranath Centenary School in Ranchi, which includes Work Pro's Entar12 speakers and Zenith 1700 amplifiers

mances alike. The system's reliability and user-friendly interface have garnered praise from all stakeholders.

The collaboration between Pink Noise Professionals and Surendranath Centenary School exemplifies the transformative power of innovative

audio solutions in educational settings. By investing in the state-of-the-art technology, the school has enriched the learning environment and elevated the overall experience for its community.

Pink Noise Professionals create a mesmerizing Light & Sound Show at Hussain Sagar Lake

Hussain Sagar Lake, one of the prominent landmarks in Hyderabad, embarked on a revitalization project aimed at enriching visitor experiences and redefining leisure

activities in the area. Central to this transformation was the integration of a professional sound setup for its captivating musical fountain. The challenge was to enhance the allure of Hussain Sagar Lake, making it a

premier destination for both tourists and locals. The project sought to create a harmonious blend of sight and sound, elevating the overall ambience and offering visitors a truly immersive experience.

The Installation:

Pink Noise Professionals, in partnership with **Aura Bright Lights Pvt Ltd**, successfully implemented a project guided by **Shri Narendra Naidu**, Chairman of Rhino Engineers Pvt. Ltd. who provided expert consultation and design. Pink Noise led the integration of premium sound equipment such as the **EAW MKD Series, MKC Series, EAW Subwoofer**, and **UXA Amplifiers**. With careful planning and execution, the company harmonized the sound setup with the captivating visual display of the musical fountain, crafting a mesmerizing multisensory experience for our audiences.

The Outcome:

The revitalization project proved to be a resounding success with the integration of the professional sound setup, playing a pivotal role in enhancing visitor experiences. The harmonious

The Inventory:

- EAW UXA4410 Amplifier - 2 Units
- EAW MKD 1096-WP Black - 6 Units
- EAW MKC80 Black - 16 units
- EAW UXA4403 Amplifier - 2 units
- EAW SB828P- WP Black - 2 units
- Dolby Digital Cinema processor - 1 unit

blend of sight and sound not only attracted tourists from far and wide but also garnered widespread appreciation from the local community. Hussain Sagar Lake now serves as a benchmark for future urban development endeavours, showcasing the transformative power of innovative sound solutions.

Conclusion:

The revitalization of Hussain Sagar Lake stands as a testament to the impact of integrating professional sound setups in public spaces. By redefining leisure activities and enhancing visitor experiences, the project has not only revitalized a landmark but also set a new standard for urban development initiatives.



Hussain Sagar Lake in Hyderabad attracts visitors with a resounding impact, as Pink Noise Professionals deploy state-of-the-art sound system with EAW MKD Series, MKC Series, EAW Subwoofer, and UXA Amplifiers

INDIAN CAFES & RESTAURANTS ACE ACOUSTIC AMBIENCE WITH VMT

Café 24 Offers Acoustic Immersion With Martin Audio & British Acoustics

Nestled amidst the scenic beauty of Lonavala, Maharashtra, **Café 24 Della** beckons with its enticing fusion cuisine and artisanal cocktails. Whether it's unwinding with friends or enjoying a romantic dinner, their eclectic menu and handcrafted drinks promise to elevate the dining experience. Café 24 by Della sought to elevate its audio experience to new heights, meeting both venue requirements and client demands.

VMT meticulously selected equipment tailored to specific needs. **Martin Audio's Blackline X12B speakers** delivered unparalleled clarity and coverage, while **British Acoustics' 2XM and delta drive 48X amplifiers**



Café 24's comprehensive sound system, comprising of Martin Audio's Blackline X12B speakers, British Acoustics' 2XM and Delta Drive 48X amplifiers, and OSL's IM 504 signal management system, elevates the experience for the visitors

provided the necessary power and compatibility. Integration of the

OSL IM 504 signal management system further streamlined opera-

tions, ensuring a seamless audio experience.

Bengaluru's Eight Oozes Sonic Superiority With British Acoustics

Eight, an Asian restaurant located in Bengaluru, Karnataka, has undertaken a pioneering endeavour to redefine dining by seamlessly integrating immersive auditory sensations with its Asian cuisine.

The Sound System At Eight:

The installation team meticulously curated a selection of cutting-edge audio components to create a symphony of senses that harmonizes with its culinary offerings.

The **PW 615**, celebrated for its

(Continued on page 32)



The comprehensive sound system at Eight, Bengaluru consists of the PW 615, Alpha Source 412-64, twin subwoofers Alpha Sub 428 S and Alpha Sub 418 S, LiveMix 8.2FX, 2X, and 2XXL amplifiers from British Acoustics

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BETA THREE BREATHES LIFE INTO NEO CLUB, JAIPUR WITH A COMPREHENSIVE SOUND SYSTEM

NEO - Club|Cafe|Tapas in Jaipur is an exciting addition to the city, offering a sophisticated and entertaining experience for its patrons. The stunning interior and vibrant atmosphere suggest a visually appealing and lively setting, creating an environment for memorable nights out. To offer an acoustically-superlative sensory experience to its visitors, NEO sought to upgrade its sound system. Beta3 India delivered an exceptional sound system at NEO with Beta3 professional waterproof line array speakers, subwoofers, surround speakers and much more. Beta3 India delivered clear and immersive high-quality sound, and enhancing the overall clubbing experience.

The Sound System at NEO:

The sound system at NEO Club includes **PL308F - dual 8"** full-frequency waterproof speakers. All components of PL308F are designed following the IP55 international waterproof rating standard, and the cabinet structure is specifically designed with diversion and anti-splashing installation. With the mellow tunes in the indoor lounge area, patrons at Neo Club and bar can now enjoy a consistently soothing audio experience with Beta3's **X12i** and **X10i** premium wood speakers. Xi Series is the latest technology to optimize

phase response, and it provides an incredibly high-power output with low distortion and a flat frequency response in various applications demanding extraordinary acoustic performance.

Filling the cabana side of the Club with crystal-clear sound, the integrator installed **N10F - 10"** Two Way Full Range waterproof speakers. The N Series waterproof speakers are specially designed with the latest technology to optimize phase response. For great punch and bass effect, the speakers are complimented by **TW118B subs - Single 18" Subwoofer**, deployed indoor and **EJ218 - Dual 18" Subwoofer**, deployed outdoors. For the DJ monitor, the integrator deployed a **VX12a - 12" Two Way Full-Range Active Speakers**. The system is powered by Beta3 **DT Series - D Class Amplifiers**, which are professional touring amplifiers, designed with the ultimate goal of achieving unmatched performance and outstanding reliability. It comprises of temperature control, functional limiter designed for low distortion, and complemented by precise detection and protection control. The **Σ C2600U** was also installed as the digital speaker management processor.

The Impact

In the competitive landscape of nightlife establishments, standing out requires a combination of innovation, quality, and attention to detail. The installation of Beta3 India's professional sound solutions at the NEO Club exemplifies this commitment to excellence. By har-



NEO Club in Jaipur raises the bar for acoustic excellence with Beta Three's sound system consisting of PL308F, X12i, X10i, N10F, TW118B subs, EJ218, VX12a, DT Series, and ΣC2600U

nessing the power of cutting-edge audio technology, NEO Club has not only raised the bar for sound quality but also cemented its position as a



trendsetter in the industry. As patrons immerse themselves in the pulsating rhythms and vibrant beats, one thing becomes abundantly clear: at NEO Club, the party never stops, and the music never fails to captivate.

BENGALURU'S EIGHT OZZES SONIC SUPERIORITY... (Continued from page 31)

pristine audio reproduction capabilities, enriches Eight's dining ambience alongside the **Alpha Source 412-64**, which ensures focused sound projection throughout the establishment. Twin subwoofers, the **Alpha Sub 428 S** and **Alpha Sub 418 S**, were strategically deployed to address archi-

tectural limitations and deliver deep, resonant bass, creating an immersive dining environment. Furthermore, the **LiveMix 8.2FX** provides intuitive control over audio signals, seamlessly integrating background music to enhance the overall dining experience.

Augmenting these speakers are the

meticulously engineered amplification solutions from British Acoustics, including the 2XL and 2XXL amplifiers are designed for installation applications.

In conclusion, VMT's careful selection and integration of top-tier equipment have transformed Café

24 by Della and Eight into premier culinary destinations, exceeding expectations and setting new standards in the industry.

Prashant Issar, a spokesperson from Eight, commented, "This collaboration not only exceeds our expectations at Eight but also underscores our confidence in VMT for future audio endeavors across our establishments."

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HARMAN PROFESSIONAL SOLUTIONS OPENS EXPERIENCE CENTER IN BANGALORE, INDIA

HARMAN Professional Solutions, one of the global leaders in audio, lighting, video and control systems announced the grand opening of the HARMAN Experience Center in Bangalore. **Amar Subash**, Vice President and General Manager of HARMAN Professional Solutions for India and APAC, was joined by **Michael Mauser**, HARMAN President and Chief Executive Officer, **Dave Rogers**, HARMAN President of Lifestyle, and other HARMAN leaders for the opening ceremony in March.

The new facility expands the growing global network of HARMAN Professional Solutions Experience Centers, with HARMAN-owned and operated locations in Los Angeles, London, Singapore, and China. The Bangalore Experience Center is located at the HARMAN Professional Solutions India headquarters.

Designed to showcase how HARMAN solutions uniquely address customer needs across a variety of entertainment and enterprise market applications, the 1890-square-foot, multi-functional facility demonstrates the integration of brands including **JBL Professional**, **AKG**, **AMX**, **BSS Audio**, **Crown**, **dbx**, **Martin**, and **Soundcraft**.

"The opening of the Bangalore Experience Center represents a continued in-



New multi-functional facility in Bangalore expands HARMAN Professional's global network of Experience Centers and will showcase the latest cutting-edge audio, lighting, and video and control offerings

vestment in India as this will enable us to expand HARMAN's product awareness across a number of critical emerging verticals in the region," said Amar Subash, Vice President and General Manager, India and APAC, HARMAN Professional Solutions. "This facility will offer our customers and partners the opportunity to experience the latest HARMAN innovations in person, and will provide our team with the valuable resources they need to pursue new opportunities with more speed and efficiency."

The Bangalore Experience Center features a robust range of offerings from the HARMAN Professional portfolio, including Performance Audio, Portable PA, Architectural and Stage Lighting, Commercial Loudspeakers, Sound & Recording, Headphones, Amplification, Digital Signal Processing, Portable PA, Performance Audio, Commercial Loudspeakers, Networked AV, Video Switching & Transport, and Sound and Recording.

The Bangalore Experience Center is open by appointment to HARMAN and Samsung customers, employees, distributors, sales representatives, dealers, artists and other industry professionals for meetings, performances, productions, hospitality events, and more.

DIRECTOUT TECHNOLOGIES AND SONIC EVOLUTION ANNOUNCE PARTNERSHIP FOR THE INDIAN MARKET

DirectOut, one of the leading German manufacturers of innovative audio and networking technologies, announced that **Sonic Evolution** will be its new official distributor for the Indian market.

DirectOut Technologies is known for its high-quality products and innovation in the audio industry, offering a comprehensive range of solutions for professionals. This partnership with Sonic Evolution will enable DirectOut to further strengthen its commitment to quality and innovation and drive the development of digital audio networks in India.

Sonic Evolution's commitment to quality and customer satisfaction is reflected in their strong presence in the Indian market. With their simple ideology to bring a positive change in the

audio industry, Sonic Evolution is an ideal fit with DirectOut's mission to bring quality audio technologies to a wide audience.

"We are very excited about the partnership with Sonic Evolution," says **Luca Giaroli**, Chief Solution Officer at DirectOut. "This collaboration will allow us to expand our reach in India and bring professional audio solutions to an even wider audience. We are confident that Sonic Evolution, with their passion for audio and commitment, will be a valuable partner."

"We, at Sonic Evolution, are excited about the opportunity to serve as the official distributor of DirectOut Technologies in India," said **Dr. Rajesh Khade**, CEO of Sonic Evolution. "Our team shares DirectOut's passion for world-class audio technology and we look forward to bringing these solutions to a wider market in India. This partner-



Dr. Rajesh Khade, CEO, Sonic Evolution with Luca Giaroli, Chief Solution Officer, DirectOut

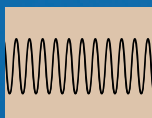
ship will allow us to further strengthen our position in the professional audio

technology space and provide our customers with world-class service."

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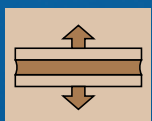
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HK AUDIO APPOINTS TRIMAC LLP AS OFFICIAL INDIAN DISTRIBUTOR

India's pro audio community can now access **HK Audio's** high quality products through **Trimac Products Private Limited**, one of the renowned distribution companies in India, as HK Audio appoints Trimac Products as its distributor for India.

Pankaj Kumar, Trimac's Chief Operating Officer, says, "We are excited to be in partnership with HK Audio and wish to work in various facets to nurture brand potential at best. HK Audio's

range of products complement the products we already distribute and are a valuable addition to our roster. Alongside a sizable dealer network, Trimac has a strong reputation for customer service and support and prides itself of providing efficient and reliable customer experience. At Trimac, we look forward to a great association and remarkable success ahead."

HK Audio's international sales manager, **David Leonhard** shares, "There is a lot of potential for growth in the Indian market for the live sound and



L-R: Pankaj Kumar, COO, Trimac Products Private Limited; David Leonhard, International Sales Manager, HK Audio; Ravi Ranjan Agarwal, CEO, Trimac Products Private Limited

fixed installation segments. With the latest product additions in each HK Audio product category, we are well equipped for various applications. Trimac has a mutual understanding of the importance to constantly educate and train clients and users to sell, service, and operate our products the right way, aligning with HK Audio's objectives."

EEMA ANNOUNCES MAIDEN EDITION OF CONGRESS OF REGIONAL EVENT ASSOCIATIONS

EEMA announced the maiden edition of **COREA (Congress of Regional Event Associations)**, held on April 23 & 24, 2023 at the Leela Ambience Convention Hotel, Delhi.

COREA is a movement to bring together regional event associations in the country. It is an initiative to get the entire eco-system of the events



industry together at the national level. Today, there are more than 40 regional associations in the country



with multiple event companies under them. By bringing these associations together, it will not only create a new universe, which is comprehensive but

also will unite people for a common & greater cause for the industry in terms of policy, government interaction & industry size evaluation.

This congress will help in defining both regional and national agendas that will occupy priority in pursuing deliberations with the Government of India at large.

MEYER SOUND ELEVATES EDUCATION PROGRAM WITH FUTURE-FOCUSED INITIATIVES

Meyer Sound launched an expanded education program in 2024, coinciding with the celebration of its 45th anniversary. Founded on February 13, 1979, Meyer Sound has consistently pushed the boundaries of audio technology. This milestone year signifies a renewed commitment to shaping the industry's future through global trainings, strategic partnerships, and initiatives that promote diversity, access, and inclusion in the field.

"As the pace of audio technology accelerates, Meyer Sound is strengthening its commitment to education programs, which we see as investing in the future of the industry," says **Robyn Bykofsky**, Meyer Sound's Training & Education Manager. "Our training programs are aimed at all experience levels, with science-backed in-person and virtual course content that fits the way people learn today."

The 2024 program builds on the

success of the company's revamped 2023 initiatives, which engaged more than 1,800 students through 50 in-person trainings around the world and through coursework in the new Meyer Sound Learning online platform.

This year, Meyer Sound is extending in-person education across the U.S. and beyond, with trainings in Berkeley, CA; Irvine, CA; Portland, OR; Las Vegas, NV; and international events in Mexico City; Hamburg, Germany; and Derby, UK. Building on the success of 2023's pilot program, the Meyer Sound Learning platform continues to expand its offerings, including supplemental online training materials, on-demand e-learning content, and virtual instructor-led sessions.

The company's commitment to fostering diversity and inclusion spotlights initiatives led by and aimed at supporting women and gender-expansive people in audio.

Highlights include November 2023's Meyer Sound Fundamentals Workshop, taught by Technical Services Specialist, **Sana Romanos** and supported



Meyer Sound launched an expanded education program to mark the brand's 45th anniversary, aiming to be more inclusive for all live sound industry professionals

by Associate Technical Instructor, **Costandina Daros**. The event, held at Meyer Sound's Berkeley headquarters, provided a deep dive into the physics of sound and Meyer Sound principles, toolsets, and Compass and MAPP 3D software.

This spring, Meyer Sound will launch a scholarship program for women and gender-expansive people in the live sound industry. Accepted applicants receive a 100% tuition discount on Meyer Sound's public in-person trainings, with dedicated spaces in each training.

"Not only do we offer industry-leading learning resources, we strive to foster equitable access to those resources," Bykofsky explains. "We place a strong emphasis on representation, reaching out to women and gender-expansive individuals. By doing so, we're not just shaping the future of sound, but building a future where everyone's voice is heard and valued."



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Indian Recording Arts Academy (IRAA) 2023 Creates History

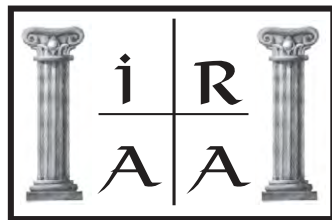
Dazzles like never before in the first-ever red-carpet awards ceremony, powered by Genelec

The **Indian Recording Arts Academy (IRAA) Awards** is a watershed event in the history of sound engineering in India. The one-and-only set of awards in the country to recognize and applaud the talent stored within the sound recording industry, IRAA Awards beckons sound engineers and music producers from all corners of the nation under one roof and celebrate them in the finest way possible. **IRAA Awards 2023**, held on 9th March, 2024 at The Emperor Hall, NSCI left no stone unturned either. The show, powered and supported by **Genelec**, presented awards across 79 categories, and was abuzz with recipients and industry peers – all smiles throughout the evening. The article covers a detailed review of the successful ceremony.



Since its inception 17 years ago, the **Indian Recording Arts Academy (IRAA) Awards** have been synonymous with pride and prestige of sound engineers and music producers who imbue sound and music with method and melody. It is by no means an easy feat – and IRAA recognizes and celebrates the technical genius that work behind the scenes to make an impact with sound in all forms and functions.

So, in its 16th edition, IRAA 2023, organized by **Hyve India**, a part of Hyve Group, a leading organizer of exhibitions and events across the world and



KJ Singh, Honorary Vice Chairman, IRAA Awards, Anil Chopra, Founder & Chairperson, IRAA Awards, and David Dhawan, Film Director & Chief Guest at IRAA Awards present Nakul Kamte, Film Sound Designer with the Lifetime Achievement Award

India, set out once again to deliver a nod to the rising talent blossoming in the Indian sound recording landscape, making sound dance to their own tunes in an unapologetic, brilliant manner. Mirroring this, IRAA 2023 was in itself a grand, unapologetically glamorous and stupendous award show, a stand-alone, red-carpet event supported generously from ideation through fruition by Genelec, one of the world's leading pro audio brands.

The venue, NSCI in Mumbai, was adorned in a shimmering combination of black and gold, with sparkling glasses on every table for an evening of wine and dine. But this grandeur was just the beginning.

As the first process-driven show in India, IRAA aims to shine the spotlight on exceptional sound engineers and music producers, with valid jury assessments. With Honorary Vice-Chairman of IRAA – **KJ Singh** who has led the expansive 14-member IRAA Jury team, sound engineering and music industry stalwarts such as **Anindo Bose, Avinash Oak, DJ Phukan, PA Deepak, Goutam Basu, Nikkhil Beri, Reena Gilbert, S. Sivakumar, Sai Shravanam, Sita Raina, Sunny Subramanian, Vijay Rathinam, and Vijay Thomas Kurien**, ensured that all entries received are reviewed and judged fairly, diligently working behind to scenes to select the deserving winners.

This year, IRAA received more than 1200 nominations across 79 categories, ranging from sound recording, mixing, and mastering to music production and postproduction across a slew of categories- from *Film, Web Series*, and *OTT* to *Documentary, Podcast, Advertisement and Independent Music*. To top it all, IRAA also recognized 'Song of the Year', 'Studio of the Year', and 'Lifetime Achievement Award', presented by well-known Bollywood Director and Chief Guest of the evening, **Shri David Dhavan**.

Shri David Dhavan started his address to the audience by noting that sound has been a part of him since Day 1 of his career, "I started with editing and

then became a director. I know so many people from the audience today, I am sure we've met each other somewhere in the past." David continues, sharing how proud he is for **Anil Chopra**, the man behind IRAA, "I know him since the last 40 years, and he's doing great work in the field of sound."

[See a full list of the awards on page 43]

IRAA Lifetime Achievement Award

Every year, IRAA recognizes a stalwart whose contribution to the field of Indian recording arts have been phenomenal, extraordinary, and exceptional. This year, the **IRAA Lifetime Achievement Award** was presented to **Nakul Kamte**, a prolific *Film Sound Designer, Production Mixer, Supervising Sound Editor, and Freelance Senior Audio Engineer*, with more than two decades of experience in sound mixing and engineering for well-known Bollywood movies such as *Lagaan, Rang De Basanti, Bhaag Milkha Bhaag, Gully Boy, Yeh Jawaani Hai Deewani, Om Shaanti Om, Dil Chahta Hai, Lakshya, Delhi 6, Finding Fanny, Krishh*, and *Rock On 2*, among many others.

Nakul Kamte has been a proprietor of Hearing Binaural and recently, he also served as the Specialist Sound Technology at Netflix, before moving onto more exciting roles since last November. He also featured in an insightful interview with author **Edgar Iacolenna** in his book, '*Production Sound Mixer: notes & thoughts*'.

Nakul Kamte is a recipient of many prestigious awards – **National Film Award for Best Audiography (Lagaan)** in 2001, **National Film Award for Best Audiography (Rang De Basanti)** in 2005, **IIFA Award for Best Sound Recording (Rang De Basanti)** in 2007, **Filmfare Award for Best Sound Design (Don 2)** in 2012, **IIFA Award for Best Sound Design (Bhaag Milkha Bhaag)** and **Star Guild Award for Best Sound Design (Bhaag Milkha Bhaag)** in 2014. He has also

provided on-location sound for **Leonardo di Caprio's** documentary '*Before the Flood*'.

The award was presented to Nakul Kamte by **Shantanu Hudlikar**, a close friend of Mr. Kamte.

Shantanu Hudlikar, in his speech, recalled, "We go way back before sound, and you don't really want me to start telling the stories! The reason why I am here is because of Nakul Kamte. My first job ever was because of Nakul. Whatever I have learnt about life, it is from Nakul. He's been my brother, my father, and most importantly, he's been a great friend. He spawned a generation of sound engineers."

Nakul Kamte, in his address to the audience, shared, "I do hope that the Lifetime Achievement Award doesn't mean that I am supposed to retire from work, because for me, this is just the beginning. But thank you, Anil, who has been fantastic in his vision and his achievement."

IRAA Song of the Year 2023

This year, the '**IRAA Song of the Year**' was conferred to a song that has received multiple prestigious awards, including the **Filmfare Awards** and **IIFA Awards**. The song peaked at #1 on Billboard India, and UK Asian charts, topped real-time charts on Apple Music and Spotify in India as well as Pakistan, amassed more than 500 million views on Youtube and became the first Indian track to cross 400 million streams on Spotify.

The song was *Kesariya*, from the movie *Brahmastra*. The winning team of the evening included reputed music composer **Pritam**, lyricist **Amitabh Bhattacharya**, singer **Arijit Singh**, music arrangement and production by **Himanshu Parikh** and DJ **Phukan**, mix & mastering engineer **Shadab Rayeen**,

recording engineer for **Arijit Singh Sukanto Singha**, sound engineers **Ashwin Kulkarni**, **Aniruddh Anantha**, **Pranav Gupta**, **Harjot Kaur**, **Aaroh Velankar**, and **Himanshu Shirlekar**, and music label *Sony Music*.

IRAA Studio of the Year 2023

Studios are the backbone of the Indian recording industry. India has witnessed some of the most iconic yesteryear songs being churned out from some of the very iconic studios such as *Rajkamal Studios*, *Mehboob Studios*, *Bombay Sound Services*, *Film Centre*, *Famous Studios*, *Western Outdoor*. With the **IRAA Studio of the Year Award 2023**, IRAA acknowledges the pioneering presence of recording studios and the role they play in the creation of superlative soundtracks.

The prestigious 'IRAA Studio of the Year' Award was bestowed upon **Audio-kraft Studios**, led by **Gagan Baderiya** and **Aniket Mohanty**. Started more than a decade ago, Audiokraft stands as one of the most premier audio recording and music production studios in Bangalore with a range of iconic studio equipment and state-of-the-art facilities for musicians and artists.

Keynote by Anil Chopra: A Vision In Action

Anil Chopra, IRAA's Founder & Chairman, took the stage to deliver a keynote address for IRAA 2023. His address wasn't a static speech. Filled with dynamism, dreams, and desires to make IRAA synonymous with the best awards show that recognizes sound engineering as an art, Anil Chopra's speech is a call to action for the Indian recording industry to take stock of the hidden talent that it houses.



Anil Chopra, IRAA's Founder & Chairman - Keynote address

Today, a lot of you who are present here have been saying that today we have realized our dream. I think the greatest satisfaction I have is the presence of all leading, creative sound engineers here tonight. It's a moment of great realization for all of us that all the sound engineers here. The presence of the sound engineers here today has in fact, been reflective of the core concept of IRAA, to give dignity and respect to the sound engineers at this gathering. It has been a 17-year journey, and over the last 17 years, whatever maybe the circumstance, we have overcome it all with determination and given the awards for sound engineering all these years, and I think, over the last 17 years, we must have recognized and given more than 1000 awards.

This year, we are giving 134 awards over 79 categories. Over the last 17 years, I think a rough guesstimate means that we have indeed taken the trouble to recognize 1000 sound engineers for their work.

This is just the beginning. This is a small journey of 17 years, and the fact that all you sound engineers are present here, in this hall to respect IRAA, to

respect yourselves, and to receive the awards – I would like to say that, in India, in our entire film industry, this is the only establishment award by the sound engineers, for the sound engineers.

There has been no instance, across the entire film industry, with 100s of associations and federations, where there was a vision, the mission, and the determination to create an awards show which is respectful. But, this award is respectful, and your presence makes me feel that our journey is destined to go to bigger heights in the near future. We need to strengthen IRAA. We need to understand that our sense of commitment, our sense of community, our sense of self-respect for the sound engineering community means that we can strengthen IRAA tremendously in the coming years. Can anyone guess, how many sound engineers are there in this country? For all the content that is being created, for all the sound engineers in this country, imagine how great and how big IRAA can become! So, my keynote is that, starting tomorrow, we are going to try, with the goal to start the membership of IRAA.

This year, we received 1200 paid nominations. I believe that we can have quantum fold increase in the nominations. We will start by giving membership to all the nominations we have received so far from sound engineers. Over the last few years, an entire body of sound engineers who have responded to the call for nominations will first become a member, which means, we will have around 3000-4000 members. I feel that the membership can increase quantum fold in a very short time.

From all the recording arts, whether it be cinema, videography, movie making and production or any other excellence, you sound engineers know that the most difficult part is sound engineering. It requires great, genuine depth of knowledge. It's not the easiest thing to do, and there is a lot of art in it, so we arranged a campaign about giving royalty to the mastering engineers for creating music. We may have compositions, we may have lyrics, but it is you guys who give the music. We should have the gumption to demand and work ourselves up the chain to see that royalty is paid one day. In the age of AI, I don't see it as a problem.

All of you are very big sound engineers, all of you are very busy, all of you have lot of commitments around the world, but all of you decided to come here. I cannot thank you all more than this. You have done a great thing by being present here tonight. The Jury has done a great thing by doing their work. IRAA Awards, since all these years, have been above reproach. Everybody has accepted IRAA Awards most graciously, and that is a great achievement for the Jury as well who has worked so hard all these years. We have a

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good team, and we made a good, transparent process for IRAA.

I feel, once we have a good membership and members are given voting rights, we will come closer to the next stage of IRAA, where when IRAA declares a music award for any music, that should be the last word in the country. IRAA was created on the platform of PALM Expo. The PALM Expo, as all of you know, in the last 21 years, has actually established, created, and strengthened the entire ecosystem of the pro audio industry in India, and it has been doing so tremendously since Hyve India has taken over PALM Expo and is running the Expo very professionally as per international standards, specifically British standards. So, you have a very great platform, very strong platform in PALM Expo, a ground on which IRAA was created.

I want to specially thank **Gaurav Sood** here, who runs Hyve in India, for being very, very generous these last couple of months as we were putting up this Award programme with Genelec's overwhelming support. But Gaurav and Hyve have had an altruistic sense of belief in what we're doing, without any direct monetary concern. Hyve has been able to create this event today for all of us, and tomorrow, we have to create it for ourselves by creating the membership and strengthening IRAA.

We also have the **PALM Sound and Light Awards** at the PALM Expo. This is another determining award which we have created. International brands from all over the world would give their left arm to get a PALM Sound and Light Award. So, here we are, following our mission, vision, and commitment to the industry.

I want to thank all the nominees for their nominations and for their belief in IRAA for selecting the winners. Most of the winners are here today, which is fantastic. The team here RSVPed with everybody, and with a lot of conviction, we have organized this gathering. We all look to the future now. Thank you.

Winner Testimonials:

Raag Sethi: It's great to win another award at the IRAA Awards. I have been very fortunate to have won multiple awards at IRAA, and it is always great to come back here and having some of the stalwarts of the industry recognize the work that we do. I come from a small town in Ahmedabad, and it feels amazing to be recognized for the work that I do. Thank you to the IRAA Jury

and IRAA Awards once again for this.

Protayay Chakroborty, Chief Sound Mixer, **Compass Box Studios:** My experience has been great. This is the fourth IRAA Award that I have won over the last three years. It is always great to come back, especially this year, when they have such a big event to go along with the felicitation ceremony. I feel great to be respected, recognized, and honoured for the work I did, especially in the independent music sphere. I am absolutely pleased to have received this award by some of the industry's most respected veterans, and again, having our work recognized, on a national and on an international level, is truly a great honor. IRAA is extremely significant because it shines a light upon, otherwise very underrepresented part of the entire music process, which is the technical aspect of the production, recording, mixing, mastering. Usually, the musician gets all the recognition, so it's nice to be known for the work that we do behind the scenes to make a recording become a song.

Sreejesh Nair: As an attendee at IRAA Awards, I can say that this is one of the best organized events in the recent times. It's an incredible feeling to be seated among legends, sound engineering fraternity, friends, mentors, mentees, and there comes a point where people you look upto present your award to you, they look at you as an equal, and people who look upto you are your colleagues and competitors as well. It feels great to be in the same room as so many people and being loved for your work.

Winning any award is important since it is like a token of appreciation. But winning an award at IRAA is even more special, because when you submit technical papers, those papers stand no value unless it's peer-reviewed, unless someone of your stature, someone of your understanding reviews it. IRAA has a peer-review stature, and I don't think I know about many peer-reviewed awards. So, winning a peer-reviewed award at IRAA is not only just receiving an award, it is an act of acceptance from the entire industry and a fraternity which is nod to the validity of my work. This marks a lot of pride for me.

Karan Arjun Singh, Founder, **Just Foley Art Studio:** This is my ninth IRAA Awards, and I have been attending all the editions of the IRAA Awards. But this time, IRAA has really grown, as far as the Jury and the judging process is concerned, it has set the bar really high. Today, the IRAA Awards was amazing – simply out of the world! I felt like I was in some award function in LA. In the current recording industry in India, the only award we would be getting would be for Location Sound and Sound Mixing/Sound Design. IRAA is actually giving every talented individual from every part of sound engineering their due recognition – be it foley editor, sound designer, sound engineer, music producer, et al. This really helps the sound fraternity and motivates us to think

KJ Singh, Honorary Vice Chairman, IRAA Awards - Keynote Address

At the outset, it is great to see everybody here. For the first time, we have had such a large number of audio engineers and music producers in one room. At this event, we are celebrating exemplary work done by all of you in 2022, and we are getting to meet you all as well – so that's one arrow and two shots. I remember, I and Anil Chopra spent so much time together in his Juhu office during the 'Playback and Fast Forward' days, often dreaming till late night to be here one day. Today, that dream has manifested.

From the Jury's perspective, every nominee is a winner, because the Jury got to hear some incredible work this year. The Jury is unanimous in this one fact – we heard some amazing work from all of you. Thank you for giving us the chance to listen to your work. The Jury was truly blown away. Thank you so much once again.

We need to keep pushing this bar higher and higher. I would like to sincerely thank Anil Chopra, the IRAA Chairman for his vision, the past members of the Jury who gave us this credibility that we stand with today, and their hard work in the past that allowed us to witness this day. Thank you to Hyve India, who has been supporting us, IRAA's Platinum Partner Genelec, and the present Jury, the people who have been spending their last few months carefully listening to the nominations meticulously and assessing them. Finally, the back-end team, without



which this event couldn't have been organized on a large scale as this one, led by Smita Rai herself – Priya Khatri, Fauziya Ansari, Manali Babaria, Moiz Lokhandwala, Pooja Shah, and Deepak Jain for the production.

We are manifesting today that the IRAA Awards night will be much bigger than this place, with twice the number of nominations and attendees. Stay safe and have a wonderful evening. Thank you, everyone.

how we can raise the standards of our work even more next year to get nominated at IRAA. IRAA is prestigious and coveted now, because the competition in this field has gone through the roof.

Ajinkya Dhapare: I am excited and honoured to have won the IRAA Award for the best mixing/mastering engineer. I won the Award in the Fusion Category for the song 'Jiya More', composed and recorded by my dear friend, **Sarang Kulkarni**. Receiving this award fills me with immense joy and pride. I would like to thank Sarang for trusting me with this song and IRAA as well as the Jury for this incredible honour.

Amrith Shankar: Thank you IRAA for this prestigious award, which was given to me for Sync Sound for Dubai Bling. Being in this industry for more than a decade now, it feels great to get the recognition for the first time, and that is from IRAA.

Ankur Kelkar and Harshad Rane: We did recording and editing + mixing and mastering for **Baby Doll: An Audible Original**. Thank you so much Sound

& Vision Studios and Mona ma'am for this opportunity. Thank you to the Jury members and IRAA for recognizing our work and giving us the award.

Ashwin Prabhath: I am honoured to be receiving the IRAA Award in the Instrumental Music category for Recording/Mixing/Mastering. It's heartening to say that I am receiving this award for the second consecutive year. I take this opportunity to thank the Jury members, the IRAA Team, most importantly, my music producer, **Apurva Krishna** for collaborating with Prabhath Studios. On this occasion, I would also like to thank Genelec for providing distinct quality monitors, which not only helps in mixing, but also in translation. Lastly, I would like to thank my family and my sound engineer Mr. Rangaswamy for all the support.

Franco Bhalla: I would like to thank the **Indian Recording Arts Academy** and **Genelec** for this incredible recognition. I would like to extend a special acknowledgement to the songwriter of this track, **Rajat**, the mix engineer of the track, **Neeraj** sir, and **Abhishek** sir, who did the background vocals for the song.



Aftab Khan | Independent Music - Recording / Mixing / Mastering - Pop



Allwin Rego, Sanjay Maurya, Sushant Amin | Sound Designer for Web Series – Hindi



Aman Arakh | Independent Music - Recording / Mixing / Mastering - Progressive / Alternative



Amey Londhe, Shiladitya Sarkar, Shubho Deep Mittra | Feature Films - Song Recording / Mixing / Mastering - Regional



Amrith Shankar, Shine T K | Sync Sound Recording Web Series



Ankur Kelkar, Harshad Rane | Podcast (Audio) - Recording / Mixing



Anushree Manjrekar, Sanket Tole, K. Sethuraman | Traditional / Folk / Dance Music - Recording / Mixing / Mastering



Ashwin J Prabhath | Indian Classical Music - Instrumental Recording / Mixing / Mastering



B Prasanna | Instrumental Music (Non-Classical) - Music Production



Benvin Fernandes, Aftab Khan, Aslam Khan | Instrumental Music (Non-Classical) - Recording / Mixing / Mastering



Bulganin Baruah | Dialogue Editor / ADR Engineer for Web Series – Hindi



Carl Nazareth, Pritish Bose | Independent Music - Recording / Mixing / Mastering - Acoustic



Deepak Poojary | Sound Editor Effects & Ambience for Web Series – Regional



Farhad Dadyburjor, Neelesh Mandalappu | Song Recording & Mixing Web Series – Regional

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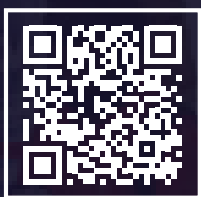


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Hariharan, Saji R | Indian Classical Music - Vocal Recording / Mixing / Mastering



Jai Ganesh, Sankar KDK | Sound Editor Effects & Ambience (Film or Web Release) – Regional



Karan Arjun Singh, Anil Pawar, Harish Nath | Foley Artist Web Series – Hindi



Mahesh Shirsath | Mixing Web Series – Regional



Mandula Hemasundara Rao | Foley Engineer (Film or Web Release) – Regional



Manojkumar Yadav, Atul Shastri | Foley for Documentaries



Mayukh Sarkar | Independent Music - Music Producer - World / Fusion Music



Nabapan Deka | Dialogue Editor / ADR Engineer (Film or Web Release) – Hindi



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Ram Kishan Nath | Foley Engineer Web Series – Hindi



Ratnesh Bhagat | Podcast (Audio) - Music Producer



Rhitwik Raj Pathak | Mixing (Film or Web Release) – Hindi



Rinku Boro, Imran Shaikh, Allwin Rego & Bulganin Baruah | Sound Editor Effects & Ambience for Web Series – Hindi



S J Jananiy | Traditional / Folk / Dance Music - Music Production



S. Babu, Mohan Babu, Ganapathy S | Foley Artist (Film or Web Release) – Regional



Sajaykumar | Feature Films - Song Recording / Mixing / Mastering - Regional



Sanket Tole, W Keval Jaywant | Devotional / Spiritual Music - Recording / Mixing / Mastering



Sarang Kulkarni, Ajinkya Dhapare | Independent Music - Recording / Mixing / Mastering - World / Fusion Music



Sarath Kumar | Sound Designer for Documentaries



Satish Raghunathan | Music Producer Web Series - Regional



Satish Solanki | Sound Editor Effects & Ambience (Film or Web Release) - Hindi



Shadab Rayeen | Feature Films - Song Recording / Mixing / Mastering - Hindi



Shadab Rayeen, Harjot Kaur, Aaroh Velankar, Aniruddh Anantha, Ashwin Kulkarni, DJ Phukan, Pranav Gupta | Song of the Year



Siddharth Dubey | Sync Sound Recording (Film or Web Release) - Hindi



Sreejesh Nair | Mixing (Film or Web Release) – Foreign



Sreesan G | Sound Designer for Short Films, Short Films Mixing, Foley Engineer for Short Films



Sreesan G, Jai Ganesh | Sound Editor Effects & Ambience for Short Films



Sunny Subramanian | Feature Films - Song Music Producer - Hindi



Teja Asgk | Sound Editor Effects & Ambience for Documentaries



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Prolight + Sound Frankfurt Expo's Stand-out Features Become A Focal Point

Expo combines technical innovations, knowledge transfer and entertainment to wow delegates at the 2024 edition

"I am very pleased that we were able to emphasise what makes Prolight + Sound so special with this year's edition. It not only combines technical innovations, knowledge transfer and entertainment, but also brings together a large number of top decision-makers with young industry newcomers under one roof - and thus forms a bridge between the status quo and the future of the event industry. I would also like to take this opportunity to thank our association partners VPLT and EVC once again for their commitment and support," said **Wolfgang Marzin**, President & CEO of Messe Frankfurt.

According to the official press release from Messe Frankfurt, over **500 exhibitors** and brands showcased their top innovations and solutions and **Prolight + Sound** received a little over 24,000 visitors who came together in the Main metropolis from **19th to 22nd March**.

However, facts speak volumes, and the fact is that the energy and scale of Prolight + Sound, Frankfurt was clearly too far off and distant from its glorious days (not too long ago) with just three halls.

At one time, the Frankfurt show was the 'Mecca' for the global sound and light industry and indeed an important meeting place for the international event industry, bringing together decision-makers. Months before the expo, international media would be abuzz with news of the new launches one would get to witness at this expo. Unfortunately, it is not the case anymore, with more and more new products being unveiled at ISE rather than Prolight + Sound.

Hall 12.0 (ProStage and ProEvent) and **Hall 12.1 (Prolight, ProMedia and ProEvent)** were the lighting halls.

Hall 12.1 was the hall wherein there was atleast some amount of action. The calibre of the stands in this hall was magnificent, with lighting manufacturers all vying for a slice of the action.

Robe who had a significant presence and a hugely impressive booth occupying prime space in the hall, celebrated its BIG 30th birthday with some new products, the centrepiece of which was the **iBOLT**. Other products launched included the **iESPRITE Fresnel**, **T15 Fresnel** and many more. Robe presented a high-energy light show designed to show off the creativity and potential of the new products in their native environment, played several times a day.

Robe's big booth, the largest to date at any Prolight expo, had a Happy Hour each afternoon and featured two dedicated demonstration areas. The participation continued outside Hall 12.1 where the Robe Showtruck was parked for demos.

Robe's architectural LED lighting brand **Anolis** had its own space and showed products from its new **Lyrae** and **Agame** ranges as well as its flagship **Eminere**, **Ambiane** and **Calumma** ranges, while lighting control solutions spe-



Knowledge transfer takes centre stage at Prolight + Sound Frankfurt 2024

cialist **Artistic Licence** a part of the Robe Business group, displayed a selection of its lighting control technology.

Leading UK lighting console and media server manufacturer **Avolites** – A Robe Business – publicly released v17 of **Titan**, its popular lighting control software.

Robe Lighting also announced the acquisition of **LSC Control Systems PTY** in Australia, which closely follows the purchase of Avolites in September last year. With this move the Czech Republic lighting manufacturer further consolidated its portfolio of leading lighting and control brands.

Under the motto '*Claypaky: leading through innovation. And Beyond*', **Claypaky** celebrated its participation at the expo, with focus on the latest addition to the 'Multispectral family' – **Rhapsodya**. The manufacturer hosted a product presentation and a light show, which ran every hour. At their booth, Claypaky presented innovative lighting solutions including, **Volero Cube** compact IP66 fixture, **Orkis Cyc** cyclorama light, **Mini-B Aqua PX** the newest member of the Mini-B family and the **Panify 2** IP66 motorised platform.

Ayrton attracted hordes of visitors to their stall with their dazzling light show that also featured two new products in its **Multi Source 6 Series** and **Creative Solutions** range: **Kyalami** and **Nando 502 Wash**.

ADJ showcased a variety of the company's newest lighting and LED video products and **Highlite** celebrating 30 years as well, showcased their latest

innovations in two impressive shows that demonstrated capabilities of several of their latest products.

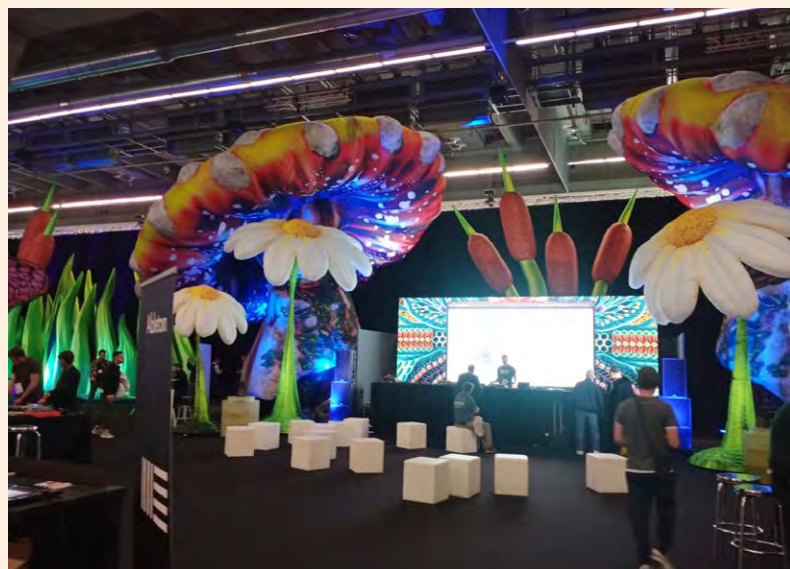
Giant Truss in Hall 12.0 was the only Indian exhibitor at the show, displaying a range of their Trusses and towers and Rigging accessories.

Though the two lighting halls may have saved the day for Prolight + Sound, many of the expo's audio supporters were conspicuous by their absence, having now moved to ISE, emphasising the traction ISE has gained even amongst audio companies.

Hall 11.0 (Pro Audio and ProMedia) was the Audio Hall and was smaller than the other two halls. The large aisles and empty spaces in the hall were visibly evident. There was more activity at the four stages in the Open-air area in front of Hall 11 than in the Audio Hall itself. The Open-air area showcased Systems from **Harmonic Design, CELTO and HK Audio, RCF, dbTechnologies and DAS Audio.**

Most content and demo features of the show were accommodated within the Audio Hall. The significantly larger offering in Hall 11.0. included the expanded 3.000 m² **Performance + Production Hub** in cooperation with the Sample Music Festival. New attractions in this hall included - a 100 sqm igloo-shaped **Immersive Audio Dome**, in cooperation with Quickspace, which showcased full-surface projection screens with futuristic visuals. Visitors could test headphone models from well-known brands at sound stations at the **Audio Bar** and daily live performances at **The Silent Stage** were dedicated to minimizing the noise level on stage. **The Future Hub** in Hall 11.0 consisted of the **Career Center** and the **Campus** networking lounges. Young talent and specialists could directly contact companies with vacancies and educational institutions in this sector respectively.

Under the umbrella of the '**Prolight + Sound College**', three platforms offered bilingual seminars on industry-relevant topics - including the Camera College (in cooperation with the BVFK - Federal Association of the Concert and Event Industry), the ProAudio College (in cooperation with the VDT - Association of German Sound Engineers) and the VPLT College (Association for



The Performance + Production Hub wows delegates

Media and Event Technology).

Finally, the new **PLS Community Nights** with popular DJs bridged the gap between the exhibition centre and the city. Prolight + Sound was a guest at 'Friedas Bar & Kitchen' in the Omniturm, the 'NEUE KAISER' and the 'Champions Frankfurt'. The presentation of the 'Opus - German Stage Award' and the 'Sinus - Systems Integration Award' - this time as a red-carpet event was held at the Steigenberger Icon Frankfurter Hof.

The epidemic seems to have reshuffled the cards for companies from all over the world, which is why Prolight + Sound mainly had German distributors, exhibiting alongside Chinese enterprises trying to expand their market and explore business opportunities.

The thought worth pondering over though is - will **Prolight + Sound** be sustainable? Only time will tell.

Prolight + Sound 2025 will take place from **8 to 11 April, 2025.**

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The Peak of Music Fever

Post the Covid lockdown, live events industry in India has seen an upsurge in the desire to step out and enjoy life once again. People are noticeably spending more and more on live experiences such as music festivals, concerts, and the like. As a result, the live events scene in India has become bigger and better than ever before. This can be witnessed especially in the case of music festivals in India. Once a niche set of events that only drew a specific demographic at the venues, music festivals have now evolved – with a diverse artist line up, seamless AV integration for an immersive audience experience, and of course, cutting-edge stages, designed and customized for each musical act.

This column is a roundup of the insanely popular and technologically-driven music festivals in India over the last six months. These music festivals redefined the parameters of setting up a stage, turning the stage from a medium of reaching out to the audience to a metamorphosing element that can create the ultimate immersive ambience.

The Asia leg of **Ed Sheeran's $+$ $-$ $=$ \div \times Tour** culminated on March 16, 2024 at Mahalaxmi Race Course, Mumbai. Tickets sold out like hot potatoes, and that in itself, reflected the demand for a state-of-the-art music concert. The gates opened to the audiences at 3:00 PM, with guest acts by **Prateek Kuhad** and **Calum Scott**, followed by a string of show-stopping performances by Ed

Sheeran. With a comprehensive sound system from Meyer Sound, sourced and deployed locally by the brand's Indian distributors Sun Infonet, equipment suppliers Total Multimedia, Phoenix Networks, Friends of Shiva, and PP Sound, and Major Tom. The "Mathematics" tour was brought to life with an extensive inventory from **Meyer Sound**, featuring **PANTHER** large-format linear line array loudspeakers, 1100-LFC low-frequency

at BITS Club, Hennur, Bengaluru. A music festival curated for the listeners of heavy metal in India, now in its 11th edition, the performing lineup for the Bangalore Open Air included Kreator, In Flames, Watain, Decapitated, Ankor, Burning Witches, Kryptos, Zygnema, Godless, Chronic Zorn, Moral Collapse, and Speed Trip.

Lollapalooza India, held in Mumbai from January 27-28, 2024, is touted to be world's largest mu-

was a treat indeed for the music lovers. A comprehensive stage and sound system was setup with **Warren Dsouza** and **Manish Mavani** the lights were designed by lighting designers **Naveen Deshpande** and **Becket Tundatil**, and **Josh** and **Johua** from Wolves developed jaw-dropping LED visuals for the screens at each stage.

Asia's largest electronic dance music festival, the **Sunburn Festival**, was held from 28-31 December, 2023 in Vagator, Goa. With an adrenaline rush inducing lineup including headlining acts from renowned Dutch future techno maestro Hardwell, veteran Swedish progressive house luminary Alesso, Australian house sensation **Timmy Trumpet**, and the globally acclaimed Belgian techno virtuoso **Charlotte De Witte**, along with other much-awaited performances from **Bass Jackers**, **Vinai**, **John Newman**, **Sander van Doorn**, **Amber Broos**, **Coyu**, **Denizbul**, **Giorgia Angiuli**, and more, the Sunburn Festival was a sonic delight at its finest.

Bollywood Music Project 2023

BACARDÍ NH7 Weekender stole the limelight from December 1-3, 2023 at Teerth Fields, Pune. The BACARDÍ NH7 Weekender calls itself the 'happiest music festival', and it looks like they are right, especially with a lineup of 45+ international and local artists that makes the ardent music fan happy, such as **Daler Mehendi**, **M.I.A.**, **MC Stan**, **Ezra Collective**, **Jai Wolf**, **Monuments**, **YG**, **Priya Ragu**, **Chirag Todi**, among others.



The " $+$ $-$ $=$ \div \times " tour was brought to life with Meyer Sound's **PANTHER**, 1100-LFC, **Galileo GALAXY** Network Platforms, **Nebra**, **MAPP 3D**, and more



Lollapalooza's Mumbai edition, held in January 2024, attracted massive crowds, thanks to an exciting artist lineup and superior sound deployment from **Warren Dsouza** and **Manish Mavani**

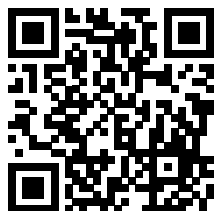
control elements, **Galileo GALAXY** Network Platforms, and **Nebra** software platform, **MAPP 3D** prediction software, among other products.

Bangalore Open Air was back too, held from February 9-10, 2024

sic festival. With a premium artist lineup, including **The Jonas Brothers**, **Anoushka Shankar**, **OneRepublic**, **Kamakshi Khanna**, **Jatayu**, **Dewdrops**, **Fatoumata Diawara**, **Kenny Beats**, and more, spread across four big stages, **Lollapalooza India**

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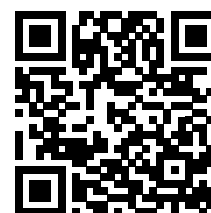
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GENELEC INTRODUCES GLM 5 LOUDSPEAKER MANAGER SOFTWARE

Genelec has launched GLM 5, the latest version of its hugely popular loudspeaker manager software for its range of Smart Active Monitors and Subwoofers. Providing support for the **8381A Adaptive Main Monitor** and **9320A Reference Controller**, the GLM 5 also offers a range of new software and firmware updates, plus several bug fixes.

Originally launched in 2006, GLM software integrates tightly with the internal DSP within each Smart Active Monitor and Subwoofer, allowing them to be networked, configured and calibrated for the user's specific acoustic environment.

GLM's reference microphone allows the user's acoustic environment to be analysed, after which GLM's AutoCal 2 calibration algorithm automatically optimises each monitor for level, distance delay, subwoofer crossover phase and room response equalisation, with the option of further fine tuning by the user. By minimising the room's influence on the sound, GLM helps every Smart Active Monitoring System deliver an unrivalled reference, with excellent translation between rooms.

Other updates in GLM 5 include

more efficient power management, improved MIDI functionality (including functional changes and new commands), smoother integration for the W371A Adaptive Woofer System, improved LFE channel gain adjustment, and compatibility with the latest Mac OS 14.

Genelec's latest version of the popular loudspeaker manager software, called GLM 5, features updates such as more efficient power management, improved MIDI functionality (smoother integration for the W371A Adaptive Woofer System, and more)



SOLID STATE LOGIC LAUNCHES MODULE8 PLUG-IN

Solid State Logic announced its latest plug-in **Module8**. The new plug-in, which is available now as part of **SSL Complete**, combines classic modulation effects with modern functionality, all delivered via SSL's renowned advanced workflow. Module8 is available now in several formats including **VST2**, **VST3**, **AAX** and **AU** as part of the SSL Complete subscription.

From the early stages of writing to finalising a mix, Module8 plug-in is designed to inspire artists and engineers with a set of versatile, creativity-focused tools for adding texture, depth, and movement to their productions. Engineered with SSL's industry-leading expertise and sound quality, Module8 enhances vocals, adds movement to instruments, and creates unique soundscapes. Whether it's an acoustic mix or advanced sound design for electronic music, Module8 is a valuable addition to any producer's toolkit.

Jonathan Sandman, SSL Studio Plug-ins Product Manager, comments, "We're very excited to launch Module8 as it



As the latest addition to SSL Complete, Module8 is an all-in-one modulation FX rack plug-in designed to encourage creativity and the exploration of sound design

brings SSL's renowned sound quality and advanced workflow to a modulation FX-based plug-in for the first time. We have taken great care to include features like Global LFO and drag-n-drop reordering, which not only speeds up the production process but encourages experimentation with sound design."

Module8 includes six modulation-based effects driven by LFOs, along with two additional effects on FX returns, resulting in a total of eight processors within Module8. Individual Phaser, Flanger, Chorus, Tremolo,

Vibrato, and Pan effects are available, each with dedicated controls over LFO rate, depth, and shape. To encourage experimentation, users can easily customise the order of effects processing via drag-and-drop reordering. To complement Module8's modulation effects, 'Lo-Fi' and 'Space' processing modules are available on two dedicated FX returns expanding Module8's creative potential even further. Additionally,

parameters like 'Stereoise' and 'Width' offer users further control of the stereo field.

Each of Module8's six effects feature a dedicated LFO, which offers a range of different shapes, including Sine, Triangle, Saw, Ramp and Square. Phase offset and inversion parameters allow further manipulation of the LFO. 'Global' syncs the individual effect processors to the Global LFO, whilst 'Manual' allows Module8's LFOs to be synced to external LFOs in compatible DAWs. Global LFO parameters like overall depth and

mix offer quick adjustments across all modules, streamlining the workflow and keeping users in the creative zone.

Key features:

- All-in-one modulation FX rack plug-in designed to encourage creativity and the exploration of sound design.
- Six LFO-driven modulation effects (Phaser, Flanger, Chorus, Tremolo, Vibrato, Pan) with comprehensive control over rate, depth, and shape for intricate sound manipulation.
- Two additional Lo-Fi and Space processors on independent FX returns for adding vintage character and spatial depth.
- Each module can sync to the DAW's tempo, be set manually for precise control, or be synced to external LFOs in compatible DAWs.
- Drag-and-drop reordering of processing modules to encourage experimentation.
- Global parameters to quickly adjust overall depth and mix to streamline workflow and stay in the creative zone.
- Engineered with SSL's advanced workflow and industry-leading sound quality.
- Module8 comes packed with a wide range of presets to kickstart creativity and achieve desired sounds faster.

KRK LAUNCHES ROKIT GENERATION FIVE STUDIO MONITORS

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 moni-

tors 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 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 performance 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 today'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 combi-

nations 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 break-up 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.



Next-gen ROKIT features three new voicing modes, enhanced tweeter design, and a refreshed LCD

SHURE INTRODUCES THE NEW MV7+ MICROPHONE FOR CONTENT CREATORS

The new MOTIV Mix interface simplifies audio workflow and ensures perfect recordings

Shure announced the evolution of its hybrid XLR/USB dynamic microphone with the launch of the **MV7+ Podcast Microphone**. This marks a significant step forward from its predecessor, the award-winning MV7 Podcast Microphone, by integrating a sleeker design and software upgrades built to meet and exceed the needs of modern creators, offering even better audio quality with ease of use.

Engineered for discerning streamers, podcasters, and musicians, the MV7+ is the ideal choice for those seeking to capture broadcast-quality audio in even the most challenging of spaces. With Shure's cutting-edge Voice Isolation Technology, the focus lies on the user's voice, avoiding annoying background noises and ensuring

outstanding audio for every recording and streaming session. It also includes a new, innovative onboard Digital Signal



The MV7+ Podcast Microphone features Voice Isolation Technology, improved Auto Level Mode, Digital Popper Stopper, Real-time Denoiser, and Adjustable Reverb

Processing (DSP) engine which powers a suite of advanced features, like an improved Auto Level Mode, a Digital Popper Stopper for enhanced plosive control, Real-time Denoiser, and Adjustable Reverb. Thanks to its unique full-touch LED live meter display and numerous customization options, the MV7+ sets a new standard in sound quality and personalization while diving into a vibrant world of colour.

To elevate the user experience to the next level, the MV7+ podcast microphone integrates with the free, new MOTIV Mix Desktop app, Shure's latest MOTIV software interface. MOTIV Mix provides users with the ability to configure all aspects of the MV7+. The software also offers multi-track recording and routing to support users with a greater control of their livestreaming and recordings. With MV7+ and MOTIV Mix, it's easier than

ever to sound authentic, freeing up creators to let their imagination shine brightly.

MOTIV Mix Desktop App:

Unlock the full potential of the MV7+ microphone through the MOTIV Mix software interface. This platform allows users to customize the LED panel, access up to five multi-track recording and routing channels, and fine-tune settings like sound signature, gain, and more. A Beta version of the new software will be available to experience with the MV7+ at launch, helping users reduce the number of apps needed to streamline their workflows. Key features of MOTIV Mix include:

- Multi-channel Mixer
- Soundcheck
- A redefined Monitor Mix Slider

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Live Sound Panel Discussion

Panelists: TBD

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Systems Engineering for Big Stadium events

Speaker: Gert Sanner - Senior Consultant Education & Application Support, d&b audiotechnik GmbH & Co. KG

3:45 - 4:30

FOH Mixing for Live Concerts

Speaker: Dr. Pramod Chandorkar - Director, Soundideaz Academy; Program Director Universal AI university

4:45 - 6:00

Preparing India for World Class Talent for Entertainment Events, powered by EEMA

Panelists: TBD

DAY 2 - MAY 31ST, 2024

STUDIO RECORDING

12:30 - 1:30

Session on Artificial Intelligence For Audio Engineers (title to be decided)

Speaker: Sreejesh Nair - Avid Dolby Certified Audio Application Specialist

1:45 - 2:45

Audio Education In India .. The Way Ahead

Panelists: Moderator: Dr. Pramod Chandorkar - Director, Soundideaz Academy; Program Director Universal AI university

3:00 - 3:45

Mastering With a Heart

Speaker: Donal Whelan - MD and Mastering Engineer, Hafod Mastering and Gethin John - Chief Engineer, Hafod Mastering

4:00 - 4:45

Correcting / Enhancing Control Room Acoustics with Calibration and Room Correction Software

Speaker: Mujeeb Dadarkar - Co-founder, OdBle Consultants and Vijay Benegal - Co-founder, OdBle Consultants

5:00 - 6:00

Panel Discussion by AES India (title to be decided)

Panelists: TBD

DAY 3 - JUNE 1ST, 2024

STAGE LIGHTING

12:30 - 1:45

Lighting Session Panel Discussion - High End Lighting for Special Venues

Panelists: Rasesh Parekh - Proprietor, Integrated Entertainment Solutions; Bunty Raj Mallarapu - Technical Support, MA Lighting International Asia Pacific Region, Christian Hertel - MD/Business Development, MADRIX

2:00 - 3:15

Lighting Session Panel Discussion - Manufacturing Lighting in India; A New Horizon

Panelists: TBD

3:30 - 5:30

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PALM EXPO MAGAZINE

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PROFESSIONAL FOCUS: LIGHTING OPERATOR

*Jeremy Van Delft opens up
on the art and craft of
designing and operating
lights for mega concerts*



EVENT FOCUS: STAGE LIGHTING

*Ayrton Lights Delivers Epic
Visual Experience At
Darshan Raval's Mumbai
Concert*



MARTIN PROFESSIONAL INTRODUCES MAC VIPER XIP OUTDOOR MOVING HEAD

HARMAN Professional Solutions, one of the global leaders in audio, lighting, video and control systems, announced **Martin MAC Viper XIP**, the next-generation Viper-class fixture that integrates iconic Viper performance, Martin's patent-pending XIP weather-proofing technology, and the most robust feature set Martin has ever developed.

for temporary, year-round outdoor needs but equally ideal for theater, broadcast, and other noise-sensitive applications. Featuring Martin's tailor-made light engine, the fixture delivers 28,000 lumens consistent output, outperforming much larger products on the market.

Unleashing a 5° narrow, high-definition, and high-contrast beam, MAC Viper XIP ensures unprecedented lumen maintenance over the zoom

Precision motor control results in unmatched pan & tilt speeds and nimble response times - key for followspot systems and optimal performance. MAC Viper XIP's colour mixing, zoom speeds, and ratio between high-quality output, low-noise operation, and low-weight and size make it a truly versatile workhorse. It also features high-resolution, low-level dimming and gobo light recycling, enabling 25% additional output when inserting gobos for increased performance and efficiency.

Adding to its feature-rich offering, MAC Viper XIP leverages innovative onboard NFC technology to empower quick and streamlined setup via the forthcoming, dedicated Martin app. It also offers simplified connectivity among the most popular control protocols, including DMX, **Wireless DMX** via plug in module, **Art-Net**, **sACN** and **Martin P3 Control** (with fail-safe bypass).

The newly designed optical system significantly enhances the customer experience with a high-resolution projection system that offers unmatched gobo projection sharpness. Uniquely high-contrast levels, paired with brilliant and crisp lens designs ensure incomparable, razor-sharp mid-air effects. From concert stages

to TV studios and EDM festivals to opera houses, the world's top designers, specifiers, and rental companies can invest in the confidence and return on investment that only the MAC Viper lineup has proven possible.

"We are proud to unveil this true leap forward for not just moving head lights but the pro lighting industry," said **Henrik Kristensen**, Product Manager of Stage Lighting, Martin Professional. "We've taken the very best features of our long-running Viper HID lineup and elevated them to next-level LED performance and efficiency levels. Then we are adding our hugely popular XIP weather-proofing technology for indoor/outdoor/anywhere usability. Our MAC Aura XIP, that debuted XIP technology, continues to be one of our most specified fixtures for some of the world's most demanding applications. In previewing the new MAC Viper XIP, interest has been staggering and we believe this fixture has significant potential to become one of the most exceptional and versatile moving heads ever built."



Martin MAC Viper XIP, is the next-generation Viper-class fixture that integrates iconic Viper performance

Integrating powerful lumen output, XIP water and dust ingress protection, and whisper-silent noise levels, MAC Viper XIP is not only perfect

range. Its superior 5,800K colour temperature naturally enhances illuminated objects and ensures a white point precisely on the black body curve.

CAMEO PRESENTS THREE OTOS WASH MODELS

Cameo expands the **OTOS Series** with three new models. The **OTOS W12**, **OTOS W6** and **OTOS W3** provide lighting professionals with three flexible IP65 wash moving heads for different event sizes. Equipped with individually controllable RGBL LEDs, LED effect ring and multi-zoom function for up to three zoom levels, the OTOS washlights offer a wide range of creative possibilities in all performance classes.

The OTOS Wash series is based on individually controllable RGBL LEDs (RGB + Lime), which are surrounded by an LED effect ring. The number of RGBL LEDs varies depending on the model: 7 x 50W for the OTOS W3, 16 x 50W for the OTOS W6 and



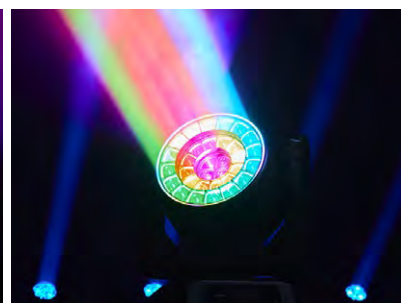
Cameo's OTOS Series, featuring the OTOS W12, OTOS W6, and OTOS W3, comes with individually controllable RGBL LEDs, LED effect ring, multi-zoom function, and more

32 x 50W for the largest model, the OTOS W12. The SMD LED effect ring can also be individually controlled down to the pixel level and produce white tones and colours for a wide range of eye-candy effects that impress both on concert stages and in TV productions. For more

efficient use of the DMX channels, the dual input mode can also be used, in which each pixel can be assigned its own colour via pixel mapping.

A special feature of the new OTOS Wash series is the multi-zoom function. Depending on the model,

up to three zoom levels can be individually controlled in order to adjust the zoom range (4°-60°) on several levels. The versatility of the OTOS Wash series is rounded off by the integrated W-DMX and CRMX transceiver for the wireless transmission of DMX and RDM data.





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BIG LIGHTING SOLUTIONS PROVIDERS RELY ON MARTIN PROFESSIONAL

Martin Professional has made a name for itself in the Indian pro lighting industry with avant-garde lighting products and technologies. This fame is evident, especially when two major lighting and sound solution providers and distributors – **Modern**

Stage Services and **Star Dimensions** – decided to upgrade their inventory with one of the best lighting products from Martin Professional.

Modern Stage Services Invests In Martin Professional

Modern Stage Services, one of the

leading sound, lighting, and audiovisual service providers and distributors for various international pro audio, lighting, and audiovisual brands, recently upgraded their inventory by investing in Martin Professional Lights, one of the global leaders in professional entertainment and

architectural lighting designs and solutions.

Modern Stage Services acquired **MAC Ultra Performance**, a 1150 W High Output LED Moving Head Profile with framing, designed to enhance live events, broadcast, and theatre stage lighting applications. Modern Stage Services invested in a total of 48 units of MAC Ultra Performance.

For really big concerts, MAC Ultra offers the benefit of extreme output. Usually, when gobos, colors and animation wheels are added to a product, the output is not bright enough. But, with MAC Ultra Performance, projection can be achieved with multilayer effects and deep, saturated color, while still delivering plenty of output, eventually raising the bar in lumens-per-watt efficiency.

Apexsound Solutions, a HARMAN-authorized dealer for the North Indian region, played an instrumental role in bringing the investment into fruition. **Sunil Kumar**, Director, Apexsound Solutions, facilitated the sale to Modern Stage Services on behalf of Martin Professional.



L to R: Sunil Kumar, Founder & Managing Director, Apex Solutions; Vinit Kumar, Business Development Manager - Lighting, Harman Professional Solutions; Pratik Wadhwa, CEO, Modern Stage Services; Davinder Wadhwa, Managing Director, Modern Stage Services

Star Dimensions Elevates Inventory With Martin Professional MAC Ultra Performance

Star Dimensions, one of the market leaders in lighting and rigging solutions, acquired 100 units of Martin Professional's MAC Ultra Performance.

Speaking about the investment, **Amar Subash**, VP & GM, HARMAN Professional Solutions, APAC & India, shared, "It is reassuring to note that the Indian lighting industry is getting serious about high quality fixtures, seeing as how we've recently sold well over 120 units of Martin Professional's pride and joy, the Mac Ultra. At Harman Professional Solutions, the Martin Mac Ultra has been a constant source of confidence. Congratulations to both Modern Stage Services and Star Dimensions for having added this stellar racehorse to their inventories."



L – R: Amar Subash, VP & GM, HARMAN Professional Solutions, APAC & India, Jay Mathuria, Director, Star Dimensions, Manjunath Kambalimath, Director, Entertainment Solution Sales, HARMAN Professional Solutions, India & SAARC, Ashish Mehta, Director, Star Dimensions

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MA LIGHTING INSPIRES LIGHTING DESIGNERS TO REDISCOVER THE ART OF LIGHTING

Organizes workshop on lighting design by Ed Sheeran's Lighting Operator Jeremy Van Delft

MA Lighting, one of the leading entertainment lighting brands in the world, in association with official Indian distributors **Hi-Tech Audio & Image** and **Co-Partners Production**

han Pathak, and **Bunty Raj**, two well-known Indian lighting designers and a representative from MA Lighting, who shared their experiences while designing the lights for a variety of events.

Zaghini adds, "In this specific case, we see India turning into one of the main markets in the future in terms of size, because India is a big country. India will be one of the main markets for lighting. After China, I would say,

products to cater to varied markets and users, as Zaghini puts it, "We have done software and hardware specifically dedicated for a simple use of the console. In the past, MA Lighting products



Jeremy Van Delft delves into the nuances of designing and operating the lights for Ed Sheeran's $+-\div\times$ Tour

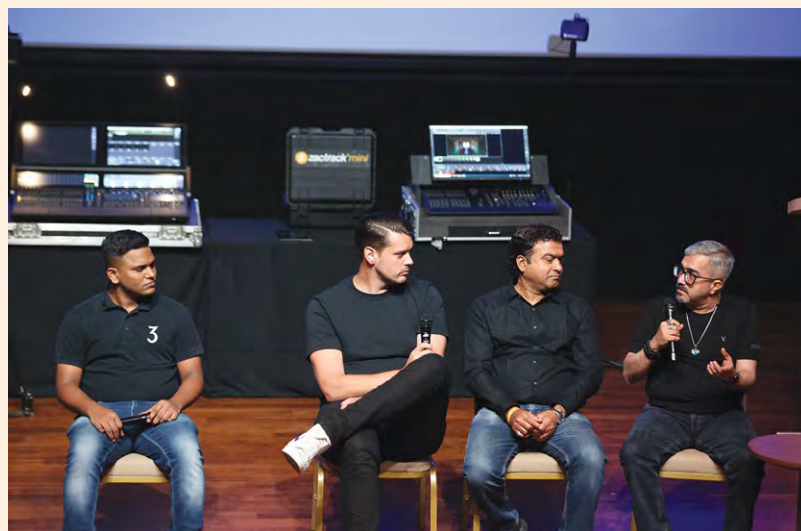
Brew, organized a workshop by **Jeremy Van Delft** – who is the lighting operator for **Ed Sheeran's $+-\div\times$ Tour** – hosted by the **Nita Mukesh Ambani Cultural Centre (NMACC)**, on 18th March, 2024.

During the first half of the three-hour intensive workshop, held from 10:00 AM to 01:00 PM at **The Studio, NMACC**, Jeremy took the stage to elucidate his audience, consisting of both established and aspiring lighting designers, about the opportunities and challenges he faced while operating the lights for Ed Sheeran's $+-\div\times$ Tour, most specifically his recent India leg, which took place on 16th March, 2024 in Mumbai, India.

Post a short coffee break, Jeremy once again spoke extensively about the nuanced technical lighting production that brought the tour to life with flying colours. He was later joined in a panel discussion by **Aloysius Dsouza, Harshavard-**

At last, the floor was opened to questions from the audience, which became the driver for further intelligent discussion, as the curious questions allowed the panellists to explore and expand on their own craft while sharing key wisdom on the art and science behind professional lighting design.

Franco Zaghini, speaking to the **PALM Expo Magazine Team** at the culmination of the workshop, shared the idea behind organizing a workshop for lighting design in India on such a grand scale, "The idea is not new for MA Lighting, because we have done similar events before in China, Singapore, Vietnam, Indonesia, inviting lighting designers from abroad. And the scope is to bring education or a different point of view to inspire youngsters or local lighting designers. Few markets in Asia have amazing talents, but on a general level, they are not as developed as the Western world when it comes to lighting for entertainment. The scope is just to give our contribution to make the market grow."



Aloysius Dsouza, Harshavardhan Pathak, and Bunty Raj join Jeremy Van Delft in a panel discussion on the art and craft of lighting, customized to enlighten lighting designers, yielding an intelligent conversation



Attendees, comprising of professional lighting designers and students carving a career in lighting design, gather around Jeremy Van Delft as he showcases his show files on MA Lighting's console

India is the biggest market in Asia for entertainment lighting. But we see that the general overall knowledge on lighting is not as in-depth here like in other countries. Of course, India has a massive talent pool in the pro lighting industry, but the overall level of awareness and education still needs to grow a lot."

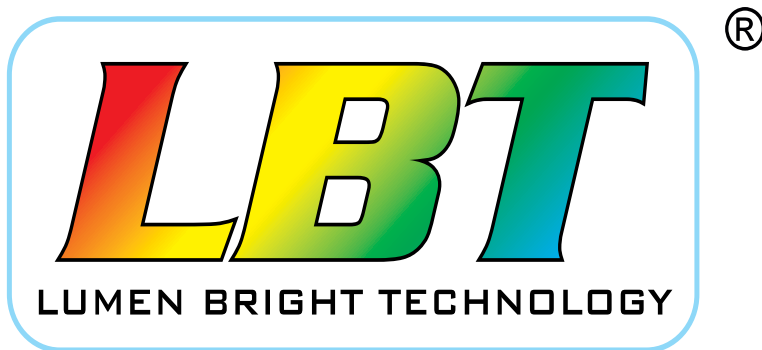
Apart from organizing informative workshops for lighting designers, MA Lighting is also involved in developing the software and hardware for its

were synonymous to something like a space shuttle, and the user felt the need to be an expert and learn for ages. That's why, we develop software and hardware to have wider range of users and wider markets."

"The lighting workshop by Jeremy Van Delft", informs Zaghini, "was meant for anyone related to the lighting market from

(Continued on page 70)

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AVOLITES SHOWCASES NEW LAUNCHES AT PROLIGHT + SOUND 2024

Avolites showcased its new and latest technology at this year's **Prolight + Sound** show in Frankfurt, Germany.

The main attraction for the Avolites stand at this year's show was the new **Diamond 7 (D7) console**, next in line to the brand's flagship **Diamond 9 (D9) console**. The initial product launch allowed Avolites to gain valuable feedback from lighting designers and operators, as well as extensive product testing over the festival season. The full product launch, with all the product variants is planned for end of this summer. On the stand, visitors witnessed two variants, **D7-330** and **D7-215**, the three and two screen variant with 30 and 15

faders, respectively.

Key product features of the New D7 include a new clam shell screen panel and locking mechanism. The console control surface follows the

Diamond 9 design language. The D7-215 fits into a standard Peli-Air case and is under European aircraft hold weight limit.

Titan version 17, the latest of

Avolites' popular lighting control software, was released recently. The main focus of v17 has been to greatly enhance the user experience and to further optimise performance, which will allow for a greater experience on larger shows as well as during longer programming sessions. This was followed closely with a new version of Avolites' remote app, for both Android and IOS.

As part of the enhanced UX, users will notice improvements with colour picker, personality builder, cue list macro target console option, convert between hardware trigger and item trigger and much more.

(Continued on page 72)



Avolites showcased a plethora of new and latest technologies at Prolight + Sound 2024 in Frankfurt, which includes Diamond 7 (D7) console, Titan version 17, and Prism One

ARRI UPGRADES LED FRESNELS TO NEW L-SERIES PLUS

With the new **L-Series Plus**, ARRI announced a new generation of LED Fresnels, a series that has been a dependable professional lighting tool for more than a decade. Up to 90% brighter than the original L-Series, direct network data input and the intuitive onboard control interface known from **ARRI SkyPanel**, the new L-Series Plus provides additional benefits while retaining appreciated features such as continuous focusability from spot to flood; a smooth, homogenous light field; and complete control over the colour and intensity of light.

The new ARRI L-Series Plus fixtures come in two sizes: the **L5-C Plus** features a five-inch, while the **L7-C Plus** features a seven-inch Fresnel lens. Despite being approximately the same size and weight as their predecessors, the L-Series Plus products provide up to 90% more light output,

making them much more powerful and versatile as lighting tools (average output increase, depending on model, beam angle, and colour temperature is 60%). Existing barndoors and all other L-Series accessories are fully compatible with the new Plus range.

Taking the renowned and proven benchmark of LED Fresnel fixtures to the next level, L-Series Plus introduces enhanced connectivity by implementing network data input and lighting control via the ArtNet and Streaming ACN industry standards. Workflows are simplified by the familiar onboard control and user interface of the classic SkyPanel, while light output is specifically calibrated for optimal reproduction on broadcast and digital cinema cameras, ensuring pleasing skin tones and vividly rendered colours.

Designed to be robust and ergonomic, L-Series Plus fixtures live up to the quality and reliability standards for which ARRI is known. Their build quality and flexibility make them suitable for a wide range of use cases, from studio and location work on movies and television to live entertainment, photography, theater, and corporate productions. A combination of passively cooled housing and a discreet encapsulated fan guarantee the most silent operation even in the most critical environments.

At the heart of the L-Series Plus concept remain the core benefits of tuneability, colour fidelity, rugged durability, and ease of use, now upgrad-



ARRI's new L-Series Plus, a new generation of LED Fresnels is up to 90% brighter with direct network data input and intuitive onboard control interface called the ARRI SkyPanel

ed to the latest connectivity standards. Three individual knobs permit the brightness, colour temperature, and green/magenta point to be fine-tuned, while a focus knob on the side of each fixture allows for smooth adjustment of the beam spread, just like conventional sources.

MA LIGHTING INSPIRES INDIAN LIGHTING DESIGNERS TO REDISCOVER...

(Continued from page 68)

beginners to experts. I've seen the youngsters were also more timid to ask questions in the fear of sounding silly, but it is actually never like that. But ultimately, the whole interaction today was quite good. We have done similar events in many other places

in India, but it was much limited, like in our distributors' demo room, so an event open to anyone in a place like the NMACC was one-of-a-kind. We, at MA Lighting, hope to organize more workshops such as this and that other manufacturers follow our footsteps to

help bring more professionals under one roof, sharing their knowledge and making the market grow further and further."

PALM Expo Magazine's Team conducted an in-depth interview with Jeremy Van Delft on his craft as

a lighting operator, the challenges he faces on field, some major trends and technologies he believes are here to dominate the pro lighting industry, and more.

Turn to page 73 to catch the full interview.

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AYRTON LIGHTS ILLUMINATE DARSHAN RAVAL'S CONCERT

Transforms Mumbai's night sky into a visual symphony

In the bustling heart of JVPD Mumbai, amid a sea of enthusiastic fans, **Ayrton** professional lights took center stage at the **Darshan Raval** concert. With over 6000 attendees, the pressure was on to deliver a visu-

FX, Magic Blade FX, and Cobra, rose to the occasion, illuminating the stage with precision and power.

The Diablo, Ayrton's latest innovation, proved to be a powerhouse of technology, boasting a record output

Wash 3 FX seamlessly transitioned between beam and wash, adding dynamic flair to the performance with its versatile effects and impeccable color rendering.

As the concert reached its crescendo, the **Zonda 9 FX** sprung into action, producing intense beams and homogeneous color mixtures that elevated the visual experience to new heights. Its crisp separation between light sources accentuated contrast and clarity on stage, creating a mesmerizing backdrop for Darshan Raval's electrifying performance. **The Magic Blade FX**, with its next-generation LEDs and individual control, added depth and dimension to the stage, crafting intricate graphic effects that captivated the audience. Amidst the pulsating lights and pulsating beats, the **Ayrton Cobra** emerged as the crowning jewel of the evening. With its speckle-free laser source and unmatched zoom capabilities, **Cobra** dazzled with its minimalist design and advanced features. It effortlessly

adapted to the changing dynamics of the concert, creating complex lighting effects that left the audience in awe. Through a symphony of light and sound, Ayrton proved once again why it is a game-changer in the Indian lighting industry, transforming Darshan Raval's concert into an unforgettable experience for all who attended.

"The accuracy, vivid colors, and sheer power of Ayrton luminaires brought the stage to life, creating an unforgettable experience for every viewer. Ayrton's commitment to innovation and excellence has set a new standard in lighting design, and I am thrilled to have had the opportunity to showcase their capabilities at this event" - **Klinton Mascarenhas**, Lighting Designer.

Vardhaman Megatech is the Distributor for Ayrton in India. Watch out this space for a more detailed story on how Ayrton lights added the much-needed dazzle to Darshan Raval's Mumbai concert.



Ayrton's professional lighting solutions delivered a sparkling touch to Darshan Raval's concert in Mumbai – the arsenal included the Diablo, Zonda Wash 3 FX, Zonda 9 FX, Magic Blade FX, and Cobra

al spectacle that matched the energy of the performance. Ayrton's innovative lighting solutions, including the **Diablo**, **Zonda Wash 3 FX**, **Zonda 9**

of 19,000 lumens. Its compact size belied its capabilities, as it effortlessly framed the stage with captivating visual effects. Meanwhile, the **Zonda**

ETC ADDS PAR JR TO THE COLORSOURCE FIXTURE FAMILY

ColorSource PAR jr is the newest addition to the line of **ETC** fixtures. An ideal complement to **Spot jr**, **PAR jr** boasts a similar feature set and includes a four-color red, green, blue, and lime array.

The fan-free, convection cooled design makes this luminaire ultra-quiet. And at nearly half the weight and half the price of a full-sized **ColorSource PAR**, **PAR jr** is ideal for venues of every size, be it broadcast, concert venues, worship services, or live TV.

With almost 2300 lumens of brightness, stunning colours, and



ETC's ColorSource PAR jr features almost 2300 lumens of brightness, precise dimming, fan-free, convection cooled design, and two array options

precise dimming, this wash light is available in two array options. The original array provides subtle pastels and beautiful white light to enhance skin tones. While the deep blue array is for anyone needing more saturated, dramatic colours.

Like all **ColorSource** fixtures, **PAR jr** includes ETC's colour integrity technologies so the colours the user sets in rehearsal are the same colours the user sees during the show. This includes thermal droop compensation and comprehensive factory colour calibration.

AVOLITES SHOWCASES NEW LAUNCHES AT PROLIGHT...

(Continued from page 70)

Prism, the brand's latest media software application, will also have its first licenced version **Prism One**. The media software platform is designed to give Lighting Operators and Designers easy access to useful tools and powerful video features, and is

complementary to brand's high end AI specialist media application. In addition, this latest release further develops **Synergy** taking the integration of lighting and video a step further, allowing designers creative ambition to be realised.

The primary features of this important release include multiple layers, preview window, live inputs (capture cards and webcams) and NDI inputs. An updated UI includes bank table view and thumbnail view, adding surface page, adding output page

and cross-fade on layer.

Updated **Synergy** control includes adding and removing layers, controlling layers. Secondary features include speed control on layer, added virtual returns, hardware decode for H.264/H.265.

ILLUMINATING The Way Forward

Ed Sheeran's Lighting Operator Jeremy Van Delft Reveals The Art & Science Behind Concert Lighting

In an exclusive interview with *PALM Expo Magazine*, **Jeremy Van Delft**, Lighting Operator for Ed Sheeran's 'Mathematics' Tour, dives deep into the nuances behind designing and operating the lights for mega live concerts

Jeremy Van Delft is a lighting operator, who has operated the lights for big artists in the UK and the US. But most recently, Jeremy has been involved in operating the lights for **Ed Sheeran's Mathematics Tour** around the world. Jeremy travelled with Ed Sheeran to India for the artist's India leg on 16th March, 2024. He stayed back for a workshop on lighting, organized by **MA Lighting** in collaboration with the brand's official distributors, **Hi-Tech Audio & Image**, on 18th March, 2024 at the **Nita Mukesh Ambani Cultural Centre**, Mumbai.

PALM Expo Magazine's team sat down in a conversation with Jeremy to understand his process-driven role as a lighting operator, which key technologies does he foresee emerging in the world of pro lighting, major qualities required to be a successful lighting designer/operator, and more.

Lighting Design: The Process

Jeremy Van Delft begins the conversation by explaining his process to arrive at exceptional lighting design at a concert or an event. He shares, "It's interesting. You listen to a song. And then you have to pick out what is it that you want to actually



emphasize. My process is really listening to the song and trying to understand that. I don't really listen to lyrics that much. I'm much more interested in picking up on the actual subject matter of the song and trying the sound."

Jeremy adds, "Our brains really like symmetry. So, for me, to take something that's completely asymmetric and try to build a position is super interesting. For one of my shows, I took a colour and exploded it. That show was the only show where I ever actually put a rainbow chase in a song. The easiest thing to do is put a rainbow chase in something. No one ever does it because it looks so weird, but it worked well for the particular show. I once worked on Tom Jones' show, where he had a song in which he talks about the feelings of intense loneliness. To convey that, instead of making the lights come in from all directions in the show, we just had one light on him from behind. This is how different the lighting design process is for every single concert."

The Go-To Equipment

Jeremy opens up on the lighting equipment he relies on the most for a successful show. He tells the team, "I think MA Lighting's console is the best console out there today. It's extremely powerful. There is definitely quite a bit that I would like for it to do that it doesn't do currently; like if I need to test a lighting rig quickly, I will probably open up my laptop and turn on ChamSys because they just give me huge parameters to use so that I do not have to use any hardware. But the customizability of MA console allows it to do anything, literally. I can do the same thing in hundreds of different ways. There is no specific way to program a show on MA – I can get to the destination in many different ways."

Speaking about his decision to switch from MA 2 to MA 3, Jeremy adds, "I shifted from MA 2 to MA 3 because I saw the demand for it in the future, and I just know that this is where we are going. This was reason enough for me to switch to MA 3. There are definitely major technical advancements happening. MA Lighting has incorporated a bunch of protocols. I also found out that the laser effects work better there."

The Challenges of Lighting Design

When asked about the biggest challenges a lighting designer faces on the field, Jeremy instantly says one word, 'Time'. He explains, "Time is a big challenge. Being fast enough as a programmer, to be able to get things done quickly, is always a challenge. When we were programming and designing a show for the Royal Albert Hall, I and Mark sat for three days, to understand this show, which was about a whole new album that had just been released. We listened to the song, and the artist told us what he wanted for the lights for that specific song, and my job was to get it done as fast enough as I could, before the artist moved onto the next thing. So, time was of the essence here."

“

Everything on our show is LED now. We are also focusing a lot on content. There's never just this clean face on the screen. It always has some kind of effect on it. Also, things are getting a lot more immersive for the audience. I have a friend who's on Taylor Swift. They all have the LED bracelets that are mapped to your location. So, you're running effects through the audience. We haven't used that kind of stuff here. But I have seen other people do it, and trust me, it is insanely collaborative.

Another challenge, Jeremy adds, is buss-ing. He states, "I like having things structured, so I like my stuff EQ stacked, so that I know what is going to happen next, and when you run the show a few times, you learn it and you feel more comfortable when you get more involved in it. When you are comfortable and happy and enjoying the show, it's always better. Bussing is still fun, and I still love doing that, but I find it more stressful sometimes."

Last-minute technical glitches in lighting can hinder a good performance. When asked how he handles technical glitches on-the-go, Jeremy reveals, "When I was doing 'My Chemical Romance' in Mexico, the console completely crashed. I had to run around and use the backup console. I found that remaining calm in situations helps. You just want to get the things back up and running as quickly as possible, so remaining calm is a good idea. It's just a concert, no one is dying here. If the lights go out for a minute, it's not a big deal."

But not all challenges are technical in nature. Jeremy notes that one of the biggest challenges as a lighting operator/designer is to work with the choreographer of the act or work in sync with the movement of the artist on stage. He agrees it is a crucial element to lighting design, "With me on Ed, we don't have any choreographed movements like that. He just goes wherever he wants to, but yes, definitely, on a more choreographed show, or more theatrical-looking concerts, it's very important for everyone to be working together and know where everybody is going to be at what given time. On Ed, we have a lot of moving pieces as well. The stage has lifts in it that go up and down. If people aren't paying attention, there will just be a hole in the stage where the lift has gone down. So, it can be very dangerous for people. So, yes, constant communication is crucial."

On The Future of Lighting Design

Technology is ever-evolving. With lighting technology undergoing massive transformations, Jeremy offers a glimpse into some of the biggest trends that he thinks will dominate the pro lighting industry very soon, "The biggest technological advancement in lighting is the ability to have all of the control being given to you. Not having to rely on human interaction to do that."

Jeremy adds, "I used black tracks way, way back. Now, they are emerging as one of the biggest technological developments in the field of lighting. I know how easy the follow-me system that we use is. It's going to change a lot of stuff. All our fixtures are LED fixtures. Everything on our show is LED now. We are also focusing a lot on content. There's never just this clean face on the screen. It always has some kind of effect on it. Also, getting a lot more immersive for the audience. I have a friend who's on Taylor Swift. They all have the LED bracelets that are mapped to your location. So, you're running effects and things through the audience. We haven't used any of that kind of stuff here. But I have seen other people do it, and trust me, it is insanely collaborative."

Jeremy talks about the increasing use of laser in lighting design, but he isn't sure where it is headed at the moment, "I'm interested to see where things go with lighting, with the laser source stuff coming up. We've gone from having a light bulb in the fixtures to using an LED source, which has been a big step forward. We're getting a lot brighter with LED and we're not using as much electricity, which is great. The new one is laser source. It's difficult to predict where it's going to be in terms of popularity and relevance, because there is a lot of regulations in certain countries around the use of lasers and pointing lasers at people. The manufacturers are working around that regulation right now, but it is perfectly safe. It also still has some bugs to be sorted out, but it's a very interesting step forward, I think."

Word For The Wise

As a notable lighting operator himself, Jeremy believes the key to succeed in the world of lighting is to always remain a student. As he offers an advice for aspiring lighting designers/operators, he concludes, "Ask a lot of questions. Don't ever feel like you need to know everything. Don't be afraid to ask. If someone is doing something that you want to know how to do, just ask. Don't think that you will come across as someone who doesn't know what they are doing. Practice as much as possible – anytime you see a console with a light plugged into it, go and play with it. When it comes to operating, get to know music. Knowing a bit of music theory is a good thing. Understanding how song structures work, understanding what a beat is, what a bar is – all of this is very helpful, specially when it comes down to timing."

THE SHOWSTOPPERS OF LIGHTING WORLD
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Come, Tell Us How You 'Light'



Ace Lighting Designer, Lloyd Albuquerque reveals a whole new world of lighting design for aspiring lighting designers in this PALM Expo's conference session

Lloyd Albuquerque, a lighting designer with more than two decades of experience, is a masterclass in himself. In **PALM Expo Conference Session** titled, '**Insights Into The World Of A Lighting Designer For Careers Into Light Design**', Albuquerque offers the audience a glimpse into his day-to-day life as a lighting designer and what a career in lighting design entails for aspirants present at the session.

As **Lloyd Albuquerque** steps onto the podium within the Conference Hall at the **PALM Expo 2023**, held in May last year at the BEC, Mumbai, he started with a question, "Why do we need lighting designers and programmers? If you are a rental company or an event company, you always get the lighting from someone – you always get someone who can set it up for you, program the desk, and run things like the way you want – just give the brief, and it's done. But this is where we come in. We are designers. People have understood what a lighting designer brings to the table. How? They saw. When a 3D guy brings up a set design, but forgets to incorporate the trussing, the sound system, or the fact that there is going to be a huge system for lights, the client comes to us and says, "You showed me a different render – it looked

very good on the computer, but in reality, it looks very different. So, what I do is, I bridge that gap between what should be, what can be, and how it can look the best."

Albuquerque adds, "We all probably have a 20/20 vision. I probably don't. But, the thing is, we all see things very differently. For you, your backlog of resources, your perceptions, your favoritism towards a particular colour, or your age contributes to us seeing things differently. That's what a lighting designer understands. And, I have to keep everybody's perceptions in my mind. So, how to keep the client happy, keep my set happy, make it all look nice, but while doing so, also strike a balance. Everybody sees differently. Some people like symmetry, some people like abstract. It's like going to an art gallery. If I don't

like an artist, I don't understand the art. My problem is difficult. If the client doesn't understand what I am doing, he will not pay me well. Shades, colours, hues – most of us think they are the same thing. Most people don't understand the difference. If I tell them you give me a red, and I give them a red, they say 'this is not red'. But you know what a primary red is. If I show them something as a reference or they show me something as a reference, I give up, and say 'okay, this is the colour.' So this is how it works. My role is to simplify things – get the complications and the jargons out of the way."

Lighting Design: The Process

For Lloyd Albuquerque, there is a method to his madness. Lighting design may be a creative occupation, but it is by no means abstract. Albuquerque explains his process of preparing himself for his next project, "Many times, a client will come to me and say, there is an act, a play, or a performance on stage, and we need to design the lights for this. This is how I start. I try and understand who my director is. I try and understand the scope of the work he's done. If he is a choreographer, I see his previous work. I do my research. I start building up on the director's professional graph. It is all about reading the people and knowing the environment before I walk into a meeting or a set. If you don't know whom you are going to be dealing with, and be a know-it-all lighting designer, it isn't going to work. So, I enter every meeting with a fresh slate. No preconceived notions."

Jugaad In Lighting Design

Albuquerque reveals that like every other creative field, lighting design depends on jugaad when required, "If a client is planning a car launch, he/she will sit with the design team six months in advance. But the same client calls a lighting designer barely a month before the event. Clients who know me call me two months before the event. They tell me, "See Lloyd, this is where we are. We will reach here. But this is where the basis is. Please tell us what to do." People who know me will ask me what to do. People who don't know me will simply order me around. Now imagine a kid who has studied lighting design abroad and spent a lot of money doing so. He's new to the Indian lighting market. In his first project, he sends the lighting tech guy a proper lighting plot, which the lighting tech guy can't read or interpret. The lighting designer asks for a particular desk, but the lighting tech guy doesn't know how to patch it. Trust me, these are common, real-life scenarios!"

Albuquerque expands, "In such a situation, my role isn't restricted to just being a lighting guy. I have to make everybody understand a lot of things, such as when is the production guy's truck going to come, who can tap into my power, is this truss safe, have they spec-ed out point load, have they worked out emergency exits, have they worked out the venue's parking issues, at what distance is my generator going to be, et al. I have to do all of this once everything is planned out by the event guy, which means budgets are closed. So I become the bad guy. The idea is to not become the bad guy. The idea is to pre plan and understand how to make things happen, because I have learnt this the hard way. It took me 26 years to get here. But if somebody is new, they will either run away or break down. Most event guys or companies have come from a particular "learning". When they reach the site, most of them are only following the textbook rules of lighting design. They don't understand jugaad."

Getting On The Same Page As The Client

For Albuquerque, it is vital for a lighting designer to be on the same page as the client to deliver an exceptional lighting project. He states, "Being on the same page as the client is where most lighting designers struggle the most. A lighting designer's understanding of what the client is trying to say may not be accurate. So, the best way to deal with this is to show the client a couple of lighting design options as a reference. For me, my blue is my blue.



I don't know which blue is your blue. I still face this problem with my repeating clients. I may have done 20 shows for my clients, I still don't know which pink is their pink. I show something to a client, he will be okay with it in that moment. He will come back 20 minutes later and exclaim, 'Hey, why did you change this?' These things are common occurrence. But we always find a middle ground in such situations."

Challenges in Lighting Design

Getting on the same page as the client also means ensuring that the client is happy with the end result. The client will only be happy with the end result if there were no technical glitches throughout the event. Albuquerque believes that one way to ensure zero technical glitches is to, in his own words, "Always have backups for backups." He continues, "In sound deployment, if there are 20 speakers, and one of them stops working, it will be barely noticed. But when

a light goes off or there is flicker on the LED screen, it's instantly noticeable. Our job is very tricky. We even keep backups for the generators – this is the kind of minute, detailed preplanning that goes into lighting design. I never come to the venue half an hour before the show to operate. We plan everything a day in advance."

Another challenge most lighting designers face is the lack of understanding about the history or the context of the song, scene, or setup to deliver an outstanding lighting design. Albuquerque elaborates, "Most lighting designers never get the time to explore the history or the context behind the story, the lyrics, and the depictions. A majority of the time, they have not even heard the song that they are doing the lights for. The process becomes rushed and the result is a mediocre lighting design, which means every show looks like the shows that happened before this one. Take 20 shows that happened in the past, put them up, and you'll see the same sharpies are moving everywhere. This is because most lighting designers never take the effort to understand the history behind the song, the scene, or the setup, and more importantly, they do not realize their role in the larger scheme of things, as a result, most lighting designers never think-out-of-the-box."

Colours are the backbone of any lighting design. Albuquerque reveals his trick to choosing the right colour and ensuring it envelopes the stage, no matter the obstacles, "When it comes to choosing colours for my set design, I have a very simple rule. I look at the set colour and the colours which will treat it and will work with it. Usually, I am not so lucky. I often end up working with LED wall. And normally, the LED guy will be playing some graphics that are not at all connected with what I am trying to do with the artist. In such a situation, I simply tell the LED guy that this is the colour I am going with, please manage your graphics accordingly. But if it is a pretty set, and if it is physically built with flora and colours in order to create depth, then it is a different ball game, and I need to treat it nicely. My homework then becomes time crunch. If you are doing a wedding set, the flowers will arrive in the evening, not a day before. How would a lighting designer know what kind of flowers are going to be there – if they are artificial or real. They might look nice three hours before the event, but they would wilt under the hot sun. So, essentially, a lighting designer has to keep in mind all these factors as well."

This is an excerpt of Lloyd Albuquerque's PALM Expo Conference Session titled, '*Insights Into The World Of A Lighting Designer For Careers Into Light Design*'.

Readers can view the full conference session on PALM Expo India's Youtube Channel.

The Six Latest Wash Lights For A Brighter Stage

Wash lights are essential fixtures in stage lighting and event production, renowned for their versatile features and their ability to imbue a wide area with vibrant, uniform illumination. Wash lights emit a broad, soft beam of light, ideal for evenly lit large spaces, stages, or backgrounds. Wash lights come in various forms, including LED and traditional incandescent fixtures, offering a spectrum of colour options to suit different atmospheres and themes. Their flexibility allows for seamless blending of colours and smooth transitions, enhancing the visual impact of performances, concerts, theatrical productions, and architectural displays.

Cameo OTOS Series W12

As the largest IP65 wash moving head in Cameo's OTOS series, the OTOS W12 is equipped with multi-zoom feature, enabling the control of three different levels individually and allowing the zoom range to be adjusted on several levels. This feature can be used on two zoom levels with the OTOS W6 and on one level with the OTOS W3. The OTOS W12 comes with controllable FX LED effect ring, which can shine both in white tones and in a wide spectrum of colours. The effect ring is barely visible when the device is switched off and therefore, allows it to fit discreetly into the stage design.

Main Features include:

- 32 x 50W RGBL LED with 19,500 lm luminous flux
- Single pixel control
- Controllable FX LED effect ring
- Multi-Zoom enables three individually controllable zoom levels
- Dual input mode as an option for pixel mapping

Technical Specifications:

- Bulb type: LED, RGBL
- Lamp power: 50W
- Zoom area: 4 - 60°
- LED PWM frequency: 650Hz, 1,530Hz, 3,600Hz, 12kHz, 18.9kHz, 25kHz
- Dimmer resolution: 16 bits
- Colour mixing functions: RGB
- Correlated Colour Temperature (CCT): 1,800 - 10,000K
- Min. Colour Rendering Index (CRI): 85L



Robe Lighting iFORTE LTX

The Robe iFORTE LTX WB is designed, developed, patented and manufactured with iSE-TE 1.000W XP (Xtra Performance) IP65-rated White LED TRANSFERABLE ENGINE, which produces an industry leading 355.000 lx at 5m. The product comes with 245mm front lens, typical lumen maintenance of L70/B50 50.000 hours and the 4-year, 20.000-hour warranty and is equipped with one rotating, indexable gobo wheel with 5 replaceable gobos.

Main Features include:

- iSE-TE 1.000W White XP LED TRANSFERABLE ENGINE
- Rotating gobo wheel, 2 color wheels, 2 animation wheels, frost, iris, 6-facet circular and linear prisms, framing shutters

Technical Specifications:

- Light source type: iSE-TE 1000W HP White LED Engine (Patented)
- LED Engine output: 90.200 lm
- Fixture total lumen output: 55.000 lm (integrating sphere); 43.800 lm (goniophotometer)
- Colour temperature output: 6.700K
- CRI: 70, remotely selectable filters for CRI 80 and CRI 90
- Illuminance: 355.000 lx @ 5m
- LED life expectancy: min. 50.000 hours
- Typical lumen maintenance: L70/B50 @ 50.000 hours
- Light source warranty: 4 years or 20.000 hours



Elation PROTEUS HYBRID MAX

Elation's PROTEUS HYBRID MAX is 550W Discharge IP66 Beam/Spot/Wash Hybrid Fixture, that combines high output and long lamp life in a compact size. PROTEUS HYBRID MAX also features the innovative Philips MSD Platinum FLEX 500 lamp. Rated at 550W and up to 4,000 hours smart lamp life, the HYBRID MAX includes CMY and variable CTO along with a full complement of projection and effects options, making it an ideal fixture for almost any application.

Main Features Include:

- Extreme output 3-in-1 beam, spot, wash hybrid fixture
- Full CMY colour mixing system, variable cto, color wheel
- Creative FX package: 8 rotating and 16 static gobos, dual and single-track animation, iris, 4x prism on dual planes, 2x frost

Technical Specifications:

- Philips MSD Platinum 500 Flex 550W Lamp
- Variable Lamp Power
- Automated Lamp Hibernation with Instant Recovery
- Up to 4,000 Hour Lamp Life
- 22,000+ Lumen Total Fixture Output
- 1.8° - 45° Zoom Range
- Beam, Spot and Wash Modes
- Motorized Zoom
- Dual Frost Filter for Light Frost/Full Wash
- 4 Prisms on Dual Planes
- CMY Colour, Gobo, Prism Macros
- 2 Gobo Wheels
- 8 Interchangeable-Rotating/Indexing Glass Gobos
- 16 Static-Stamped Metal Gobos plus Animation Track



From Claypaky to Robe Lighting, in this issue, PALM Expo Magazine team lists six latest luminaries that envelope a stage in brighter hues.

Martin Professional Exterior Wash Pro XL QUAD

Designed to deal with harsh conditions, Exterior Wash Pro XL QUAD provides a logical, user-friendly and versatile lighting solution to illuminate large-scale structures and building façades. Featuring external micro lenses and an optional baffle snoot, this fixture delivers configurable beam control. The Exterior Wash Pro XL QUAD features unparalleled colour performance. The factory colour calibration ensures superior colour consistency and provides a dedicated colour temperature control channel spanning from 1000K to 12,500K. Designed for permanent outdoor installations and backed by a 5-year warranty, this fixture meets rigorous environmental standards.

Main Features include:

- Logic family of four sizes and lumen packages
- Superior colour consistency based on factory calibration
- Colour boost for bright saturated and mixed colours
- Dedicated colour temperature control channel
- Narrow beam-angle using high-power RGBW LEDs
- Fully weatherized housing (IP66, IK08 and C-5 High corrosion rating)
- 5-year warranty

Technical Specifications:

- Intensity: 0 - 100 %
- Colour mixing: RGB + CTC (Colour Temperature Control)
- Colour temperature control: 1000K - 12500K in 50K steps
- Control systems: DMX, RDM
- Light source: 25 x high-power RGBW LEDs
- Minimum LED lifetime: 100,000 hours (to > 70% luminous output)



Chauvet Professional Maverick Force 2 SoloWash

Chauvet Professional's Maverick Force 2 SoloWash is a single source 480W LED wash designed to meet lighting designers' demand for classic stage wash looks with the modern features LDs expect, such as CMY + CTO colour mixing system with a wide colour palette, an independent colour wheel with CRI and CTB filters, expansive 8:1 zoom, rotating gobo wheel with interchangeable geometric gobos, linear 5-facet prism, and frost. The SoloWash has a compact and lightweight design and is calibrated to match the colours of other Force fixtures in the rig.

Main features include:

- Compact and lightweight 480 W LED yoke single source wash fixture
- 16-bit dimming
- Variable CMY + CTO colour mixing system
- CRI and CTB filters on colour wheel
- DMX, WDMX, sACN, and Art-Net
- RDM enabled
- 6.3° to 55.7° zoom range
- Linear 5-facet prism, geometric gobos and frost
- True 1 compatible power input

Technical Specifications:

- Light Source: 1 LED (CW) 480 W (15 A), 50,000 hours life expectancy
- Color Temperature (at full): 7308K
- Color Temperature (range): 7308 to 3007K
- CRI: 70.4 (with filter: 87.7)
- Illuminance (6.3°) : 91,362 lux @ 5m
- Illuminance (55.7°) : 3989 lux @ 5m
- Selectable PWM: 600 Hz, 1200 Hz, 2000 Hz, 4000 Hz, 6000 Hz, 15000 Hz
- Colours: 7 + colours
- Gobos: 7 + Gobos



Claypaky HY B-Eye K15 Aqua

The HY B-Eye K15 Aqua sets new standards in lighting with IP66 protection. The LED wash light features an original optical unit that enhances both uniformity and light output efficiency. The rotating front lens and individual LED control delivers vivid projections and effects. This innovation simplifies complex macro effects, making it an all-in-one lighting solution: a LED wash light, a beam light, and an effect projector – all come together in a single fixture. With a 40W RGBW LED engine, the product delivers unbeatable power and offers clear display, even on the largest venues.

Main features include:

- Advanced multi-layer management
- Pixel mapping and kaleidoscopic projections
- Shield Family (IP66)
- Higher luminous efficiency

Technical Specifications:

- Source type: RGBW LEDs
- Power: 40W (x19)
- Colour temperature: 2400 to 9500K
- CRI: Up to 70
- LED life expectancy: 50.000 hrs L70
- Zoom range: 4 – 60°
- Lm output: 13500 Lm (integrating sphere)
- Optical syt.: Patented 19 lens system
- Dimmer/Shutter: 0-100% linear electronic dimmer; Adjustable speed stop/strobe effect with instantaneous blackout; Slow strobe: 1 flesh/sec; Fast strobe: 25 flesh/sec; High resolution electronic dimmer – 24 bit; 4 curves
- Personalities: 5 modes with 22 / 36 / 33 / 57 / 76 control channels
- Protocols: DMX, Art-Net, sACN, RDM



by Viraf Pocha



There is this renowned archer. He made a living by selling tickets for people to watch and applaud his amazing abilities.

He let loose his arrows from every conceivable angle, right on target, to the roars of delight from the appreciative crowd. All except this one guy.

All he did was nod his head and repeat, 'Practice'.

In a while, the archer noticed this muttering gent and invited him to comment on what he had witnessed. The gent shuffled up to the mike and repeated, 'Practice'.

Obviously, the archer was taken aback by what he thought was an unappreciative response and challenged the gent.

The gent went to his car and returned to the arena with two tumblers. Each had really thin, long necks. He then opened a can of thick engine oil, and from a height of 10 feet, carefully poured the oil into the two thin long necked tumblers. Not a drop was spilled.

The audience was spell bound and erupted into even louder cheers, stealing the archer's thunder.

When pushed to speak, the gentleman, without any change in his blank demeanour, just said, 'Practice'.

Malcolm Gladwell said that anybody can become an expert at anything if he dedicates 10,000 hours on repeating any exercise diligently and with full concentration.

We all know Sachin Tendulkar's secret of success. Relentless, focused practice. First one in the nets. Last one to leave.

So, adapt this learning, and in a while, you will be the number one guy in your field. Or will you?

We all practice. Lawyers and Doctors, to the delight of a punster, through entire careers. I expect the harder you practice – the better you become.

Then why do some become stars and some become millionaires, while a few languish at the bottom of the league?

A friend once told me a wonderful story. While he was in college, he went to try out for the (American) football team. Coach gave them all

a set of routines. Stretches, windsprints, catches, etc. This went on for months without a chance to actually play a single game. Frustrated, he went to protest to his coach, who told him to gather a bunch of the complainers and meet at the field where the local professional team practiced.

There they sat all morning while the New England Patriots, including Tom Brady, were practicing.

There they sat and watched for hours probably the most valuable team in the NFL – Stretch, windsprint, and throw catches for six hours straight.

What differentiates Tom Brady from my buddy, currently serving time at a Boston Insurance Company. They both spent hours stretching, windsprinting, and playing catch.

It was the demonic focus and concentration of one and 'a gotta do it so just do it.'

The IPL is full of stories of cricketers from very simple backgrounds doing exceedingly well, and in a short time,

practice. Each muscle and nerve in the batter's body programmed to just do what it must without thinking or a single superfluous movement.

That may explain Glen Maxwell's amazing innings during the World Cup. We saw him racked in pain and in agony with cramps and muscles contracting. Yet, so manfully his body seemed to be in such a robotic stage that as soon as the bowler started his run up, his entire body just forgot the current circumstances. His eye took over – and by sheer focus and will, got the cramping muscles to move where and how much they were required for them to dispatch the ball wherever Glen has programmed into his muscle memory.

Does that mean that nobody else on Glen's team or Tom Brady's team practice diligently? How do you grade?

There must be something more than practice that separates the champions from the rest.

What is that indefinable extra that pushes the champion across the line first? Luck? Destiny? Prayer? The answer lies somewhere in between, in my opinion.

winning contracts in crores.

I suspect it is this same demonic focus of mastering a single aspect of their game. For a bowler, it is probably line and length. For a batsman, each stroke is committed to muscle memory.

So, at the top of their run up, the bowler can switch off his conscious mind and focus hard on just one aspect of the delivery. Maybe speed or placement in centimetres. The line and length is already programmed into his action. It just comes automatically.

At the opposite end, the batter (politically correct now), in that tiny millisecond he gets, just adjusts where his bat comes down. The rest of the stroke just happens through muscle memory.

That beautifully timed cover drive that took barely a second to come down – was perfected over hours of

Does the hardest working athlete always win the Olympic Gold? The final ten are whittled down through ruthless competition. Does every one of those athletes know how hard the remaining nine have trained?

On the other hand, one tiny slip at the starter's pistol can cost you the race – even if YOU have indeed trained the hardest.

What is that indefinable extra that pushes the champion across the line first?

Luck? Destiny? Prayer?

The answer lies somewhere in between. In my opinion.

You practice just enough so that your body runs on autopilot. When you can shut down your conscious brain and let your unconscious rule your activity.

Wait a minute. Isn't that what medita-

tion is? A number of yoga gurus call what they do – their practice. Our Holy Books speak of this at length, but from a different perspective.

But then, our Yogis of old never competed in the Olympics, or played Football (American), or indeed even conceived of an IPL.

Let's play a game of 'What If'. What if there is a single clear line from the maharishis down through the great inventors, the sportsmen right down to Virat Kohli?

Are they tapping into the same pathways and reserves of their brains and bodies? What made one rishi attain Maharishi status, leaving the other rishis of his time in the dust.

The devil in me whispers – It was PR, stupid. I'm sure PR contributed in some form. When the deeds and exploits of the expert practitioners were multiplied by first, word of mouth, and now, by Instagram.

However, Virat and the like must produce genius that then can be multiplied.

Let's look at the flip side.

I have toiled away at practice many hours, under many gurus. I have learnt to switch off my conscious and have my fingers move on the lighting board almost before the instruction into my headset was completed. I guess that contributed to my work being accepted.

I have shared and discussed this practice with some of my colleagues. We have egged each other along. Over years, that has been set into our muscle memory. Each of us has developed a distinct style.

Today, we are often instructed by inexperienced people. Due to a strange twist of fate, this lot have become our bosses and called the shots.

(Continued on page 87)

GENELEC BOLSTERS INTERNATIONAL SALES TEAM WITH NEW APPOINTMENT

Genelec has announced the appointment of industry stalwart **Steen Tychsen** to the position of International Sales Manager, with responsibility for SE Asia, Eastern Europe and Canada. With over 25 years of professional audio experience in a succession of senior roles, Tychsen brings with him a deep knowledge of the industry – helping to further strengthen Genelec’s sales operation in these key global territories.

Tychsen’s previous high profile roles at both DPA and Neumann have given him extensive experience of overseeing sales and business development in both EMEA and the US – and demonstrate a strong track record of implementing strategies to maximise revenue and productivity, and proactively developing regional partners.

“I’m thrilled at the opportuni-



Steen Tychsen, International Sales Manager, Genelec

ty to represent a brand synonymous with excellence in audio technology,” comments Tychsen. “Genelec’s commitment to innovation and superior sound quality aligns with my passion for delivering exceptional experiences to customers around the world. As I take on this

role, I feel a mixture of excitement and responsibility, and I see it as an exciting challenge to drive growth and expand Genelec’s presence in global markets.”

Genelec International Sales Director **Ole Jensen** adds, “I’m delighted to welcome Steen to the team at

a really exciting point in our global development. With the new UNIO Monitoring Platform helping to drive growth in the Studio segment, and our ever-increasing profile in the AV and Home Audio markets too, the need for a strategic, customer-centric focus has never been greater. Steen’s experience will be truly invaluable in helping us achieve our ambitious goals for the future.

“Finally, as Steen assumes his new role, I’d also like to pay tribute to my sales colleague Jukka Latva-Hakuni, who has previously been managing the SE Asia and Eastern European territories,” concludes Jensen. “Jukka is about to start enjoying a very well earned retirement, and on behalf of the whole company I’d like to thank him for his years of dedicated service to Genelec.”

GEORG NEUMANN GMBH APPOINTS YASMINE RIECHERS AS NEW CEO

Yasmine Riechers is to become the new CEO of **Georg Neumann GmbH**, a subsidiary of the **Sennheiser Group**. In her new position, she takes over from **Ralf Oehl** and will be responsible for further expanding Georg Neumann’s global business and driving forward the company’s strategic direction. Yasmine Riechers was previously Head of the Corporate Development Office of the Sennheiser Group.

“We are very pleased that Yasmine is taking over the management of Georg Neumann GmbH with immediate effect. Together with the Neumann management team, Yasmine will be responsible for the focus and further strategic direction of Neumann,” says **Andreas Sennheiser**, Co-CEO of Sennheiser. “Yasmine brings a strong combination of strategic thinking and international experience that will help Neumann

continue to grow and strengthen the global footprint of the world-renowned brand,” adds **Daniel Sennheiser**, Co-CEO of Sennheiser.

Yasmine Riechers will assume her new role with immediate effect. Most recently, as part of the Extended Executive Management Board of the Sennheiser Group, she headed the family-owned company’s Corporate Development Office. Prior to that, she worked at Sennheiser Greater China as Director of Operations and subsequently as Country Manager. She started her career in Human Resources at Sennheiser in 2008, before joining **Vier S Beteiligungs-gesellschaft** as Project Manager and later moving to BR Science and Technology as General Manager and Siemens Transformer’s Traction Transformer Division General Manager in China. Yasmine Riechers returned to the Sennheiser Group in

2015.

“Neumann has an excellent reputation in the professional audio industry. I am proud to lead a company with such an impressive history into the future,” emphasizes Yasmine Riechers. “I am very much looking



Yasmine Riechers, CEO, Georg Neumann GmbH

forward to my new role - especially to working with the entire Neumann team and our customers around the world.”

She had already participated in developing the further strategic direction of Neumann with her predecessor Ralf Oehl; in particular, both of them jointly drove the integration of Merging Technologies. “Developing Neumann towards a leading provider across the entire audio value chain, was an exciting task for me,” says Ralf Oehl. “The support of the Sennheiser family, the dedication of our employees, and the legendary Neumann community have brought great success to the company and many special moments to me over the past four years. I am very grateful to everyone involved and will keep Neumann close to my heart. I’m now looking forward to Yasmine taking over from here to build on this.”

D&B GROUP APPOINTS MELANIE STEGEMANN AS VP OF BRAND AND CORPORATE COMMUNICATIONS

d&b group, one of the global event technology specialists and providers of professional AVL solutions, announced the appointment of **Melanie Stegemann** as its new Vice President of Brand and Corporate Communications. With more than 15 years of experience in brand, public relations and marketing roles, she will play a key role in d&b's management team, ensuring the group's brand vision comes to life through engaging messaging and creative content across all channels, both internally and externally.

At d&b group, Stegemann will head up a diverse team of brand and communications experts and will focus on building a collaborative environment that drives company success. Her role will include a broad



Melanie Stegemann, Vice President of Brand and Corporate Communications, d&b group

range of responsibilities, from brand positioning and communication leadership to content production,

thought leadership activities and supporting the strategic decision-making process.

Before joining d&b, Stegemann spent nine years in various senior brand roles at Zumtobel Group, one of the leading international lighting businesses, including her most recent position as Head of Brand Marketing Zumtobel. She has also served as Head of PR for Zumtobel Group's technology brand Tridonic and as PR & Marketing Manager for Metro AG. She holds an MA in American Studies, Computer Linguistics and Business Informatics from the University of Duisburg-Essen.

Melanie Stegemann, Vice President Brand and Corporate Communications, d&b group, shares, "Joining the vibrant pulse of d&b, a beacon of

global innovation and leadership, fills me with an electrifying sense of purpose. Guiding our brand and communication strategy isn't just about business — it's about igniting the sparks of possibility and connection within every individual and organization we touch. Our vision is to transform life experiences and we want to unlock creative brilliance in our partners, customers and employees."

"I am delighted to welcome Melanie to our senior team. She will play a key role in all brand-related and communications efforts across the d&b group. Her international experience, exceptional career track record and passion for communication and marketing make her an ideal fit as we further develop and strengthen our brand in the years ahead," comments **Amnon Harman**, CEO, d&b group.

AVID APPOINTS WELLFORD DILLARD AS CHIEF EXECUTIVE OFFICER

Avid, one of the leading technology providers that powers the Media & Entertainment industry, announced that it has appointed **Wellford Dillard** as the organization's next Chief Executive Officer (CEO). Wellford succeeds Jeff Rosica, who is staying with the company in an advisory capacity to ensure a smooth and successful transition.

Wellford joins Avid after serving as the CEO of Marigold, a leading provider of omni-channel marketing SaaS solutions, used by businesses to manage and deepen customer engagement. Wellford has more than 20 years of experience in the software industry and, prior to Marigold, held CFO roles at vertical software leaders such as Opower and GetWellNetwork, among others.

"We are thrilled to appoint Wellford as the new CEO of Avid," said **William Chisholm**, Managing Partner, and **Patrick Fouhy**, Principal of STG. "He has an exceptional back-



Wellford Dillard, CEO, Avid with Jeff Rosica, his predecessor at Avid

ground leading software businesses and brings a wealth of valuable experience to Avid. His strong track record driving growth will be invaluable during this next phase of the company's journey. In addition, we want to express our sincere

gratitude to Jeff for his leadership and contributions to the company during his tenure as CEO and for his commitment in helping to ensure a successful transition prior to his retirement."

"I am privileged to join such a

terrific team and significant technology leader in the Media & Entertainment industry. It is a critical time for the industry, as well as an important time for Avid, and I am excited to be leading this iconic organization," said Wellford Dillard. "The company's continued focus on innovative technology that can help its preeminent customer base deliver on their creative and business objectives will remain at the center of Avid's focus as we deliver on the company's strategic goals and next phase of growth."

"I'm excited about the future of Avid under Wellford's leadership, and personally believe that he is the right individual at the right time to lead the company," said **Jeff Rosica**. "It has been my honour to be the CEO of Avid over the past several years. I am confident that Wellford has what it takes to move the company forward and lead the team to even greater success in the years ahead."

BRINGING CHOICE TO THE DJ COMMUNITY

Visionhire Entertainments to introduce top DJ brands in PALM Expo 2024

In the dynamic realm of DJing, innovation reigns supreme. In this realm, **Visionhire Entertainments** offers the power of choice for DJs by bringing in the Top brands in the DJ Industry to India. VHE emphasizes on Indian DJs having ease of access to Professional Grade DJ equipment in order to empower them to up their performances. They are bringing in Top International Brands like **Denon DJ, Rane DJ, Soundswitch, UDG Gear** and **Decksaver** to **PALM Expo 2024**.

DENON DJ PRIME GO

Designed for DJs on the move, the Prime GO offers portability

flexibility. The integrated 10-inch multi-touch display, dual-zone output, built-in Wi-Fi for streaming, and seamless integration with Serato DJ and Virtual DJ make it a powerhouse for DJs of all skill levels.

DENON DJ SC LIVE 4

Engineered for professional live performances, the SC Live 4 provides DJs with unparalleled control and precision. Featuring dual 10-inch HD touchscreen displays, built-in Wi-Fi streaming, high-quality speakers, and seamless integration with Engine OS and popular DJ software, it's the ultimate tool for captivating audiences and delivering unforgettable performances.

and filter controls, high-quality audio interface, and comprehensive effects section, it's the perfect tool for creating seamless mixes.

RANE ONE

The 2-channel Motorised DJ controller combines the best of both worlds, offering the performance capabilities of traditional turntables with the convenience of modern digital controllers.

RANE FOUR

The four-channel DJ controller is designed to empower DJs of all levels. With its intuitive interface and innovative features, Rane Four puts the user in complete control of the mixes, allowing them to craft seamless transitions With

two industry-leading brands that cater to the needs of DJs and music producers worldwide. UDG Gear specializes in high-quality DJ bags, cases, and accessories, offering innovative solutions to protect and transport valuable equipment. From stylish and durable backpacks to customizable flight cases, UDG Gear ensures that DJs can travel with confidence, knowing their gear is safe and secure.

On the other hand, Decksaver focuses on producing precision-engineered covers and protectors for DJ controllers, mixers, and synthesizers. Made from ultra-durable polycarbonate material, Decksaver covers provide



DENON DJ PRIME GO



DENON DJ PRIME 4+



DENON DJ SC LIVE 4



DENON DJ SC6000 PRIME



DENON DJ X1850 PRIME



RANE ONE



RANE FOUR



RANE TWELVE MKII

without sacrificing functionality. Weighing just a few pounds, it features built-in Wi-Fi for streaming from TIDAL, SoundCloud, Beatport, and Beatsource. With its rechargeable lithium-ion battery lasting up to 4 hours, dual-deck design, intuitive touchscreen interface, and standalone capability, it's the perfect solution for DJs looking to perform anywhere, anytime.

DENON DJ PRIME 4+

With its four-channel standalone system and extensive connectivity options, the Denon DJ PRIME 4+ offers unparalleled

DENON DJ SC6000 PRIME

The SC6000 Prime sets a new standard for DJ performance with its innovative features and cutting-edge technology. Offering dual-layer playback, a 10.1-inch HD touchscreen display, built-in Wi-Fi and Ethernet connectivity, and seamless integration with Engine OS and popular DJ software, it empowers DJs to push the boundaries of creativity and take their performances to new heights.

DENON DJ X1850 PRIME

Designed for professional DJs, the X1850 Prime is a four-channel digital mixer that comes with multi-assignable inputs and outputs, dedicated sweep

Integrated Serato Stems, the Four takes DJing to the next level.

RANE TWELVE MKII

The innovative DJ controller features a sleek design, responsive touch-sensitive platters, and seamless integration with popular DJ software.

RANE SEVENTY TWO MKII

From its rugged construction to its intuitive layout and customizable performance pads, Rane Seventy MK2 is built to withstand the rigors of the most demanding performances.

UDG GEAR & DECKSAVER

UDG Gear and Decksaver are of the



RANE SEVENTY TWO MKII

essential protection against dust, spills, and accidental damage, preserving the lifespan and performance of valuable equipment.

Together, UDG Gear and Decksaver form an essential part of every DJ's toolkit, providing peace of mind and reliability in any performance or studio setting.

TOMORROWLAND ANNOUNCES ONLINE TOMORROWLAND DJ & PRODUCING ACADEMY

A new educational DJ & producer platform for beginning and advanced DJs & producers

Tomorrowland launches the **Online Tomorrowland DJ & Producing Academy**, a brand-new educational DJ & producer platform that gives beginning and advanced DJs & producers the chance to take their career to the next level. The more experienced ones can practice and take their first steps into deejaying and producing with the in-depth courses, challenge their skills, innovate their music library and solve common DJ problems, producers can learn from the best in the industry, upgrade their techniques, browse samples and project files and receive feedback on their demos.

The Online Tomorrowland DJ & Producing Academy offers:

- In-depth DJ & producer courses: learn from the finest industry experts and Tomorrowland artists (Sunnery James & Ryan Marciano, Henri PFR, Andromedik, and more) through various in-depth courses.
- Receive monthly credits to

download tools, samples, project files and extra learning materials.

- Register for livestreams and Q&As with the greatest guest speakers and Tomorrowland artists.
- Join DJ & remix competitions, the place to discover new talent.
- Submit your demo and receive feed-

back on your work from professionals during livestreams.

- Join the Academy Community and get the opportunity to be discovered.
- Every month, the 'Student Spotlight' puts a different student in the spotlight.

In addition to the monthly membership, people can also purchase Exclusive Masterclasses by renowned DJs and producers, including 'The Future of Creative DJing' by **Laidback Luke**, 'The art of creating a live set' by **Agents Of Time** (coming soon) and a **James Hype Masterclass** (coming soon).

The Online Tomorrowland DJ & Producing Academy joins the existing physical Tomorrowland Academy, a DJ & producer school for kids, youngsters, and adults with unique locations in Antwerp and Hasselt (Belgium), dedicated to inspire and empower enthusiastic people from every corner of the world to produce, release, create, and perform music. The Tomorrowland Academy serves as the perfect platform to scout new and young talent and gives adults the opportunity to refine their skills and network with other peers in the industry.



Tomorrowland launches the Online Tomorrowland DJ & Producing Academy, aimed at helping beginners and advanced DJs and producers elevate their careers to new heights with masterclasses on creative DJing and more

LENCO ANNOUNCES L-3810 - NEW DIRECT DRIVE DJ TURNTABLE

Lenco announced a new direct-drive turntable, called the **L-3810**.

The player is equipped with an **Audio-Technica AT3600** cartridge and a built-in preamp in order to hook it straight to line inputs, pitch control for plus-12 to minus-12 speed adjustment, and 45 and 33RPM playback options. It also features a USB connection for seamlessly digitising the vinyl collection.

The L-3810 styled similar to the Technics 1210, with a square Start/Stop button and a familiar tonearm design. Lenco's newest offering is ideal not just for DJ applications, but it also functions as an impeccable unit for residential applications.

Product Specifications for the L-3810 Includes:

- Turntable with direct drive and USB recording
- Recording of music via PC



The L-3810 Direct-Drive DJ Turntable from Lenco is packed with features such as Audio-Technica AT3600 cartridge, built-in preamp, and USB connection

- Built-in stereo preamplifier
- 2 speeds: 33 RPM & 45 RPM
- Moving magnetic cartridge (MMC)
- Mechanical arm lift
- Direct drive
- Removable plastic dust cover
- Connections: USB-PC and RCA line output

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11 QUESTIONS WITH **Alexander Pietschmann**

CEO, Adam Hall Group

Alexander Pietschmann is a well-regarded name in the global pro live sound industry. As the CEO of Adam Hall Group since 2013, Pietschmann has played an instrumental role in elevating Adam Hall's status as one of the leading manufacturers solutions for music equipment, integrated systems, live events, and industrial applications. In **PALM Expo Magazine's '11 Questions'** feature, Alexander Pietschmann talks about his journey as Adam Hall Group's CEO over the last 18 years, key strategies to maintain the company's trailblazing position, implementing a human-centric approach in an industry that is increasingly dominated by avant-garde technology, and more.



Can you elaborate on your career trajectory – from joining Adam Hall Group as a Marketing Director to becoming the company's CEO over the last 18 years?

My journey with the Adam Hall Group began in a truly unconventional manner. My early ventures ranged from founding an event company to delving into music production, as well as gathering experience in the hospitality industry with a restaurant and live club. This diverse background set the stage for my career at Adam Hall Group, where I initially joined the IT and law departments after earning my Master of Business Law degree in Frankfurt, Germany. However, it wasn't long before I discovered that my true passion lay in marketing. Here, I was entrusted with the creative freedom to establish and grow the department from the ground up. This opportunity played a pivotal role in my career progression.

In 2010, I had the honour of joining the management team, and in 2013, I embarked on a significant new chapter by engaging in a Management Buy-Out (MBO) with my partner and COO, **Markus Jahnel**. This marked the beginning of my tenure as CEO. My commitment to lifelong learning led me to pursue several executive programs from prestigious institutions such as Stanford, ESMT, and IMD, which have been instrumental in shaping my leadership approach. Furthermore, my connection with Indian Vedanta philosophy

through several trips to India has provided me with a profound sense of balance amidst the sometimes- hectic demands of life.

What are your day-to-day responsibilities as the CEO of Adam Hall Group?

As CEO of Adam Hall Group, my daily responsibilities are both broad and diverse. Leading the strategic direction of the company is a primary focus, ensuring we stay on a path of growth and sustainability. A significant part of my role involves recruiting and cultivating the right people for our team, ensuring they share our mindset and values. With a crew of 380 employees, it's crucial to maintain a culture that promotes creativity, trust, and entrepreneurship. This culture is the backbone of our operations and key to our success since our founding in 1975.

Engaging with our partners and customers is another aspect of my role I deeply value. It's essential to understand their needs, exceed their expectations, and ensure our solutions are impactful and meaningful. This customer-centric approach also drives our product development and service offerings.

Furthermore, I am passionately committed to sustainability and making a positive social impact. It's not just about what we do, but how we do it, ensuring our actions align with our values and contribute positively to society and the environment.

What key strategies has Adam Hall Group mapped out to maintain and elevate its trailblazing position in the global pro audio industry?

Beyond providing logistical and price-performance advantages for our distribution partners through our powerhouse brands like **Cameo**, **LD Systems** and **Gravity Stands**, our fundamental focus lies always on the user experience. Our product and R&D teams in Germany approach product development from the user's perspective, working backwards, inside and out. Since 2023, we have been officially recognized by the German Federal Ministry of Education and Research for our extraordinary R&D work.

At the heart of our mission lies a passion for bringing people together. The Adam Hall Group is dedicated to crafting event technology solutions that empower touring professionals, integrators, and creatives worldwide. Our aim is to amplify emotions and create unforgettable memories, leveraging our innovative products and services. This commitment transcends professional objectives, reflecting our strong belief in the power of live events to enhance collective experiences.

In terms of product innovation, in both pro audio and lighting, please elaborate on three major milestones in the history

of Adam Hall Group.

In recent years, we have achieved significant milestones in product innovation. One of the most noteworthy achievements is the launch of the LD Systems **MAILA System (Modular All-Round Intelligent Line-Array)**, a scalable sound reinforcement solution that redefines versatility and adaptability in sound technology - a game-changer in the market. Following closely is the success of our LD Systems **MAUI G3** Portable Column Speaker System. This new generation of portable audio solutions has quickly become one of the best-selling systems worldwide, thanks to its exceptional sound quality, portability, and user-friendly interface.

In the lighting domain, our Cameo Light brand has gained significant traction, especially with our IP-rated fixtures in live touring and integrated markets. We played a pivotal role in lighting up major events, such as the Queen's 70th anniversary at Buckingham Palace in 2022, the Coronation Ceremony for King Charles III at Windsor Castle & Westminster Abbey, and the Latin Grammy Awards. The upcoming launch of our first laser-based **ORON H2** promises unprecedented light output, showcasing our innovation in lighting technology.

Additionally, Gravity's new Glow Stands prove that genuine innovation is still possible in the world of instrument stands. These patented guitar/bass stands are equipped with integrated, individually adjustable LED ambient lighting, which not only lends a special atmosphere to instruments, but also to the room environment.

Cameo had its very own stand for the first time at ISE 2024. Which products from Cameo is Adam Hall Group aggressively pushing into the Indian market?

ISE 2024 was our most successful show so far. A tremendous success, setting the stage for an exciting year ahead. We are thrilled to announce that in collaboration with our long-standing partner, StageMix Technologies, we will be expanding the Cameo Light portfolio in the Indian market over the coming months. Our focus will be on making all major series available, catering to a wide range of lighting needs for professionals and venues across India.

Adam Hall Group's LD Systems recently launched the Maui G3 Series. Can you share with us something more about the expansion of the series and the use case scenarios that we can look forward to in India for the newly-launched product?

The MAUI G3 Series, marking the third generation of LD Systems' esteemed MAUI series, has once again elevated the standard for sound quality in compact column PA systems. Esteemed globally for its unparalleled sound reproduction, the series has become a favourite among performers for its fidelity and ease of use. In developing the new generation, the LD Systems R&D team dedicated significant efforts to enhancing the subwoofer and broadening the DSP capabilities, among others. These

improvements have rendered the MAUI G3 Series with the most advanced and flexible iteration yet.

This year, we are excited to announce the expansion of the series with the introduction of the MAUI 11 G3 MIX and MAUI 28 G3 MIX models. These additions are set to revolutionize the MAUI G3 lineup by incorporating an integrated digital 6-channel mixer, professional-grade effects, and the convenience of wireless remote control via smartphone or tablet. The MIX models represent a comprehensive all-in-one solution, particularly appealing to artists who prefer to streamline their live performance setup without the need for a separate mixing console.

For the Indian market, where the demand for high-quality, versatile sound systems is on the rise, the MAUI G3 Series offers a compelling solution portfolio in black and white. From live concerts and festivals to corporate events and weddings, the MAUI G3 Series, especially with the new MIX models, is perfectly suited to meet the diverse needs of India's vibrant live event scene.

What is Adam Hall Group's cornerstone values when it comes to working with distributors/dealer channels in India, and what, in your opinion, can the distributors/dealer channels in India do to contribute to the ever-evolving growth of Adam Hall Group

“

In the next five years, India's live sound industry is set to see big changes, with technology leading the charge towards more high performance, design driven and reliable setups. There's also a growing demand for versatile and energy-efficient solutions. At Adam Hall Group, we're diving deep into these trends with our innovative LD Systems and Cameo brands. Given India's strong tech vibes, it's poised to become a key player in the live sound world, where music and technology mix in exciting new ways. We're thrilled to be a part of this journey.

as a company?

Adam Hall Group highly values our partnership with StageMix Technologies for all our brands, recognizing the unique growth potential and the importance of understanding cultural and legal nuances in India. Our cornerstone values for working with distributors and dealer channels in India include trust, mutual respect, and a commitment to excellence. We believe that local service providers play a crucial role in our success, offering invaluable on-the-ground support and expertise. To contribute our growth, we expect that our distributors are close to key accounts, demo the products, exhibit on fairs, have a strong customer service and support and make the products available for the market. StageMix is doing a great job in all these respects for our brands.

With the global pro audio and lighting industry now becoming more and more integrated with the emergence of audiovisual technology, how is Adam Hall Group strategizing on capturing the modern-day pro audio and lighting market?

Adam Hall Group is embracing the future of audio-visual integration with significant investment in software solutions like **QUESTRA**, aimed at seamlessly incorporating LD Systems' products into a comprehensive ecosystem in the first step. QUESTRA exemplifies our commitment to innovation, offering users a centralized platform for the easy planning, designing, configuring, and management of audio installation projects. By providing full access to the DSP capabilities of our audio installation devices, QUESTRA enables the creation of audio networks of any size, ensuring each device can be managed and controlled from a single application.

As the live event industry around the world continues to be more automation-driven and technologically-powered more than ever before, how does Adam Hall Group ensure that it provides human-centric solutions to its consumers?

Our mission is to amplify emotions through event technology. Wherever humans come together we enable them to share their passion and enjoy great moments. To achieve this, we focus on the user in everything we do and always ask ourselves how we can become even more user-friendly - with our products, in the experiences that our customers and partners have with us at the various touchpoints and also in our services. The rapid advancement of AI technology challenges our perceptions of reality, elevating the value of authenticity and human connection provided by live events. So, as we look to the future, it's clear that the role of the whole industry will become increasingly vital. We are not just entertainment or cultural providers; we are the champions of human connection and guardians of authenticity in an AI-dominated world. Every brand and company should invest heavily in

<p>building trust through Live formats, at least as much as they invest in AI productivity tools.</p> <p>Which pro audio segment in India, in your opinion, is currently mushrooming at an unprecedented rate, and which products and/or technologies from Adam Hall Group are instrumental in driving this market growth?</p> <p>In India, the live event and portable PA system segments are experiencing rapid growth, fueled by an increasing demand for mobile, high-quality audio solutions for events, worship places, and outdoor activities. Adam Hall Group, through our LD Systems brand, is at the forefront of this expansion with our MAILA, MAUI G3, ICOA, and U500/300 Wireless Microphone Range. These products offer unparalleled ease of use, sound quality, and versatility, making them ideal for the Indian market's diverse requirements. We also see a growing interest in immersive hospitality</p>	<p>experiences. With our newly formed Adam Hall Integrated Systems division, we are focusing on and supporting this important market segment.</p> <p>With technology leading the growth of the Indian live sound industry in the next five years, do you see India as a price-sensitive market, and if so, how is Adam Hall Group navigating it?</p> <p>In the next five years, India's live sound industry is set to see big changes, with technology leading the charge towards more high performance, design driven and reliable setups. There's also a growing demand for versatile and energy-efficient solutions. At Adam Hall Group, we're diving deep into these trends with our innovative LD Systems and Cameo brands. Given India's strong tech vibes, it's poised to become a key player in the live sound world, where music and technology mix in exciting new ways. We're thrilled to be a part of this journey.</p> <p>Adam Hall Group recognizes India as a</p>	<p>traditionally price-sensitive market yet observes a growing demand for high-quality, technologically advanced products that offer superior value and performance. We navigate this by delivering products that blend innovative features, durability, and competitive pricing, ensuring customers receive reliable solutions that are a wise long-term investment. Our strategic partnerships, like with StageMix Technologies, enable us to provide localized support, enhancing our value proposition. Moreover, our focus on efficiency, minimal maintenance, and remote controllability in products, addresses customers' needs for higher functionality over mere affordability. This shift towards valuing efficiency and performance allows us to succeed in tenders. While price sensitivity remains, there's an evident preference for solutions offering more value and better workflows. Our commitment is to meet these evolving preferences by prioritizing value for money, ensuring our offerings align with the expectations of Indian customers seeking quality and efficiency.</p>
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Let's revisit the archer. Some woke, know- it-all who has gathered a reputation due to only his online presence. Not a shred of on-ground experience or practice. Ask the archer to perform a feat at the last instant – the archer is exposed as a novice. Is that fair? That is, in a nutshell, the base line of today's cancel culture.

PRACTICE (Continued from page 80)

Today's social media celebrity arrives with a unique perspective of reducing everything into a tiny frame. Every artist in the world toils at breaking barriers and harnessing technology to leap ever forward. The Instagram Handler bridles him in because he's only interested in what fits into his frame.

How restraining!
Let's glimpse at our World Cup performance last year. Our boys had

practiced themselves into perfection. It could be argued that our 2023 One Day World Cup Team was the most perfectly balanced and talented team that has ever played Cricket for India. When they were winning, it was euphoria.

Our team did not let themselves get distracted. They kept their heads down, practiced and sailed through to the finals.

Something went astray and their

best practices let them down. What was that? You and I were not in their dressing room. We will never know. Perhaps even those in the dressing room can't pin it down to something specific. Which brings me to the point of this column.

Practice takes you there. But you must kindle an inner strength with faith and genius to nose ahead of the other guy who has practiced as hard as you have.

Then nobody and nothing can touch you. You are the Champion!

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45+

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Weight
12.5 kg

Discover our newest amplifier, engineered with top-tier technology, proudly manufactured in England.

Partnering with the legendary XTA, we've conjured the Alpha Control Series, hailed as the holy grail of amplifiers. But hold onto your hats, because now, introducing its mischievous twin: the Alpha Link – the diamond in the rough of audio amplification!

What sets the Alpha Control apart? With four additional DSP Auxiliary outputs, it doesn't just amplify sound – it amplifies possibilities. Connect it to the newly launched Alpha Link amplifier and behold the fusion of affordability and excellence, creating a symphony of unmatched audio performance.

Picture this: You crave the power of the world's finest amplifiers, but balk at the price tag. Enter the Alpha Link, your gateway to unparalleled sound without breaking the bank. Seamlessly linked to your Alpha Control amplifier, it unlocks a realm of sonic supremacy at a fraction of the cost.

The Alpha Link Series offers not just the assurance of the highest quality audio power amp technology, but also future-proofing via simple-to-use digital audio networking (optional). With fast rear panel switching, it can accept either four channels of analogue audio or pick

up four channels of networked audio via Dante, which is then converted using 24-bit 96kHz DACs.

Bottom Line - The Alpha Link improves it!

**The Alpha Link 100 & 80 are manufactured in the United Kingdom by XTA Electronics Ltd at The Design House, Vale Business Park, Worcester Road, Stourport on Severn, Worcestershire DY13 9BZ*



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