

PALM + **AV-ICN** EXPO MAGAZINE

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

Interviews

ProAVL's **Caroline Moss** and **Sue Gould** share their vision and understanding of the global pro sound and AV market.

Sudeep Audio's **Aditya Mehta** talks about **converSations** as the channel completes ten years.

Case Study

AV solutions by **Eyte Technologies** at T-System Experience Center

Corporate Feature: NJSM's 25 years in the Sound Rental business.



PRODUCT FOCUS

Switchers and Matrices

NEWS & TECHNOLOGY

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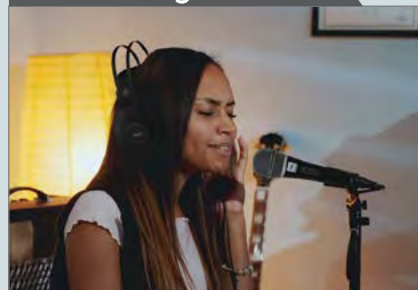
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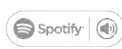
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2-in-1 PALM AV-ICN

With the pandemic looming large, last year, around this same time we were forced to circulate both PT and AV-ICN magazines as eMagazines. We were expecting to resume print circulation a couple of months down the line, when we were assured that dispatch of print copies could be executed without any hiccups. Unfortunately 2021 frighteningly resembles 2020. Lockdown has been particularly harsh. For Media companies, working from home has its own limitations; additionally working with very limited staff has just added to the woes. We therefore had to take the tough decision of merging both titles – PALM technology and AV-ICN for this issue and for some more issues in the coming months.

But that does not mean there is no cause for optimism. We will continue to provide responsible, expeditious and factual company news, product & technology updates, features & interviews and more through the merged title. Stories will include all AV integration not only in pubs/clubs/lounges and studios, but also in domains which include auditoria and stadia and conference rooms and class rooms and control rooms and experience centers across various industry segments.

Enrolled in this edition is a decent line up of popular AV switchers and matrices again trending in the global marketplace on **pg. 26**.

We are glad in publishing IT Service & Consultancy sector company **T-Systems'** AV integration story. **Abdul Waheed**, a seasoned war-horse who has conquered many such installations around the country, along with his team at Eyte Technologies Pvt. Ltd. has designed bespoke solutions for the Customer experience centre at T-Systems' Pune facility. More on **pg. 15**.

I was particularly excited to interview **Caroline Moss** and **Sue Gould** of ProAVL magazine who from their decades of engagement and interaction with the global pro audiovisual industry have shared deep insight and understanding of the global market. *For the full read, head to pg. 17.*

It was a milestone year for NJSM and Sudeep Audio's converSations Channel as they completed 25 years and 10 years respectively in the pro audio industry.

Nixon Johnny who has grown **NJSM** into one of India's leading Sound Rental companies and now leads as one of the first rental companies in India to expand into the virtual events realm and with great success, shares the NJSM story on **pg. 28**.

Aditya Mehta who has ensured **Sudeep Audio's** growth in the last decade, talks about his very popular **converSations** channel, which he started in 2011 to share the journey of Indian studio Sound Engineers and Music industry professionals. Story on **pg. 10**.

While on the subject of Sound Engineers, this year **IRAA** attracts attention. Recording engineers from Bollywood and Indie music production are keen for recognition and honour from IRAA. **Vijay Benegal**, Award Director, IRAA has gone the green mile to deliver defining categories in the Indie music segment. More on www.iraa.in. Stay tuned in for the virtual event coming soon!

Cheers!

Smita Rai

Smita Rai – Content Anchor

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HOLOPLOT LAUNCHES THE X1 MATRIX ARRAY FOR AN ULTIMATE SOUND EXPERIENCE

HOLOPLOT, has announced the launch of its **X1 product line**, including the X1 Modul 96, a full-range matrix loudspeaker with 96 drivers, and the X1 Modul 80-S, a full-range loudspeaker with 80 drivers and an integrated subwoofer. X1 is specifically built for high-performance applications, targeting large conferences, concerts, venues, theme parks, immersive installations and much more.

The proprietary 3D Audio-Beam forming technology, **HOLOPLOT** products are able to control sound similar to light, precisely shaping and steering acoustic beams to easily create sound fields that optimally cover audience areas of any shape and size. Furthermore, a single HOLOPLOT Matrix Array is said to generate multiple sound fields simultaneously – each with its own content, equalization, level, shape, and position.

HOLOPLOT's Wave Field Synthesis technology enables sound designers to recreate audio objects authentically, as if the original object would stand in front of the listener. The sound object is no longer bound to the position of the loudspeaker, but comes alive, moving through the 3-Dimensional space, delivering an incredibly tangible experience. This technology represents an entirely new way of engaging with the medium audio.

X1 offers a level of directivity

control to the demanding applications in terms of audio quality and sound pressure level such as performing arts venues, arenas, immersive spaces and conference or event halls. Whether it's music across the whole audience area from front to back, multiple highly intelligible multi-language contents in conferences, or a fully immersive Theme Park installation with personalized sound spots, HOLOPLOT fulfills its guiding principle: "To make every seat the best seat." No longer is outstanding audio quality reserved for only a part of the audience - now everyone in the audience will receive an unparalleled, engaging, and memorable sound experience.

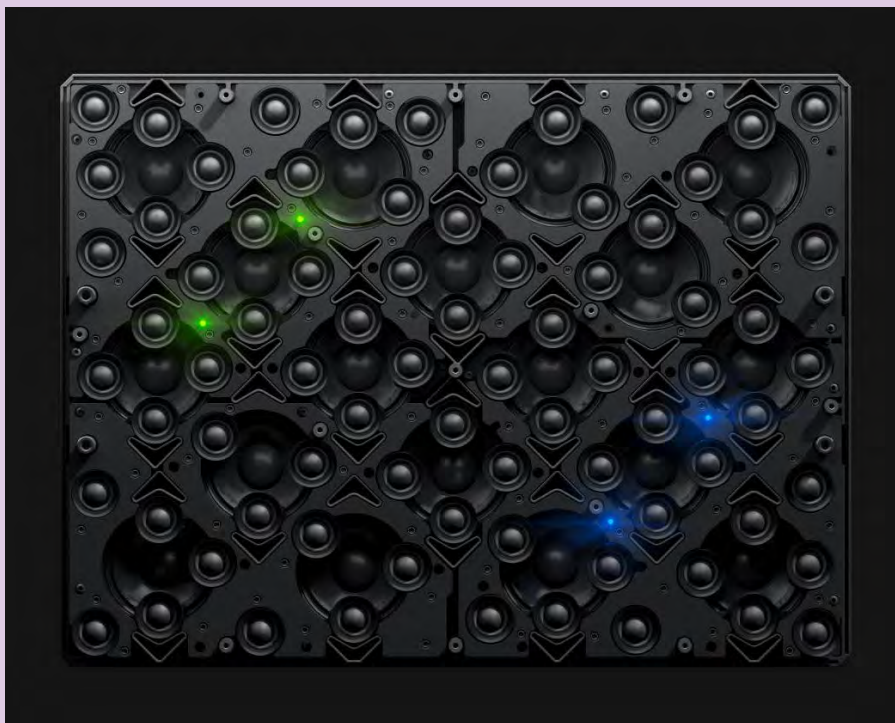
Conference attendees can now hear a presentation in their respective languages based on their position in the room, music venues can deliver consistent audio quality to all parts of the audience, while perfectly mapped sound allows theme park visitors to immerse themselves in an incredibly tangible and personal adventure with their favorite character.

The modules (loudspeakers) have up to 96 individually amplified drivers including more than 60 silk dome tweeters per cabinet, delivering studio-

grade performance at high sound pressure levels. But X1 is more than just a speaker, it is a complete smart system based on highly advanced software, combined with IoT capabilities and Cloud connectivity functions. The HOLOPLOT X1 is believed to be a game-

will improve further after installation and during lifetime.

The X1 modules are building blocks that can be flexibly combined in matrix arrays of different configuration and scale - meeting the specific needs of an application



X1 with Advance Software & IoT capability

changer in terms of audio experience as it is one in terms of system planning, operation and maintenance, due to the various software applications provided. The X1 will not only stay up-to-date, but

and project. The X1 Matrix is said to target the demanding segments of the market, those with high SPL requirements and equally high audio quality standards.

BIAMP RECEIVES US PATENT FOR MAGIC CABLE

Biamp, has announced that it has been awarded a patent from the U.S. Patent and Trademark Office for its **Magic Cable**, used in the company's Desono family of business audio loudspeakers. Magic Cable comprises two stainless steel suspension cables, two 18 AWG signal conductors

tion efficiencies.

"Traditionally, hanging pendant speakers has been a time-consuming and complicated job with many steps, each with different tools. Our Magic

Cable dramatically simplifies the job and only requires a pair of wire cutters. What's more, the entire assembly is encased in an attractive wrapper, so no further dressing or painting is required," said **Joe**

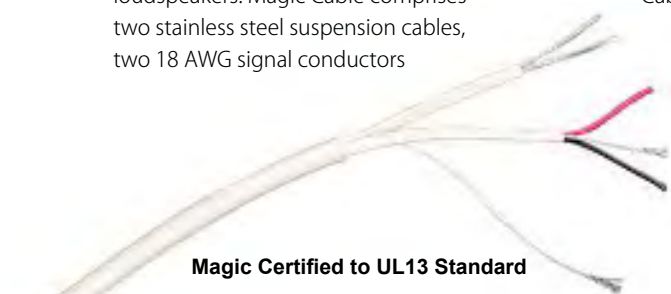
Andrulis, Executive Vice President of Corporate Development, Biamp. "Magic Cable makes it much easier and safer

to install pendant loudspeakers, saving integration partners time and money. Additionally, it's the only composite cable in the AV industry certified to UL 13, demonstrating our commitment to offering our customers exceptional audio experiences — from design to installation to implementation."

Magic Cable's patent has a sub-cable jacket that encloses the metal support cables, a second sub-cable jacket for the insulated audio cables, the main ripcords, as well as sub-cables that allow tool-less stripping of each cable jacket. Because of its unique assembly, it also meets the UL 13 Standard for Power-Limited Circuit Cables with a Class 3 indoor/outdoor rating. With the Class 3 rating, it is "listed for purpose," mean-

ing there's no need to seek a waiver if installed at lengths longer than 10 feet (3 meters). The cable is also pre-dressed in an outer jacket that provides a clean post-installation appearance without the need to smooth out kinks. With these thoughtful features, it affords not only an installation that is easy, safe, and clean looking, but also one that can be completed confidently, regardless of ceiling height and/or length of exposed cable.

Magic Cable is pre-terminated inside Biamp's Desono P6 and P6-SM models to ensure there are no exposed connections at the loudspeaker. It can also be used with other Desono pendant loudspeakers including the DP6, DP8, P30DT, and P60DT.



Magic Certified to UL13 Standard

within a separate cable jacket, and integrated ripcords that allow the installer to easily slice through the jackets as needed — greatly increasing installa-

AUDIO-TECHNICA UNVEILS NEXT-GENERATION CONDENSER BOUNDARY MICROPHONES

Audio-Technica has announced the new **ES9450/XLR omnidirectional condenser boundary microphone** and **ES947C/XLR cardioid condenser boundary microphone** – replacing A-T's popular ES945 and ES947 with these upgraded versions. Notably, the ES9450/XLR and ES947C/XLR add IPX4 water resistance, protecting the microphones from splashes of water and making them even more ideal conferencing and monitoring solutions for a wide range of applications.

With their low-profile design that mounts unobtrusively in tabletops, ceilings or panels for minimum visibility, the ES9450/XLR omnidirectional condenser boundary microphone and ES947C/XLR cardioid



Water Resistant Condenser Boundary Microphones

condenser boundary microphone provide clear, highly intelligible audio that is perfect for conferencing, recording, monitoring and other demanding sound pickup applications. Protected by a rugged all-metal case with a two-layer perforated grille, the microphones feature polar patterns afford a 360° pickup angle (ES9450/XLR) and 120° pickup angle (ES947C/XLR), respectively, while

Audio-Technica's proprietary UniGuard RFI-shielding technology provides outstanding rejection of radio frequency interference (RFI).

The microphones' IPX4 water resistance sets them in a class of their own as boundary mics. Additionally, the ES947C/XLR has a small front-of-mic indicator to ensure proper orientation for maximum pickup. The ES9450/XLR and ES947C/XLR are equipped with a self-contained power module with an XLRM-type output connector, eliminating the need for an external power module. They are available in black (ES9450/XLR and ES947C/XLR) and white (ES945WO/XLR and ES947WC/XLR), and come with a pair of rubber isolators for mechanical isolation from the mounting surface.

NEW DRIVER INTEGRATED WITH GENELEC SMART IP LOUDSPEAKERS

A free **new driver** from software developer **Chowmain** now provides Control4 home automation systems with bi-directional control and feedback when used in conjunction with **Genelec's** Smart IP range of loudspeakers. Chowmain Software & Apps are

quality with single cable convenience – providing scalable power, audio and loudspeaker management via a standard CAT cable.

Powered via PoE and compatible with both Dante and open IP standards including AES67 and ST2110-30, Smart



Chowmain Driver Integration with Smart IP

globally recognized for providing home automation system applications, drivers, modules and plugins.

Chowmain's driver provides close integration between Smart IP and Control4 that features IP control and Automatic Discovery. The driver offers a Two-way control and feedback for various proxy command/ notifications like, Power On/Off, Input Switching, Volume Up/Volume Down/Volume Set, and Mute On/Mute Off/Mute Toggle.

Genelec's Smart IP networked loudspeakers combine exceptional sound

IP loudspeakers feature a single rear panel RJ45 connector which also allows access to Genelec's Smart IP Manager – a sophisticated software tool running on Windows 10 that allows installers to configure an almost unlimited number of rooms, zones, loudspeakers and audio channels, and includes device discovery, a versatile room equalisation tool set, system organization and status monitoring. With this integration the Smart IP now offers system designers, integrators and installers a solution for complex installations also.

EXTRON LAUNCHES ENERGY QUALIFIED HALF-RACK AMPLIFIER

Extron unveils **XPA U 3502**, an **Audio power Amplifier** that delivers two 350 watt channels into 8 ohms or 4 ohms in a 1U, half rack device. It is convection cooled, UL 2043 rated for plenum installation, and includes hardware for rack mount configurations. The XPA U 3502 offers the ability to install high power amplification without using rack spaces for ventilation, conserving precious rack space.

"This much power in a half-rack amplifier is unprecedented", says

Casey Hall, Vice President of Sales and Marketing at Extron. "When combined with one of our half-rack DSP units, like the DMP 64 Plus, you now have the ability to deliver a very capable audio switching, DSP and amplification system in a single rack space."

It features an efficient advanced Class D amplifier design with power factor correction, ultra-low inrush current, defeat able auto standby with fast wake up, and their patented CDRS – Class D Ripple Suppression.



XPA 3502 Power Amplifier for Efficient Rack Mounting Configuration

www.palmtechnology.in

DPA MICROPHONES UNVEILS TWO NEW HEADSET MICROPHONES

DPA Microphones has announced the **4466 CORE Omnidirectional** and **4488 CORE Directional Headset Microphones**. Based on the design of the company's 6066 Subminiature Headsets, the new solutions feature the brand's popular 5mm round microphone capsule. These latest offerings is said to provide the security, durability and flexibility necessary for use in theatre, broadcast, worship and corporate conferencing.

With a one-size-fits-all design and adjustable height and boom length, the 4466 and 4488 headsets accommodate small to large head types. A unique, three-point gripping system (above, below and behind the ear) ensures a greater level of security, while the flexible ear hooks provide continued comfort during extended

use.

"Our customers have been asking us to deliver our latest small form-factor headsets with the highly regarded 5mm mic capsules," says DPA Product Manager **René Mørch**. "With the purposeful design of our boom and locking system, the headset can accommodate all head sizes with just one boom length. This is even true for the directional option, for which the correct placement is so important. With the addition of the 4466 and 4488,



Three-Point Gripping System Headset Microphone

users now have access to a wide array of solutions to meet an even greater variety of needs while also maintaining the

typical clear and transparent DPA sound, which produces high speech intelligibility."

AVER AND BARCO ESTABLISH TECHNOLOGY PARTNERSHIP TO ENABLE UNIFIED COLLABORATION

AVer Information has announced a technology partnership with **Barco** to push the boundaries of wireless video conferencing. The solutions offered enable seamless global collaboration between business meeting spaces and remote offices. Focused on small to medium-sized collaboration spaces and huddle rooms, AVer and Barco's technology partnership helps create a fully agnostic solution no matter what conferencing platform is used.

AVer's collaboration devices and Barco's ClickShare Conference, together, bring seamless collaboration. Specifically, AVer's VB130 video bar, CAM520 Pro 2 conferencing camera and Pro AV Auto Tracking and PTZ live streaming

cameras are easily paired with Barco's ClickShare Conference (CX-20, CX-30 and CX-50). Integrators can select the optimal collaboration solutions based on the size and type of meeting space — whether a huddle room, small collaboration space or large meeting room. Together, Barco and AVer are bridging the gap between the fully remote and hybrid workplace to create a seamless return to the office through bring-your-own-device (BYOD) technology.

"Barco is recognized throughout the industry as a leader in collaboration technology. AVer is proud to align with Barco to create an industry-leading solution for a simplified user experience," said **Carl Harvell**, Director of product

marketing for AVer USA. "AVer's certified partnership with Barco will provide a unified solution for a seamless transition between the remote and hybrid workplace. Together, AVer and Barco offer the perfect combination of solutions for meeting room essentials."

David Fitzgerald, Vice President of global alliances for Barco, added, "AVer and Barco ClickShare are two brands



AVer's CAM520 Pro 2 conferencing camera

that put user experience and meeting room collaboration at the top of their agenda, which is why our new certified partnership is an ideal match. AVer's premium video and audio quality, with simple wireless conferencing by ClickShare, work seamlessly together to guarantee a superior hybrid meeting room experience. Our joint solutions are already ensuring smooth collaboration in more than 1,000 meeting rooms worldwide."

AVer's and Barco's solutions establish a safe collaboration culture in any organization and make productivity and engagement higher for all meeting attendees, even the remote ones. AVer's SmartFrame Technology promotes contactless meeting experiences for safer, more efficient meetings. With SmartFrame, contactless AI-triggered viewing-angle adjustments perfectly frame meeting participants, no matter their distance from the lens. SmartFrame incorporates voice tracking, smart framing, audio fencing and people counting for a seamless video conferencing experience. SmartFrame Technology ensures all participants are framed on the screen, even with masks on, by automatically adjusting the field of view.



Barco's ClickShare Conference (CX-20, CX-30 and CX-50)

HARMAN PROFESSIONAL SOLUTIONS ANNOUNCES AMAR G SUBASH VICE PRESIDENT AND GENERAL MANAGER OF ASIA PACIFIC

HARMAN Professional Solutions has announced that it has elevated **Amar G Subash** as **Vice President and General Manager, Asia Pacific**, effective immediately. Amar will report to **Jaime Albors**, Senior Vice President, Global Sales, HARMAN Professional Solutions.

In his new role, Amar will be tasked with leveraging the strength of HARMAN's iconic brands including JBL Professional, AKG, AMX, Martin lighting, Crown, Soundcraft, BSS and dbx, to drive growth throughout the region. By leading teams across HARMAN Professional offices in Singapore, Japan, Korea and Australia, Amar will bring the organization closer to channel partners and end customers, and chart a course for further expansion in Asia Pacific territories.

"Amar has an excellent track record of working closely with our valued channel partners, system integrators and end customers, accelerating growth and improving customer engagement," said **Jaime Albors**, Senior Vice President, Global Sales, HARMAN Professional Solutions. "At a time when our industry is evolving rapidly, we need a proven leader who can strengthen our

industry-leading brands, deliver the holistic, integrated solutions that customers require. With a deep knowledge and experience in the Asia Pacific region, Amar is the perfect executive to help us accelerate our business and capitalize on the exciting business opportunities,"

"It is an absolute honour to lead HARMAN Professional Solutions APAC team as we explore newer growth opportunities in the Asia Pacific region," said **Amar Subash**, Vice President and General Manager, HARMAN Professional Solutions APAC. "With industry leading portfolio of iconic brands, we have the unique ability to provide our customers both standalone and integrated solutions across audio, lighting, video and control applications. I look forward to working closely with our channel partners, customers and other stake holders to elevate their experiences"

Amar will be based in Singapore at the HARMAN Professional Solutions Asia Pacific headquarters. The location provides access to a global talent pool and close proximity to many of HARMAN's channel partners and high-profile end customers. Amar will lead the Asia Pacific team in serving the region's customers with comprehensive integrated systems, including solutions for corporate, education, government,



Amar G Subhash Vice President & General Manager, HARMAN Professional Solutions, APAC

hospitality, large venues, tour sound and lighting, cinema, broadcast, retail and ecommerce.

Amar joined HARMAN in 2017 as Finance Director for Professional Solutions APAC. In 2019, he became the Director for Channel Management and Operations and in 2020 his responsibilities expanded to lead the Audio Solutions portfolio for Asia-Pacific. Amar started his finance career at Lucent Technologies and later held leadership

positions across domains in Tyco Fire and Security India (now Johnson Controls), Ariston Thermo, Singapore

Amar holds a Bachelor of Commerce degree from Nagpur University, India and is a member of the Institute of Cost and Management Accountants of India. Amar also participated in an executive management program at Berkeley-Haas, University of California.

AVER LAUNCHES CP10 TOUCH-SCREEN CONTROLLER FOR SAFE MEETINGS

AVer has announced the **CP10: a 10.1-inch conference room collaboration controller** featuring a capacitive touch screen and antibacterial glass

with ion technology to promote safer meetings. Designed as a flexible solution for meeting spaces, AVer's CP10 can be utilized as a controller inside

a meeting space or as a scheduling display outside a meeting room.

"AVer's CP10 is an easy-to-use, intuitive touch screen designed for dynamic meetings. It promotes the health and safety of meeting participants through its antibacterial touch glass," said **Carl Harvell**, Director of Product Marketing for AVer USA. "AVer is at the forefront of designing innovative technology while promoting the well-being of our clients and the communities they serve — it is our utmost priority."

AVer's CP10 offers fine-tuned touch for productive meetings and supports 10 touch points for a simplified user experience. Featuring a built-in table stand, the CP10 incorporates a high-resolution display with a comfortable and ergonomic viewing angle, whether it's utilized as a tabletop controller inside a meeting space or wall mounted as a scheduling display. The CP10's op-

tional slide-in wall mount enables users to display conference room schedules, while the LED light indicators can be programmed to show the status of a meeting room.

The CP10 promotes simplified installation through a consolidated, single PoE+ connection for power and camera control. With minimal cabling, the CP10 ensures clean installs and reduces desktop clutter for a streamlined appearance. The single-cable connection empowers a flexible placement and reduced installation costs. The CP10 is preloaded with a Zoom controller for plug-n-play setup. Using AVer's PTZApp 2 software, the CP10 enables camera controls with multiple platforms — including Microsoft Teams, RingCentral, BlueJeans and many others. The integrated PTZApp 2 allows users to easily manage the controller with enterprise-management software and platforms.



AVER CP 10 with Anti-bacterial Glass touch

BLUSTREAM US INTRODUCES FIVE NEW HDBASET AV DISTRIBUTION SOLUTIONS FOR RESIDENTIAL AND COMMERCIAL INTEGRATORS

Blustream US has announced that it has expanded its line of **HDBaseT AV distribution products** for residential and commercial integrators with five new solutions that combine exceptional video performance with enhanced audio capabilities. Now shipping to the US market, the latest additions to Blustream's lineup include **8x8 and 6x6 HDBaseT matrixes; an HDBaseT receiver; an HDBaseT extender with audio return channel (ARC) control; and a four-way HDMI switch with HDBaseT.**

Using color space conversion (CSC) technology, the 6x6 HMX-L66ARC and 8x8 HMXL88ARC HDBaseT matrixes support 4K 60Hz 4:4:4 resolutions over distances of 40 meters via a single CAT-6 cable. Both devices offer advanced audio features designed specifically for integrating all AV sources in the system. Each features an integrated audio matrix for enhanced audio

routing, and via ARC, enables the audio from displays and all other sources to be embedded and routed through the system at the user's discretion.

Designed to work in conjunction with the new matrixes, the RX70CS HDBaseT CSC receiver extends HDMI, bi-directional IR, and RS-232 signals up to 40 meters at 4K 18Gbps and up to 70 meters at 1080p. The device supports HDMI 2.0 and enables ARC control when used with the HMXL66ARC, HMX-L88ARC, or other compatible Blustream solutions. In addition, the RX70CS supports simultaneous analog stereo and optical TOSLINK audio breakout.

The new HEX70ARC-KIT extender provides enhanced HDBaseT integration with the latest AV receivers and soundbars. Purpose-built for integrators requiring reliable ARC delivery via both HDMI and optical sources, the device distributes HDMI, ARC, optical audio return, bi-directional IR, and bi-directional power over cable (PoC) up to 40 meters at 4K 60Hz 4:2:0 and 70 meters at 1080p.



BLUE Stream HDBaseT Product for enhanced AV performance

The SW41HDBT four-way HDMI 2.0 4K 60Hz 4:4:4 HDBaseT switch is ideal for boardrooms, classrooms, and huddle spaces. Using CSC technology, the device delivers HDMI and HDBaseT inputs to simultaneous HDMI/HDBaseT outputs. The versatile SW41HDBT provides enhanced features, including PoC to power-connected Blustream transmitter and receiver products; a web GUI for configuration and source and display control via CEC; manual or automated source selection; RS-232 pass-through; and control via the front panel, IR, RS-232, and TCP/IP.

"Our commitment at Blustream is to provide integrators with the AV distri-

bution solutions they need to tackle the challenges of any project," said **Jason Fitzgerald**, Blustream US Product Manager. "By blending 4K 60Hz 4:4:4 video performance with enhanced audio routing capabilities and functionality like ARC, our latest matrixes, receiver, extender, and switch deliver exceptional results in any setting — whether it's providing advanced source and display integration in the boardroom or creating a truly immersive AV experience throughout the home. We couldn't be more excited to make these solutions available to US integrators."

MARSHALL ANNOUNCES CEECO TECHNOLOGIES AS DISTRIBUTION PARTNER FOR INDIA



Ceece Technologies, an independent distributor of customized AV / UCC products

Marshall Electronics, a provider of reliable video, audio, and multimedia systems for broadcast video, pro A/V, pro audio and OEM applications worldwide, has **named Ceeco Technologies**, an independent established distributor of customized AV / UCC based in India, as its distribution partner for India. A key component of the distribution partnership will be the promotion and sales of Marshall's UCC products lines, which include its popular USB cameras such as the CV610-UB.

As a result of Marshall's rapid growth within the United States and various international markets, the company was looking for a focused distributor from India operating in the pro A/V and UCC markets. With this partnership, Marshall and Ceeco will provide seamless and comprehensive support to the region.

"Marshall is excited to be working with Ceeco Technologies as their reach and expertise in the India market will be a great resource for us," says **Tod Musgrave**, Director of Cameras at Marshall Electronics. "Marshall is excited to expand its geographic focus to India covering major cities like New Delhi, Bangalore, Hyderabad, Chennai, Mum-

bai, Pune and Kolkata, through Ceeco."

Marshall USB cameras offer crisp, clear broadcast quality images with the versatility and convenience of USB outputs for video conference, remote collaboration, video streaming, remote learning and computer capture. The influx of remote work applications has created an increased demand for these products worldwide due to their ease-of-use and high-quality images. The Marshall CV610-UB USB 2.0 PTZ Camera, the most recent addition to the USB line, is designed to easily integrate into common software platforms for teleconference, UCC, and huddle spaces. At a small footprint (148 x 132 x 161mm), the CV610-UB is a high performing USB 2.0 camera at an affordable price point.

"Ceeco Technologies provides the focus and commitment to customer service that Marshall is looking for," says **Rahul Bhasin**, Director, Ceeco Technologies. "Ceeco Technologies is excited to expand its offerings to include Marshall's product portfolio and will carry forward its customer-centric approach and operational strengths to India's ever-growing market."

converSAtions with SudeepAudio

Please tell us about your journey in this industry. What inspired you to start your own YouTube channel and what was your aim and vision?

In 1999, I started Sudeep Audio. com which is India's first Pro Audio website. In September 2003, it became a full-fledged E-commerce store, making the website India's first Pro Audio web store, selling software and studio equipment online. In 2007, music com-

posers Salim-Sulaiman Merchant and I started another company called Philtre Labs. Bollywood Grooves and then Bollywood Elements software libraries were created, for music production for people from across the globe. These e-commerce activities in pro audio and studio equipment made me realize over a while, that there are very few people who buy original software. I felt that it is important to recognize

*Sudeep Audio, one of India's first pro audio web store selling studio software and equipment online commenced its YouTube Channel, converSAtions, in 2011 to share the journey of Indian Sound Engineers and Music industry professionals. As the channel completes a decade long journey in the Industry, PT got in touch with the man behind this venture - **Aditya Mehta**, to explore the vision and passion behind converSAtions.*

and thank the few that did, by bringing fore their stories and journey in the Indian music industry. I had already decided, that I wanted to tell the industry about my father, Nikhil Mehta's journey who along with his nephew, Sunil, set up Sudeep Studio in 1977 at Andehri, Mumbai. I decided that I will also highlight the journey of engineers and music industry professionals who were buying authentic software and music creation tools. I hoped that this would discourage the use of pirated software. Software piracy is rampant in India, because of which these music creators then crib that nobody is buying their songs. In 2011, YouTube was in its nascent stage and was used only to promote film songs and music videos. I thought of using this platform to showcase interviews of professionals talking

about their journey in the industry and the products they use. I also wanted it to become an educational forum wherein the best in the industry could provide tips and knowledge, on how to use a product, for instance, or even how to become a musician or a sound engineer in India. Many students and parents have no idea how to get into this field of music and sound. It was my idea to provide information through this channel. So our YouTube channel was started with a dual purpose – to encourage people to buy original software and as a knowledge platform.

So would you say that your channel simultaneously adds more value to your Brand and the services you provide?

I would say it is a by-product; the intention was never to boost our brand, and the channel is named converSAtions with the URL – youtube. com/SudeepAudio – since I couldn't get a URL for converSAtions (generic names were not allowed by YouTube then). The purpose of the channel is to highlight talented people in the music industry. We have consciously kept singers away, as they are rewarded with fame and get their fair share of public exposure. The idea was to credit people like sound engineers and music producers, to make people aware of the process, of how music is created and the vital role an engineer plays in it. I wanted to educate people about the



Aditya Mehta with his father Nikhil Mehta upholds the legacy of Sudeep Audio with converSAtions

music community and make them understand the basic difference between a music arranger and a music composer. We started from Mumbai since that's where our base is. When you watch these videos that highlight these artists, you realize that most don't come from Music Families. The focus of the channel is to educate people, students & parents about this industry through videos that showcase how these artists had started their musical journey and grew by learning on the job.

YouTube has now become a huge platform with millions of people having access to it, but things were different 10 years ago? What were the difficulties you faced, when you initially started conversAtions?

Sudeep Audio had a small team of people that managed the online store. I invested in a Sony HD Handycam, and 720p was the highest resolution

team of people to set up lights and do makeup or put fancy equipment and made them look as candid as possible.

Another problem that I faced was the quality of audio and video. There were background noise disruptions since I did not record using lapel mics initially. The lighting in our video was always natural. We often got by using the studio lights available in the room, and hence you see lighting in some videos is dim and dark – a typical studio environment. But over time, I also become more confident, and our content of the conversAtions improved, and so did the audio-visual quality of our videos.

The internet speed was also an issue as it was poor back then. In 2011 uploading, a 30-50 minute video used to take up to six hours. Hence, I used to upload my video at night, with the risk of internet speed breaking and interrupting the uploading process. Today,

courses but highlights the learning and experiences of people who have made it in the industry.

conversAtions unveil behind the scenes and stories of music producers who have worked with or are still working in the industry with various composers like A.R. Rahman, for instance. It shows the ground reality and challenges that one has to go through to have a successful music career.

With such credible people on your channel you must have received feedback from your viewers. How often do you get requests from viewers about what they would like to watch or who they would like to hear?

Initially, people complained about the poor audio quality. People often requested me to interview singers like Arijit Singh. Bringing stars on board would have helped bring more views and numbers, but we never focused on that. Since I have a recording studio background and I have been selling equipment for almost two decades, I knew how to structure the interviews. As we grew, people started recommending various sound engineers. Viewers requested that the videos be in Hindi language rather than English. So we have tried to cover as much as we can in Hindi for the last 2-3 years. The sound engineers from the South don't speak Hindi well and prefer English while speaking. When we feature tutorials that cover technical aspects or explain the software, English becomes the go-to Language.

Of your 48K viewers would you say most are casual viewers or are they dedicated Fans and do you have any aces up your sleeve to turn Casual Viewers Into Dedicated Fans

The number of subscribers is quite misleading. For instance, when you see the analytics of a video with 100 views and the subscribers are only 45, the remaining 55 views are from non-subscribers most of the time. The primary learning and growth come from the stories of people and not from the statistical analysis. Many viewers who like the video belong to the music industry. But, due to the tough competition prefer staying anonymous. But what many don't know is that YouTube doesn't give you access to reveal the profile of the person who has liked a video. The data of profiles that bring the engagement on the video is not openly shared, like Facebook or Instagram.

As we speak of dedicated followers, I have people reaching out to me on Instagram via messages, and they tell

me how they have been watching my videos for over eight years. Numbers are significant when you are looking for people to sponsor your videos or monetizing your video. Since our channel is community-driven, the number of subscribers and views has never been our priority. We, however, are about to cross 7 million views.

If any of my videos have inspired people or helped them in any way, I would say that my objective is fulfilled. We are not into measuring the loyalty of our subscribers by giving them hampers or discount coupons because that changes the whole philosophy of our channel.

You cover compassionate stories of many talented people who have had their own struggles in the Industry, which one has been your favorite?

I've learned a lot from every interview,

“The idea was to credit people like sound engineers and make people aware of the process of how music is created and the vital role a sound engineer plays in it. I wanted to educate people about the music community and make people understand the basic difference between a music arranger and music composer.”



Shantanu Hudlikar shares his views on the recording business in the Music Industry; Sound Engineers Ep-1

on YouTube back then. A wise piece of advice that I carried with me was to always go for the highest available resolution in your audio and video setups. I started shooting with people I knew, our customers and well-wishers. I began by interviewing people by going to their home since their studios were also there.

Our criteria for selecting artists were that they should have original software and credible experience in the industry. Since we did not have a video editor, I did basic editing and transitions for the videos, with the help of the iMovie application, which was available on a Macintosh system. These were initial struggles back in the day. I used to prepare a basic Interview Questionnaire that was free-flowing and avoided technical details. My biggest challenge was to convince people to come on camera, as most of them were camera shy. I ensured that they felt comfortable by shooting the videos at their convenience in their home or studio. I did not intimidate them by bringing along a

the duration time to upload a video of a similar duration has come down to 10-15 minutes, thankfully!

You have interviewed various talented artists, sound engineers, and help share their stories. Was it a challenge initially to get industry personnel to feature on your channel?

We are India's only online store that sells original music software plugins. Thus, we already had clients with us to begin. After a few videos, the news of this initiative spread by word of mouth. I started getting numbers from people, and it helped me get in touch with more people who had been in the industry for a long time.

Would you say that your channel is an educational channel?

Yes, it is. The channel features exclusive stories and tutorials from the professionals of the pro audio industry that share tips for recording and producing, how to use Music software and set up a home recording studio, etc. It doesn't academically train like online

there are different aspects to every story but there has been a little learning from every video. You might come across certain common factors on what inspired people to get in to music or how they were connected with music. I don't think I will be able to pick favorites.

Creating a successful YouTube channel would you say is the easiest or the hardest thing ever? Because given the fact that YouTube's algorithm keeps changing, and monetizing your videos is a very big challenge. So can you share your insight on how to manage a YouTube channel?

First of all, don't create a YouTube channel just for the heck of it. Anybody with a Gmail ID gets a free YouTube channel as it is. On any social media, not just YouTube, ensure that you have an established purpose and reason to begin. One should always value the profession that they are showing and

not let your inexperience degrade the profession, just to become a YouTuber.

One should question themselves whether they can offer the viewers regular and good quality content. If yes, then structure your contents and videos so that viewers can see consistency. The duration of the video, whether it should be short or long, will come only with experience and depends on the type of content you are putting across. Right now YouTube has a clutter of videos that showcase the same thing. There should be something unique about your YouTube channel, which will slowly build the branding of your channel. Ensure that you're using the right equipment because people are quality conscious. In case your videos feature a zoom call, ensure that the editing is good because zoom calls start looking impersonal after some time.

Your channel covers various informative topics such as arranging rhythm, mixing backgrounds, digital learning

looking forward to explore the traditional and folklore musicians or who are still connected to their traditional music cores?

I have been looking forward to covering folk musicians and unveil their musical journey. India's diversity is complex and, I want to understand how folk musicians are trying to preserve their culture and what has inspired them so far. Sadly everybody is focused on Bollywood, and you can't blame them because that is where the money is. Back in 1999, when I started with Sudeep Audio, I desired to cover Indian Classical as it was my love and passion. People have always been intrigued by Bollywood so, I started looking into films because it was a matter of sustainability.

Folk musicians also need attention, but I feel the whole music community should come together and promote them, especially the well to do Musicians. On the Channel, we will get in touch with folk musicians and artists

at all.

Music has been an intricate part of our Indian Cinema since the beginning of time, rarely do we see people being appreciated for their talented, but lately, we have seen people getting rewarded for their hard works in award shows. Do you think this has attracted young minds and sparked more interest in having a music career?

No. The film award shows only highlight the singers. Music producers and sound engineers get mentioned only in the technical awards category. On television, you barely catch a glimpse of these artists; they are always under-appreciated. I would say it's a disservice to an extent. We need award shows like IRAA but, we need big channels to support IRAA. We are all so used to entertainment that crediting sound engineers and their technical work doesn't fit the category of show biz.

Award shows cannot be an inspiration to become a sound engineer. It cannot be a reason why youngsters enter this profession. Passion for music starts when you're introduced to music correctly at a young age. Inspiration comes from learning an instrument or visiting a studio and understanding the process of music creation. School and college students nowadays have a lot of learning exposure, with free applications that include music-making software that helps you create music, for example, GarageBand on iOS. Our channel, converSations, is the pioneering channel in India that focuses on sound engineers and music producers.

In 2019, music streaming Platform like Spotify, YouTube Music were launched in India. Do these music streaming platforms give more exposure to the music Industry?

Applications like Spotify didn't come to India early because there was an issue with royalties and connected reasons. These music streaming platforms give access to music listeners to a wide range of artists and genres. One can now listen to music by any artist or genre from anywhere around the world, thus music consumption has risen manifold. At the end of the day, unfortunately, it is only the singers that get appreciated.

Do you have a Podcast of your channel?

Our converSations channel audio podcast is available on Apple Podcasts, Amazon Music, Spotify and other podcast platforms. You can easily find it by searching for sound engineers or music producers from India. I have recently started a new podcast called 'Career ki Baatein', where we cover topics for students (aged 10-16) on how to have a career in design, architecture, journalism, law, etc. It will even discuss offbeat

professions like becoming a magician. The first episode of the podcast talks about how to have a career in music. Since I have been in the industry for a while, it was better to start there. I'm bringing in experienced professionals who share their practical experiences and talk about the skill set. These are essential for a long-lasting career by identifying traits in your child at an early age. These podcasts guide youngsters on how to choose a career in their respective field of interest and not forced upon them by societal pressures.

Could you talk us through how should one record their podcast?

A successful podcast depends on the content you are putting across. To record a podcast you need, audio recording software, good quality mic stand, high-quality headphones and a soundproof (or at least a quiet) room. The important factors that contribute towards a fruitful Podcast are your level of consistency, style of presentation and quality of content. Self-conviction is essential to start a YouTube channel or a podcast. Beware of the myth that the popularity of your channel will make you rich.

The Industry has moved towards digitalization and we also have a new era of Audiobooks and Podcast. Do you think this new digital means of communication is helping People get the right exposure?

The introduction of the podcast has opened up new doors for people to access a variety of content. The production of podcasts has gone up, but the number of listeners is still very low in India. We are still unaware of the existence of podcasts, unfortunately. It's been big in the US for years, but in India, after Google, we find that YouTube is the second most used search engine. The concept of Audiobooks is still foreign to many as we speak. Audiobooks and Podcasts gave a sense of hope to recording studios owners that there would be more footfall and business by renting the studio. Advance Technology has helped people create a podcast from the comfort of their bedrooms. Creating a Podcast at home is cost-effective, and many are doing decently well. For audiobooks, studios, and or voice over, artists have deals signed up with various publications to produce an Audiobook of their best-selling authors/titles. So yes, the market space has opened up for more avenues, but then again, the consumption of this content is less at the moment. These new audio platforms work as per a business model, and one cannot risk having expenses more than their revenue. The opportunity to break even is still in the developing stage, but the market looks promising.



Ashish Saxena demonstrates the live setup of stage monitor and sound engineer's setup for a concert; Useful Tips EP-41

etc. What other important aspects or topics related to the pro audio industry, do you wish to cover in the future?

In the past 11 seasons, people have heard me ask questions but, as we start season 12, the viewers will not hear my voice. I plan on getting musicians and sound engineers to interview each other and have roundtable sessions. For this season, you will see musicians make their own videos. So we can have an intricate interview where we include the technical aspect that goes into music production. We want to discuss the challenges one face when doing live shows and how to overcome or avoid various technical glitches. Secondly, we will be starting with tutoREals, similar to our converSation spelling format. We want to cover the seven swaras (SA, RE, GA, MA...etc.)

India is rich and diverse, given the history of music, every part of the country has its own language and tune that they connect with, are you

from other parts of India and share their story.

YouTube premium launched in 2019, so are you trying to or have thought in future to explore the premium world of this digital platform?

Our YouTube channel is eligible to access the premium program. Yes, there will be a paid section, but we would be sharing the revenues earned with the artists. It is a work-in-progress, the premium channel, which would feature everything in-depth, and it would cover all the technical aspects of sound recording and music production. YouTube India's JOIN feature for a channel subscription ranges from Rs. 59, to even 899 per month. One can access it by clicking the join premium button seen near the Subscribe button. Our channel's primary aim is to educate people by using YouTube as a platform and help young students of music and sound get inspired. We don't look forward to joining the YouTuber business

THE UNTRAVEL SHOW PILOTS MUSICAL TRAVEL WEB SERIES - MELODY MILES, SPONSORED BY JBL COMMERCIAL

HARMAN Professional Solutions, has announced that **JBL Commercial** India has partnered with Untravel Media to sponsor a new travel web series called **"MELODY MILES."**

"MELODY MILES" follows The Untravel Show host **Abhishek Vaid** and singer-songwriter **Chaitrali Ghodke** as they explore the hills of South India in search of musical inspiration, incorporating their experiences into an original song over the course of several episodes. The series was released on April 3 on YouTube channel – The Untravel Show. JBL

Commercial India sponsored the show, providing the hosts with JBL Commercial equipment to capture professional-quality audio on the road.

"Over the last couple of years, we have built an incredible foundation as the leading experiential travel channel, inspiring hundreds of thousands of people through fun and engaging content," said **Vaid**. "Working with JBL Commercial gives us an exciting opportunity to bring a melodious story of travel, friendship and music to a travel-craved world, while also enhancing the experience of the viewers through high performance

audio solutions."

"To be associated with a brand that not only understands music but also gives complete creative freedom is the best collaboration we could have asked for," added **Ghodke**.

Requiring high-quality portable equipment to produce their show while on the road, Vaid and Ghodke relied on JBL Commercial audio solutions. The duo reported that the **JBL CSLM20 lavalier microphone**

solved a fundamental problem of mobile recording with its built-in earpiece for easy monitoring. They also remarked that the battery-operated CSLM20B lavalier microphone provided crisp sound with sturdy build quality.

Vaid and Ghodke also praised the **Soundcraft Notepad 5 mixer** for providing just the right level of control in a compact form factor, and said that

their **AKG K371BT Bluetooth headphones** were ideal for travel, with comfortable earpads, lively sound and a convenient folding design. Additionally, the duo took a **JBL GO 3 portable waterproof speaker** on their trip, which they said was "the perfect music partner considering the rugged and rustic terrains of our shoots."



Show Host **Abhishek Vaid** and Singer-Songwriter **Chaitrali Ghodke**



AKG K371BT Bluetooth headphones, ideal for travel

EQUIPSON UNVEILS NEW RANGE OF PROFESSIONAL LOUSPEAKERS

Work Pro Audio – the installation and professional audio division of Spanish manufacturer **Equipson** - has launched a new range of two-way professional loudspeakers that are aimed at the installation and live sound markets.

Known as the **ENTAR Series**, the name combines of the words **ENTertainment** and **ARchitectural**, reflecting their ability to deal with the demands of these very different applications. Both passive and active speakers are included, in a variety of different sizes. All models are manufactured from high density plywood and their construction and shape makes them ideally suited to light PA duties. They are also useful as stage monitors or for front, side or rear fill.

"We have been selling our **MINO** range very successfully over many years," says **Juan Jose Vila**, CSO at Equipson. "However, customer feedback indicated that an upgrade was in

order. People were still very happy with the range but, after more than a decade since their launch, we felt it was time

to renew the design and install better quality components. The result is **ENTAR**, which hits both of our targets and

gives customers an attractive, up to date range of competitively prices, high performing loudspeakers."

The **ENTAR Series** has four two-way passive loudspeaker models offering a choice of 8", 10", 12" or 15" woofers. Power outputs range from 400W to 600W. The Series also includes three active models equipped with Class D amplifiers and either 10", 12" or 15" woofers. Each of these loudspeakers has a controllable DSP that includes EQ presets, location presets (Pole, Monitor, Bracket), selectable HPF filter, Shelving EQs, limiter, and front LED mode (on, off, limiter). Active models also include a volume knob and line/mic and link/mix switches.

All loudspeakers in the **ENTAR Series** are finished in black and have black steel grilles for a sleek, modern look.



The new **ENTAR Series** includes four two-way passive loudspeaker models and three active models equipped with Class D amplifiers

N-LABS INTRODUCES ALL NEW 4 CHANNEL PROFESSIONAL WIRELESS MICROPHONE

N-Labs has announced a new addition to its microphone systems range. N labs' latest **U1 4 channel professional microphone system** is an upgrade to previous two channel model.

The RF output has been increased (mW) to expand environments. 300 mtrs. The hour battery back-theaters and pub-

The device has any interference channel model, without any inter-has a licensed

power of the new U1 to 50 mW, switch-transmission range This enhances the wireless microphone up and can be used lic speaking events.

a Digital Pilot technol-from Outside. Similar to the audio transmission ference or delay. The U1

4 channel microphone has able in two steps (30, 50 or adjust to difficult RF working distance up to system comes with a ten for live conferences,

ogy that blocks the previous 2 is delivered 4channel

band that eliminates the chance of failure during a live event and features a metal body made of stainless steel and 4 antennas with an airtight anti-fungal glass that is installed in front of the Receiver, thus preventing moisture and dust.

The 4chan-capsule. Similar backlit display for and one mixed selectable up to 200

"The customer can vice can automatically device is suitable for units or when there are either automatically

nel model comes with a value-added cardioid to the previous model the device features a frequency indication etc., a balanced XLR output output that has the same frequency bank which is Different Frequencies .

select the frequency of their preference or the de- detect frequency without any disturbance. The performing operations with more than two-three 20+ microphones being used in the studio, it can select frequencies or the mic will synchronize

with the best available frequency. This device monitor's real-time display of the battery and antenna, which gives an estimate for how long the device can be used," said **Hemal**

Bhatt, Director of N Labs.

The U1 4channel wireless microphone and receiver comes with a five year replacement warranty.



N-Labs U1 4 channel professional microphone system

POWERSOFT STRENGTHENS T SERIES AMPLIFIER PLATFORM

Powersoft has announced two additions to its renowned touring amplifier platform, the T Series, which will allow the company to almost entirely replace its legendary K Series.

Powersoft introduced the T Series in 2019, and in doing so defined the 'next generation specs' for amplifiers in live sound applications, as well as setting new long-term benchmarks such as daisy-chained Ethernet

connectivity; Dante audio networking; Power sharing; Improved DSP with powerful Advanced EQ groups, and FIR filtering for great sounding presets.

Now, in 2021, the new T902 and T904 have been introduced to extend the applications of the T Series even further, allowing it to cover the requirements for any system deployment, including larger-scale live sound applications.

The T902 is a 2-channel amplifier specified to deliver 4000W at 2 Ohms,

3200W at 4 Ohms, or 1800W at 8 Ohms, and its high rail voltage and peak current on the outputs make it ideal for driving large 4-Ohm subwoofers (like dual 18") or 2- and 3-way line sources. The T902 is the product for powering and controlling complex cardioid sub-woofer arrangements and complex 3-way line sources.

The other new addition to the T Series family is the 4-channel T904, which can deliver 1800W at 2 Ohms, 2000W at 4 Ohms, or 1600W at 8 Ohms.

This new amplifier platform is designed to power Bi-amped systems like stage monitors, 2-way point source speakers, and 2-way line sources, as well as smaller sub-woofers. Much like the rest of the T Series family, the new T902 and T904 feature onboard DSP, in-built Dante inputs, and live impedance monitoring, as well as Powersoft's Active DampingControl for cable resistance compen-

sation.

"Most live sound amplifier families will feature lower voltages for smaller and lower-cost products," said **Marc Kocks**, manager of Powersoft's Application Engineering team. "In smaller systems, however, it is quite common to have a single 8 Ohm loudspeaker per channel. This presented an opportunity for our development team to make a very homogenous amplifier range in which all models can deliver the same high output voltage so that smaller models can also play 'full SPL' on 8-Ohm speakers.

"This makes the smaller models more affordable by saving in the power supply and output current capacity while providing a solid feature set for the entire product family. With the addition of the T902 and T904 to the T Series it will be able to serve as a flexible and reliable workhorse for any live sound system."



Tech Savvy Environment for T-Systems

Eyte Technologies installs high-tech AV Solution at T-System's Experience Center facilitating brand value and delivering superior customer experience

Digital service provider T-Systems's new experience centre highlights a bespoke design unique to their brand voice. Space limitations compelled the Eyte Technologies team to get very creative. This feature explores how the Mumbai based consultancy firm achieved the client's vision with style.

When T-Systems ICT envisioned a personalized environment with a blend of an interactive and holographic element with dynamic content for their 400,000 sq. ft. Office, reached out to **Eyte Technologies**. The company wanted quality integration with high-tech technology, which would facilitate its brand value while providing an ultimate customer experience. Eyte implemented the latest AV technology solution that accurately reflects and underlines the hi-tech aspect of the company.

T-System is an independent digital service provider headquartered in Europe with its reach in over 20 countries, with 37900 Employees and billions of euros in revenue. T-Systems ICT India has a head office in Pune and additional branches in Bangalore. A wholly-owned subsidiary, the company provides leading ICT services, which include, secure operation of legacy systems and classic ICT services, the transformation to cloud-based services, as well as new business

models and innovation projects for the business fields of the future, such as data analytics, the Internet of Things, machine-to-machine (M2M) communication and Industrial Internet to its customers globally.

Project Highlight

The State-of-the-art facility located in Pune has a 400,000 sq. Ft area and the client's vision is to grow its workforce in this country and make significant long term investments into its offices over the next two to three years. The client was looking to create a customer experience center with a bespoke design unique to their unique to their Brand voice. This personalized environment had to be immersive with both interactive and holographic elements with dynamic content that would provide a "wow" factor to anyone who experiences it in person.

Eyte has been in the industry for technology-space that delivers quality results. The company took upon the challenge to convert this vision into reality. Eyte understands that every interaction a customer would make in this center would reflect the client's ability



Visitor Management System that Monitors the Database of Visitors



Holographic Device that displays 3D Holograms of the company logos and products

and work. The AV integrator came up with scalable, cost-effective, and unparalleled expertise service that meets the demands of client.

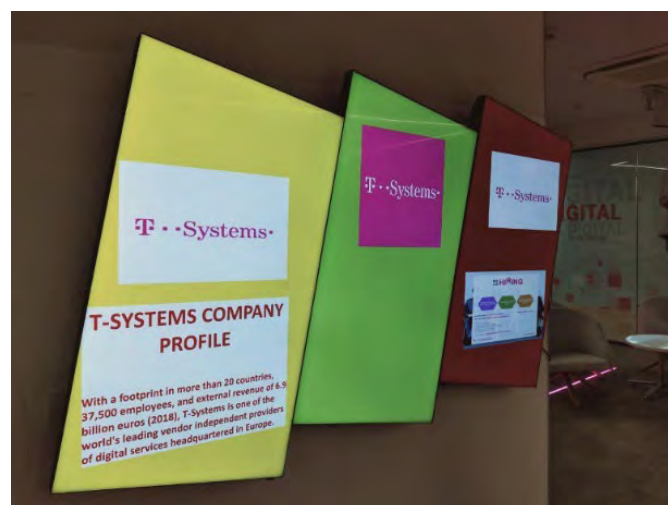
Challenges

Designing bespoke solutions is always a challenge as it comes with its own unique set of restrictions. These restrictions could be anything from Architectural, Environmental, Time Constraints, Budget Constraints and many more. "One of the challenges faced in this site was that the new solution had to be incorporated with the existing space with little to no space as the construction was complete, which was another parameter to the design process, where the proposed design had to blend in seamlessly with the existing space." said **Abdul Waheed**, Managing Director, Eyte Technologies.

EYTE considered the existing setup, which consisted of furniture layout, ergonomics to ensure comfort for the end-user, Space Acoustics to ensure everything sounds the way it is supposed to, with various other factors. Another significant aspect to take care was the client's Global Standards. "It was essential to ensure that the designs matched the technology used in their offices globally to assure continuity between different campuses." comments **Abdul Waheed**. EYTE provided

Eyte has been in the industry for technology-space that delivers quality results. The company took upon the challenge to convert client's vision into reality. Eyte understands that every interaction a customer would make in this center would reflect the client's ability and work.

the best AV Practices to corroborate with the set AVIXA standards thus, displaying integrators commitment to quality of work.



Asymmetrical Video wall that Conveys the latest news about the company

Solution:

The "Customer Experience Centre" or CEC had been divided into different zones for the users to interact with each other. The different zones were named Welcome Area, Briefing Area, News Feed, Discussion Area, and Feedback Area. Each Zone had to be equipped with

a technology that followed its storyline. A storyline is a set way a user would interact with a zone, and the technology installed in that room would mirror its storyline. Each area had to fulfill its purpose and was designed accordingly. Once the plan was set in stone, the next step was to use technology that would cohesively reflect our storyline.

It was of utter importance that the technology used in this space be modern and cutting edge, which follows the client's global standards. The equipment had to be reliable and of the best quality to ensure longevity and have minimal downtime. The equipment procured were from the best AV brands including **LG, Samsung, Epson, Lightware, Datapath, T1V, Tannoy and Kramer**.

Visitor Management System

A visitor management system was set in place to create a database of visitors and allows the client to print visitor badges. The visitor then would be led to the Welcome area, where they would be greeted with an interactive display that would feature welcome messages, company history and achievements. The welcome area would also feature directional speakers for crisp audio reinforcement and an option for the visitor to present content from their device to the main

interactive screen. The visitor can also be seated at the Custom Table build with interactive displays. For a seamless experience, the technologies used would allow content displayed on the Table to be pushed to the main screen allowing for collaboration, multiple content interaction, annotation, which could be handy for a larger audience at the CEC.

Asymmetrical Video Wall

An asymmetrical video wall was also installed to create an aesthetical appeal, which would mainly be used to convey the latest news about the company. EYTE went beyond traditional interactive elements and used 3D projections to create a futuristic experience.

3D Holographic Device

A **3D holographic device** was used to display the company logo and other products as a 3D hologram. A 3D projection was also done over a table using an overhead projector to create a 3D view of the projected content on the table. The Exit area featured an interactive tablet allowing the visitor to pen down their thoughts on the overall experience. The waiting area also featured a video wall to showcase media content for the waiting visitors.

The AV integrator reinforced the client's vision and executed a comprehensive AV solution that conveyed the brand to any visitor who would experience it. "We made sure everything was set in motion the way it should be. We would like to thank our client for providing us with this wonderful opportunity. It was our vision to provide a system which would help reinforce and communicate the brand to any visitor who would be experiencing it in the Experience center and to see it operational is another feather in our hat." said **Abdul Waheed**.

Pursuing the Pro Audio Trail

In conversation with Caroline Moss and Sue Gould

How long since you've been with ProAVL, looking after the editorial and advertising. How fulfilling has it been?

SG: I joined the company in 2005 as the Advertising Director and I'm so glad I did. There were only four of us involved back then and it's been so exciting to be part of the journey as we've grown the team, the magazines and our digital platforms over the years and established ourselves as

the acknowledged authoritative voice for the APAC audio visual industry. Caroline and I actually first met way back in 1996 when we worked together on another magazine called *Pro Sound News Asia*. One of the reasons why I enjoy my job so much is having her as my editor; we work and travel really well together (and laugh a lot) which helps!

CM: I started at *Pro AVL Asia* – or *Pro Audio Asia* as it was back

*PT got in touch with the **Pro AVL Asia** magazine core team of Editor - **Caroline Moss** and Sales Director - **Sue Gould**, who between them boast of over three decades of experience in the pro audio industry. Their interactions with OEMs, distributors and industry professionals over the years, has shaped the growth of the magazine to a large extent. In this interview Caroline and Sue share their perspective, vision and understanding of the global pro sound and audiovisual market.*



Caroline Moss, Editor, ProAVL and Sue Gould, Sales Director, ProAVL

then – in 2012, and until the pandemic grounded us at the beginning of 2020, I spent those years travelling out to Asia meeting people in the industry and visiting a huge variety of innovative projects, installations and events. It has been both a privilege and extremely fulfilling to see the rate of progress across the region, and to meet all the amazing people who've helped us so much on our trips. As Sue has already mentioned, the first time we worked together was on *Pro Sound News Asia* in the late 90s and we both have extremely fond memories of visiting south Mumbai for the Broadcast India show. It was there that we began

our long association with the Indian industry, and all of our trips to the sub-continent have been fascinating, busy, fulfilling and extremely fun.

What have been the major changes in the pro audio, AV and lighting industry which you'll have witnessed down the years? UK, USA and Germany were once the anchor countries but now China is becoming the epicenter of all manufacturing.

CM: If we're talking about manufacturing specifically, then yes, the biggest change has been the shift to China, and for several decades now, many Western brands which are headquartered in the USA and Europe have outsourced their manufacturing to the country. Alongside this is the increase in factories set up to copy established and successful Western brands, and doubtless this is a practice that will continue into the future, but at the same time, Chinese manufacturing has matured very



Caroline Moss at the Sennheiser booth at PALM expo

quickly so that many new and innovative solutions are now being designed, engineered and manufactured in China. I only see this getting stronger as the country invests more resources into the development of new technology, not just in AV but for every walk of life.

Do you see many more brands, both mainstream and niche, vanishing in the near future? Either because of product redundancy or economic peril in pricing?

CM: Certain products yes, brands no.

Is the AV crunch and product merge reducing the scope of innovation? Is the classic pro audio industry becoming weak?

CM: It's true that pro audio, or what we might refer to as entertainment technology, is now converging with the AV market, with many of the same technologies being used in each sector. But I don't see this as reducing the scope of innovation. There are so many tools available now, and so many opportunities for cross-pollination to create technology as well as events and experiences.

In India the Pro Audio, AV and Lighting industry is developing at this point. In your experience and learning of the market in India, how would you compare or even per se how would you rate the actual user in India, in terms of being knowledgeable of product in regard to product application and technology?

CM: There is a wide discrepancy of knowledge when it comes to end users in India, but I have seen this closing over the years as training and

education has become more prevalent. Tradeshows such as PALM Expo and InfoComm have certainly helped in this regard, and we've watched as companies increasingly demonstrate more "joined up" systems rather than individual products. There is a huge thirst for knowledge and training in the country, and the learning curve is steep; however, we still come across projects where there is room for improvement.

How do you see the steps back to full recovery? Like when do you think the big rock concerts are coming back?

CM: This is a very regional issue. In China, which locked down immediately and was able to return to more or less normal life quite quickly, concerts, festivals and tradeshows have been going on since the middle of last year. The same has been true in parts of Southeast Asia and Australasia. Here in the UK, as our vaccination programme rolls out, we are being promised live events with reduced social distancing from 21 June onwards, and I imagine that this will be the case around the world as infection rates are brought right down. However, the pandemic is global, and big international tours and festivals will remain on hold until the virus and its variants are under control around the entire planet.

Do you see the Indian market on par with Europe in regard to product use or brand level.

CM: I'm sure that some of the work being done in the Indian market is on a par with some of the work being carried out in Europe, but as Europe's AV market is a more mature one, it's not

a level playing field yet. However, the Indian market has negotiated a steep learning curve, and has certainly made up a lot of ground.

Do you see a positive result for Europe's markets with the ISE show now anchored in Barcelona?

SG: Given the fallout from Covid, it's going to be an interesting few years before we see Barcelona firmly established as a hub, but I believe that they've done the right thing by shifting the show from Amsterdam and the RAI where they were literally bursting at the seams.

With the UK India free trade agreement (FTA) do you see increased exports from UK to India?

CM: It's a bit soon to say at the moment – Boris Johnson's trip to India had to be cancelled due to the pandemic, although he has since had a virtual meeting with Narendra Modi where it was announced there was the potential for up to £1bn of new trade and investment, and an enhanced trade partnership which it is hoped will allow British businesses to export more of their products to India. We are hopeful that the two countries, which have had such a long historical connection, can reach a trade agreement that is beneficial to both parties. But the most important task for Britain right now has to be to help India overcome its second Covid wave and for both countries to stabilise before trade can commence in any meaningful way.

Can India be seen as a manufacturing centre for pro audio and lighting in future? Or do you see promise in AV integration and networking products design (because of India's IT strength)?

CM: At this stage I would have to say I see more promise in India's strength in product and technology design as well as systems integration.

How do you see the reason for Shanghai show being discontinued? Did you see this happening when we witnessed Messe Frankfurt acquiring the Guangzhou show couple of years ago?

SG: It's simply a matter of money: Messe Frankfurt have been under increasing pressure not just from the entertainment and music sectors but across all sectors they operate in as they have seen diminishing returns for a number of years. Guangzhou acts as a much more attractive hub for the international pro av community, particularly on the manufacturing side as it's situated in the heartland of the factory belt; hence they've sensibly decided to focus their time, attention and money on

“It's true that pro audio, or what we might refer to as entertainment technology, is now converging with the AV market, with many of the same technologies being used in each sector. But I don't see this as reducing the scope of innovation. There are so many tools available now, and so many opportunities for cross-pollination to create technology as well as events and experiences.”



Sue on a visit to Klotz

building up that show and withdrawing from Shanghai.

First Frankfurt lost Music in Europe meltdown. Now Shanghai lost Music entirely. Two of the biggest Music expos! Music Expo India too was discontinued. How do you see this transition with music expos across the world closing down (Digitization of music has smashed the musical instrument industry globally)? How do you see futurescape? Both the Frankfurt and Shanghai shows with their music halls supported ProAudio and now no more.

SG: The loss of the music shows is simply a reflection of what we are seeing across so many sectors with the rise of e-commerce and high street stores. MI equipment is freely and cheaply available everywhere now, and pre-Covid there were demo facilities available in every major high street.

In the life and times of ProAvl (Pro Audio Asia) what are the memorable moments for both of you?

SG: I loved putting on our ProConnect nights in Mumbai (Dubai and Singapore) which were great opportunities to catch up with friends and colleagues

from the industry and give something back, so I really hope that we can set those up again in the future. And I have to say that the welcome and hospitality we receive whenever we are in Mumbai is always second to none and always memorable!

CM: There are so many memorable moments, and many of them have happened in India. Off the top of my head, they include visiting many of Bollywood's leading studios and facilities, and further south, Harris Jayaraj's stunning studio at his home in Chennai. Huge integration projects like HARMAN's work at Akshardham Temple in Delhi. A marvellously cross-cultural death metal beer festival in Bangalore where everyone wore punk rock wigs. Futuristic installations in educational institutes such as Ashoka University, also in Delhi. Sailing from Goa to Mumbai on the Angriya domestic cruise ship, ingeniously kitted out for ecological education and musical entertainment by Audiotechnik India. Plus of course all the great times we've spent during PALM Expo, when the industry descends on Mumbai, catching up with our friends and finding out about all the latest developments. We miss you!



THE ALL NEW N-LABS U1 - 4CH PROFESSIONAL WIRELESS MICROPHONE SYSTEM

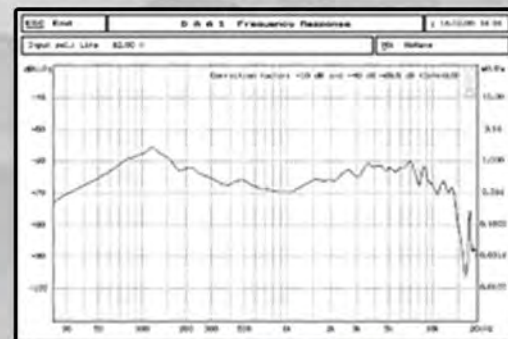
50 mV
RF POWER

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WORKING
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**CARDIOID
CAPSULE**

KEY SPECS

BATT. BACKUP OF 10 HOURS
BALANCED & UNBALANCED OUTPUT
REALTIME DISPLAY OF RF, BATT & AENTANA
FREQ. 40HZ To 20 KHZ
200 FREQ. BANK
AUTO FREQ SCAN
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An Unequal Music

THE RISE OF INDIAN HIP HOP

by **Abhimanyu Malhotra**,
The Sonic Arts Co.

The hip hop storm that had been brewing for nearly a decade in pockets around India was certainly pushed into the limelight thanks to **Zoya Akhtar's** *Gullyboy* film. It spurred a nationwide movement, where dozens of MCs and writers released their dream of reaching the big stage could actually become a reality here in India. Growing up in the era of Dr. Dre, Snoop Dogg and Eminem our Indian artists were always enamored by the sounds of the west, and idolized these iconic artists who had stories of rags to riches, and nothing but their talent and skill to carry them from one to the other. *Gullyboy* cemented this dream as a reality for Indian MCs, and if that wasn't enough, the Indian hip-hop scene got its biggest sign off from none other than legendary rapper NAS. Realizing the potential the Indian market has, NAS co-founded Mass Appeal India, with the objective to provide a platform for the best MCs in our country. This month's column is a look at the Mass Appeal Catalogue and the artists they've signed, at music that is being represented by one of the biggest names in Hip-hop, and the homegrown teams who are writing, rapping, producing and engineering this music.

The jewel in the crown is none other than **Divine**. The poster boy of Indian Hip Hop, Divine was in fact Mass Appeal India's first signing, and they had released his debut album *Kohinoor* in 2019. Following it's smashing success, Divine has since released a number of singles and collaborations, including '*Rider*', featuring **Lisa Mishra**. Produced by **Kanch** and **Stunnah Beatz**, mixed by **Shah Rule** and mastered by **Charles Wakeman**, *Rider* is a story of childhood sweethearts told through a modern trap beat with catchy hooks and melodic, almost tropical top lines. The lyrical work takes the cake, with a blend of Hindi and English from both artists. This is definitely not underground in

any form, and is very much commercial songwriting with the intention of representing Indian hip hop on the global stage, and it does a great job of executing the same. The song and video are strong milestones of India's rise in the global hip hop world.

Our next track is *Hooked/Khara Sona*

by **Shah Rule**. A talented rapper, writer and producer, Shah Rule is a part of Divine's Gullygang. Mass Appeal has released his debut EP *Hooked*, and this song is very representative of the special sauce that Shah Rule brings. He is the perfect example of fusing the West with Indian hip hop. His music and

Indian artists were always enamoured by the sounds of the west and idolized iconic artists who had stories of rags to riches and nothing but their talent and skill to carry them from one to the other. Gullyboy cemented this dream as a reality for Indian MCs, and the Indian hip-hop scene got its biggest sign off from none other than legendary rapper NAS.



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flows are contemporary and cutting edge, and he effortlessly blends Hindi with his melodic style. What I like most about this track is how he flips essentially two songs into one; a trend highly popularized by Drake and Travis Scott. His understanding of flow and how to switch it up is a pleasure, knowing how to keep his audience listening in. The track was produced by **Xplicit & Stunnah Beatz**, mixed by **Shah Rule** and mastered by **Hanish Taneja**.

Next up is one of my favourite MC's in the scene, **MC Altaf**, who is simply a poet in rapper form. One of Mass Appeal's latest signings, he is the goldenly of our scene. His track '*Soch*' resonates with his loyal fans and his fanbase is growing rapidly. Consisting of modern trap, Altaf's poetry is a superfluous and spontaneous flow of thought, taking you through his mind and daily life experiences. His words motivate and resonate and the simplicity of the video allows his words to shine through. Produced by **Saif** and **The Loud Pack**, *Soch* was mixed by **Skiddy** and mastered by **Stunnah Beatz**. *Soch* is a testament to the fact that you don't need big budgets, cars and models to reinforce your image as an MC in Hip hop. It is testament that pure poetry and flow can deliver as much of an impact, if not more.

READ

FOCUSRITE LAUNCHES NEW COMMERCIAL AUDIO BRAND – OPTIMAL AUDIO

At a special online event, **Focusrite** unveiled a new commercial audio brand, **Optimal Audio**. Promising a fresh outlook, Focusrite Group CEO, **Tim Carroll** explained that **Optimal Audio**, which becomes the Group's seventh brand, has been in development for three years, involving extensive R&D across product and software, in a bid to simplify the unnecessarily complex world of commercial audio:

"Optimal Audio provides a streamlined product offering working seamlessly together to deliver high quality sound that is easy to install and can be operated by anyone, not just engineers.

"Alongside its own dedicated staff, a number of colleagues from across the group – most notably within Martin Audio – have helped to bring Optimal Audio to fruition. In the long term, our ambition is that the brand will have its own distinct team."

Dom Harter, now Managing Director for both Martin Audio and Optimal Audio, then gave an overview of the product eco-system and the focus of the brand:

"Optimal Audio offers a one-stop solution of control, amplification and loudspeakers for small to medium-sized commercial installations, with a focus on supporting multi-zone venues. At the forefront of the eco-system are four and eight-zone, powered and non-powered Zone controllers that have DSP at their

heart. There is currently nothing else at this price point on the market which has the functionality and versatility to allow such a quick and simple setup. They have a flexible three-band EQ plus bandpass filtering on every output, alongside limiters and delay – features that are normally associated only with premium-priced offerings."

Compatible with any device, Optimal Audio's WebApp makes system set-up straightforward, allowing installers as much access as they require configuring EQs, devising presets and structuring time-of-day routines. Once completed, venue staff can then be presented with a simple user interface which allows them to operate the system. Zone controllers can also be supplemented by elegant wall-mounted controllers called Zone-Pad, available in one-zone or four-zone formats, which ensure that operation by staff is simple, intuitive and within easy reach.

The next product category presented was amplifiers. Optimal Audio offers

three SmartAmps with DSP, multichannel direct drive constant voltage, optimised presets and with half-rack and full-rack options available. SmartAmps provide a cost competitive fit for the commercial market to accompany the portfolio and maximise the performance of its loudspeakers.

Finally, Optimal Audio revealed its collection of loudspeakers. These comprise a range of five ceiling speakers appropriately named Up, a series of four on-wall wooden speakers called Cuboid, and two powerful yet compact subwoofer solutions, simply known as Sub. Whilst again being cost-com-

petitive, sound quality is a hallmark of the loudspeaker category, with Harter promising a "rich and detailed sound that will surpass expectations in this price category."

Summing up, Harter said, "Optimal Audio maybe a young brand, but as part of the Focusrite Group it has an impressive pedigree. We have combined innovation and experience to simplify commercial audio, and by launching more than twenty products at the outset, Optimal Audio has created a high-quality, comprehensive, multi-zone, one-stop, commercial audio offering."



(L-R) Dom Harter, Tim-Carroll, Matt Rowe

WAVES NOW SHIPPING THE VOCAL PRODUCTION SUITE

Waves Audio, developer of professional audio signal processing technologies and plugins, is now shipping the Vocal Production suite.

The Vocal Production suite includes 15 of the music industry's popular vocal plugins that helps to produce and mix studio-quality vocals that sound modern, professional, creative and polished.

The Vocal Production Suite includes **Waves Tune Real-Time**, for real time creative vocal tuning. **OVox Vocal ReSynthesis**, the next-generation voice-controlled synth and vocal FX plugin. **Vocal blender** blends vocals similar to the pitch-shifted Travis Scott-Style vocal sound. **Vocal rider** automatically keeps

vocal level perfectly. **R-Vox vocal compressor** that is used on every Beyoncé vocal and hailed by Drake producer Noah "40" Shebib as "one of the most important vocal plugins ever created". **Waves Tune**, for maximum-control, surgical-precision vocal pitch correction. **Sibilance**, **Renaissance DeEsser** and **DeBreath**, cleans vocals, by quickly removing those unwanted vocal breaths and harsh "s" sounds. **Doubler** used for classic vocal doubling and backing vocals enhancement.

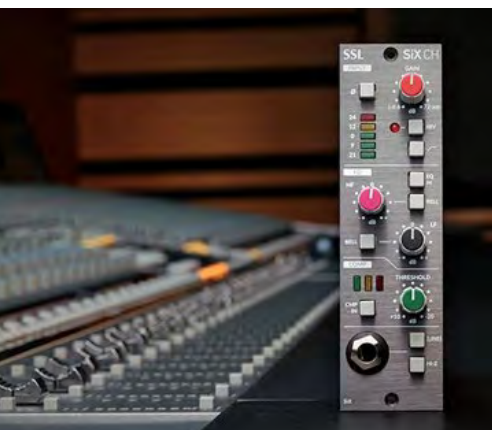
5 more classic reverb, delay, EQ, and compression plugins are inclusive in the Vocal Production Suite that completes the pro-quality vocal production and mixing abilities.



Waves Vocal Production Suite for vocal production

SOLID STATE LOGIC EXPANDS 500 SERIES MODULE RANGE

Solid State Logic (SSL) unveils two new modular processors as part of revitalizing their renowned, and often emulated, **SSL 500 Series module range**. The classic G-Comp Bus Compressor, E-EQ and E-Dynamics processing modules have been given a fresh, sleek brushed steel facelift, while a feature enhanced VHD+ module, new stereo ultraviolet Stereo Equaliser (UV-EQ) and



SSL 500 Module enhanced with Steel Facelift

Six Channel (SiX CH) modules, complete the new-look range.

Niall Feldman, SSL Director of New Products, comments "For nearly 20 years we have made many of our classic console and processor-based innovations available to more producers, engineers and musicians via the 500 module series. The opportunity with our more recent product to continue this work and bring a new range of modern classic 500 modules to a broader market, was too good to resist."

ultraviolet takes the acclaimed minimum phase-shift Violet stereo EQ section from the new studio-favourite analogue processor Fusion, and puts it into the 500 series format. Over and above Fusion's Violet EQ, ultraviolet takes features one step further, adding two dedicated mid-bands, with precision Focus mode for ultimate EQ control. ultraviolet draws on the SSL legacy of selecting key frequencies and response curves to create a musical and intuitive EQ, designed to quickly dial

in the sound of your mix, sub groups and individual instruments.

SiX Channel is a single-width 500 Series channel strip using the SuperAnalogue processing features from SSL's incredibly successful compact SiX console, including Mic-pre, low and high frequency EQ, as well as the single knob compressor. SiX Channel is a simple way to add additional Mic/Line inputs to the line level inputs of any professional audio device, including the Stereo channels of the SiX console. It is also a flexible way to create a professional modular mixer from a 'summing' 500 Series rack unit.

The versatile VHD+ Pre now features front and rear inputs with four different impedance selections making it an extremely versatile mic pre and DI box



SSL 500 Module with Ultraviolet Stereo Equalizer

for a wide range of microphones and instruments. Delivering an ultra-clean SSL SuperAnalogue grade recording path, the switchable patented Variable Harmonic Drive (VHD) system uses a 100% analogue signal path to generate rich harmonic distortion.

L ACOUSTICS RELEASES L ISA STUDIO FOR SPATIAL AUDIO CREATION

L Acoustics has introduced a revamped, innovative approach to the workflow of spatial audio content creation with the new **L ISA Studio software suite** and upgraded **L ISA engine**. Built with sound designers and mixing engineers in mind, L ISA Studio is designed for countless creative, immersive audio experiences. Immediately available for download, it takes the power and versatility of the concert-proven L ISA technol-

ogy and puts it into the hands of sound creators, allowing them to formulate multidimensional audio wherever and whenever they are ready to create.

"L ISA Studio grants all sound creators the ability to conceive, create, iterate and experience their work in 3D audio," explains **Guillaume Le Nost**, Executive Director, Creative Technologies at L Acoustics. "It is the perfect tool to work on the pre-production of an L ISA live show or the sound design of a newly

imagined immersive experience – or even mix an album in 7.1.4."

L ISA Studio contains the same spatial audio and room engine algorithms as its hardware counterpart, the L ISA Processor, yet is redesigned and improved with key features for room enhancement, a fully augmented scale simulation mode, and binaural output capabilities. The upgraded engine, now deployed in both software and hardware configurations, provides sound designers, content creators, and mixing engineers with the ability to hear content in any virtual space of any given size and shape. Control strategies, sonic trajectories, and sound system behaviors can all be defined and then demonstrated in real time, streamlining the creative process in its early stages and minimizing the need for last-minute changes.

Through L ISA Studio's binaural engine, users can now create and monitor their spatialized audio content anywhere with headphones and optional head tracking. Mixing engineers and creators can deploy the software suite in any multi channel mixing or recording studio with up to 12 loudspeakers for multi channel monitoring. For a fully portable L Acoustics powered 3D sound creation tool and listening experience, L ISA Studio can be paired with Contour

XO, the recently launched professional in-ear monitor by L Acoustics and JH Audio.

Developed to improve the workflow and unleash the creative potential of all sound creators, L ISA Studio seamlessly interfaces with leading digital audio workstations, show control software, and game engines. It also offers compatibility with various 3D audio format outputs, including Dolby Atmos and multi-channel configurations.

Auditoria Director **Scott Willsallen** and his team are using L ISA Studio to design the immersive sound experience for the Al Wasl Dome, an immersive space at the center of Expo 2020 in Dubai. "We all know how precious time is on a show and how little of that time is allocated to sound," he explains. "L ISA Studio provides an exceptionally convenient platform for our content creators to audition their content and precisely author object trajectories, giving them confidence in their work. The creative scope of L ISA is vast and L ISA Studio provides a tool that allows us to explore the full potential of the immersive sound technology, without spending additional time on the show systems."



L ISA Studio Software Suite for Multidimensional Audio Creation

FOCUSRITE ACQUIRES SEQUENTIAL

Focusrite has announced the acquisition of **Sequential** an American synthesizer manufacturer led by electronic instrument designer and Grammy winner Dave Smith.

Both companies stand to benefit from the synergy created by the acquisition. The Focusrite Group will add the venerable Sequential line of instruments to its already-impressive portfolio of products, which includes the acclaimed Focusrite, Focusrite Pro, Martin Audio, Optimal Audio, ADAM Audio, Novation, and Ampify brands. Sequential will benefit from greater resources to expand its global markets and future R&D efforts.

Sequential's **Dave Smith** said, "With Focusrite, we've found an ideal home and a perfect cultural and technological fit. Phil Dudderidge and his team have a long history of quality, vision, and focus on what musicians and audio professionals really want. We're excited to join such an industry powerhouse and contribute to our mutual success. I expect great things."

Sequential has been a leading force in the resurgent popularity of analog synthesizers over the last decade. Its instruments, which include the Prophet 5 Rev4 polyphonic synth, Pro 3 hybrid monosynth, and Prophet X Samples + Synthesis keyboard, are known for their versatility, ease of use, and excellence of sound. They are a mainstay of performing and recording artists and can be seen and heard on countless stages and recordings.

Focusrite Founder **Phil Dudderidge** commented: "We're excited and pleased to add Sequential's instruments and pedigree to Focusrite Group's portfolio of world-class audio and music production tools. Dave Smith's history as an innovator speaks for itself. From his creation of the world's first fully programmable polysynth, the Prophet 5, to his co-invention of MIDI, Dave has literally changed the world of music several times. We're looking forward to continuing his history of innovation and expanding the global market for Sequential's instruments."

Under the terms of the agreement, Sequential has become a wholly owned



Dave Smith Founder of Sequential

subsidiary of Focusrite plc. Sequential's day-to-day operations and product development remain unchanged and will continue to be guided by Dave Smith and his team.

Tim Carroll, CEO of Focusrite Group, remarked, "Sequential is a premium analogue synth brand with a big stake in music creation. The products are

exceptional and the company is run extremely well, and the passion of the people at Sequential aligns perfectly with our Focusrite Group ethos. It's tremendously exciting to be able to bring Sequential into the Focusrite family, further the incredible journey that Dave Smith started, and keep growing together."

FABFILTER RELEASES FABFILTER TIMELESS 3 DELAY PLUG-IN

FabFilter has announced **FabFilter Timeless 3**, the latest version of tape delay plugin. Timeless 3 introduces a streamlined new interface, five feedback circuit effects, more filters, up to 16 delay taps, improved filter and saturation algorithms, a revised preset library, and more. With its dual-delay

architecture and limitless modulation system, it's the go-to plugin for both bread-and-butter echoes and spectacular creative effects.

FabFilter has upgraded and optimized its analog-modeling algorithms from top to bottom. The results are its warmest filters and smoothest saturation

yet, delivering epic echo-based effects of unrivalled clarity, presence, and character.

Timeless 3 enables users to design even the most intricate delay effects faster and more efficiently than ever. The all-new delay display provides intuitive visualization and tweaking of delay

time, feedback and mix settings, while the interactive filter display makes shaping the frequency response a snap and the full screen mode expands the GUI for maximum focus. Modulation sources and targets now visualize modulation signals with animated collars and tracks, and the new source flow area provides an engaging overview of all active modulations.

Color the sound of the delays with Timeless 3's five new 'one-knob' feedback effect modules.

Timeless 3 provides six

multimode filters with which to sculpt your delays. Each filter is instantiated and adjusted directly in the interactive filter display, and offers a choice of high-pass, low-pass, band-pass, bell, shelf and notch modes. Apply all six in series or parallel, or with three filters on each L/R channel for cross feedback-enhanced stereo effects. Whether dialed in for precision equalization or modulated for acrobatic feedback manipulation, Timeless 3's filters put no limits on your frequency shaping and sound incredible.

The factory preset library has been rebuilt from the ground up to maximize its usability, incorporating Timeless 3's new feedback effects and filters, and reorganized to make it easier to find the effect needed for any situation. From focused instrument-specific treatments, dubbed-out echo-scapes and spacious reverbs to a vast range of complex modulation-based special FX, the Timeless 3 preset library is bursting with inspirational setups for use in their own right, or as jumping-off points for creating original patches.



Timeless 3 with updated Analog-Modeling Algorithm

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SWITCHER & MATRICES

The use of Switchers in complex networked AV environments has increased significantly, especially to enhance the hybrid workplace environment. Matrix Switchers allow the routing or switching of audio and video signals from multiple input sources to one or several output devices. This month's product focus features a lineup of Switchers and Matrices. The feature is intended as a guide and does not endorse any of the featured products.

ATLONA - AT-OPUS-RX41 SWITCHER

AT-OPUS-RX41 is a 4×1 HDMI and HDBaseT switcher/receiver and member of the Opus Series of 4K HDR signal distribution and extension products. The OPUS-RX41 offers three HDMI inputs for local devices, plus one HDBaseT input to receive video, embedded audio, Ethernet pass-through, power, and bidirectional control signals over distances up to 330 feet (100 meters). Supporting 4K/UHD @ 60 Hz with 4:4:4 chroma sampling, and high dynamic range formats such as HDR10, HLG, and Dolby Vision, the OPUS-RX41 is the perfect complement to Opus Series matrix switchers, including the **AT-OPUS-46M** (4×6); **AT-OPUS-68M** (6×8); and **AT-OPUS-810M** (8×10). It is ideal for displaying 4K/UHD HDR content from either a centralized matrix switcher or one of the connected local sources. The OPUS-RX41 includes an number of key features that enhance functionality as well as help simplify residential and light commercial deployments. Extension of CEC as well as bidirectional IR and RS-232 signals over HDBaseT allows a control system connected to the OPUS-RX41 to select inputs on the matrix or control its sources, and allows the matrix to control the local room display. The advanced HDMI Audio Return Channel (ARC) routes audio from a smart TV to TOSLINK for local audio playback as well as through HDBaseT to an OPUS matrix switcher for whole house audio distribution. EDID management, selectable 4K to 1080p downscaling, and HDCP 2.2 support with selectable down-conversion to HDCP 1.4 ensure compatibility with legacy HD displays. Remote power allows the device to be powered by an Opus matrix switcher, for convenient installation at a display or projector without a local power supply.



WYRESTORM - EXP-SW-0401-H2 SWITCHER

The **EXP-SW-0401-H2** is specifically tailored to meet the demands of modern Residential installations. The latest addition to the WyreStorm Essentials switcher range, the EXP-SW-0401-H2 now offers H2 features, plus the same value and reliability 4x1 supports the same great features such as auto-switching and upgraded to include support the full 18Gbps bandwidth HDMI supporting all HDR content, including HLG, HDR10+ and Dolby 0401-H2 showcases a low profile and ultra slim chassis for convenience without giving up strength and quality. This be installed under a table or desk for neat, WyreStorm's variety of Essentials duplication and distribution of a multiple outputs for a flexible and to 4K. EDID and HDCP device a plug-and-play device.



found in its predecessors. This new and improved passive HDMI power and 2.0 offers, all while Vision! The EXP-SW-greater installation allows the device to discreet integration. Switchers offers lossless single HDMI UHD or HD source to reliable solution supporting resolutions up communication are automatically negotiated, truly making

KEY DIGITAL - KD-UFS42 SWITCHER

KD-UFS42 4K 18G universal format switcher featuring four inputs (two HDMI, one VGA, and one display port), HDMI and HDBaseT mirrored outputs with included receiver, audio de-embedding, CEC Manager, and auto switching. With a launch date of September 2020, the cost-effective KD-UFS42 joins the company's extensive product line of Presentation Solutions that are KD-App and .KD-Plug and Present ready. Utilizing the front buttons of the system, users can easily control power, volume, and muting of the CEC- supported displays or projectors connected to the included KD-X40MRx HDBaseT receiver unit and the HDMI output. Auto switching on the KD-UFS42 supports the automatic selection of newly detected sources and switching from newly disconnected sources via Hot Plug Detection voltage when enabled. When installed on a network, KD-UFS42 can be scanned and detected with Key Digital's free KD-App for switching video source selection, CEC management of the displays/projectors, and control of integrated Key Digital audio amplifier and conferencing camera. Multiple systems may even be installed and uniquely controlled on the same network with the KD-App thanks to KD-UFS42's ability to assign a discreet name to each switcher. KD-App and Key Digital Management Software Professional offer installers a truly integrated system without the hassle of programming. The KD-UFS42 is fully controllable by all TCP/IP RS-232 supported control systems via open API including Compass Control Pro and third-party control systems.



EXTRON - MSW MINI SWITCHERS

The **Extron MSW Series** comprises four input, active mini switchers for switching composite video, S-video, and SDI video signals. All three models include two parallel outputs which simplify video system designs by eliminating the need for a separate video distribution amplifier. The MSW 4SV rs model, for S-video sources, features a built-in video encoder for simultaneous output of S-video and composite video. The MSW 4V SDI features two re-clocked SDI - Serial Digital Outputs that comply with the SMPTE 259 M digital video standards. All MSW models are equipped with front panel, contact closure, and RS-232 serial control. In addition, the switchers can be set for input Auto-switching allows any input to be selected automatically when the switcher detects an active source making it ideal for automatic routing and unattended operation. They are housed in a durable, 1U one-quarter rack width metal enclosure and include an external, international power supply. Using RS-232 serial commands, systems can be controlled and configured via the Extron Windows- based control program, or integrated into third-party control systems. It comes with a rack-mountable 1U, quarter rack width metal enclosure and includes External international power supply.



KRAMER - AFM-20DSP MATRIX

AFM-20DSP a matrix with DSP and interchangeable inputs and output that provides configuration flexibility and eliminates I/O limitations with its 20 interchangeable analog audio ports, letting AV professionals get more functionality for less real estate. AFM-20DSP also packs 8 AEC channels, auto feedback suppression, Dante support, built-in Hi-Z and Lo-Z 120W power amplification, and complete DSP functionality powered by Xilica Audio who has been a prominent name in the development of class-leading configurable DSP systems since its establishment in 2002. Not overlooking video requirements, AFM-20DSP provides HDMI embedding and de-embedding at 4K60 4:2:0. AFM 20DSP even boasts both fixed and open architecture, enabling AV professionals to use predefined sound configurations or configure a system from scratch. AFM-20DSP can be easily integrated in existing AV installations but is ideal for the most demanding boardrooms, multipurpose spaces, auditoriums, sports bars, houses of worship, live events, broadcast facilities, and recording studios.





*From Rental Company to manufacturer and innovator, **Nixon Johnny** has guided and grown NJSM from a two-person company to a fifty-person company, continuing to expand into virtual events with **NJSM Virtual Studio**, following 25 years of continued growth and commitment. Johnny shares the success story.*

The NJSM crew gears up for a live concert

NJSM Marks a Milestone in the Business of Sound

With a steady and growing business, venturing into multiple facets of sound and sound development, NJSM has stood the test of time, weathering storms and emerging an industry leader in its 25th Year.

"We're telling you our story, during a time, when the sound rental industry is

facing its largest crunch. The facts are that currently, we're all just surviving. These trying times, have however bought about crazy ideas that ensure that NJSM will survive to face another day and soar in the coming years." Said, **Nixon Johnny**, Director NJSM.

Circa March 2020 NJSM knew the traditional model of sound rental

wasn't seeing its brightest times and they needed an alternate for the organization to shine through these dark days. Partnering with BNA Talent, (Artist Management company), they launched the NJSM Virtual Studio. Together they had the space, the sound equipment, the video equipment and an unbeatable array of technical

expertise to service the entertainment industry. In-person live events were off the table, with an infectious disease bringing the global economy to a standstill. NJSM then created an alternate path, to bring live entertainment into the client's devices. Using an array of internet service, and a spectacularly path breaking team, they took on this

challenge and have ensured that they are able to sustain, grow and scale the NJSM Virtual Studio.

In 1996, Nixon Johnny was one of the first few sound rental companies to buy and rent out branded speakers. He bought into the market Yamaha and JBL and stood neck to neck with the other big sound companies in Mumbai. With a humble beginning and a technical education and primarily fueled by a passion for sound, music, Nixon and NJSM manufactured their speaker boxes with locally sourced components. The inventory that Nixon built helped NJSM take baby steps into the space of sound rental.

The year 2010 was a pivot year for NJSM when the company acquired their first line array system, the DB Technologies (DVA:T4). Acquiring an inventory of over 32 boxes took NJSM into the league of big players. NJSM started servicing large concert type shows and private events and took over as the go-to sound vendor for a host of college show. NJSM's presence grew consistently and spread across India because of its ability to provide great sound quality and technically managed sound requirement. This was just the beginning.

The Growth Story

A complete self-funded company, powering itself on the hard work and excellent service, in 2016, NJSM quickly learned top-level inventory and technical skills.

With a goal to be able to service the major types of events, live concerts with the biggest names in the event industry, NJSM, grew into one of the most recognized names in the rental space. NJSM quickly built its inventory to include brands like D&B and L-Acoustics. The team hired talented sound engineers and technicians to hone their technical skills and deliver the best-on-ground sound events. Another milestone was adding 2 **AVID S6L Larger Format Boards**.

As the inventory grew with their technical sound team, NJSM continued to scale new heights, delivering sound for events like *Vishal-Shekar* Live shows in Goa, *SUNBURN* by Percept's *KSHMR*, *KYGO* tours for their Kolkata & Mumbai chapters, *Nucleya* in Belgaum and *Amit Trivedi* in Mumbai. These major events helped bag other shows with the help of super-reviews and feedback from all partners and vendors.

NJSM, over time, has invested in the right set of people and partnered with various companies to walk forward.



Nixon Johnny, Director NJSM does a sound check before a live event

"The understanding and belief that working together with people of different mindsets is one of the meaningful attributes of an organization that has helped sustain its growth from 1996

onward. Today we sit in a different world and, NJSM prepares to be ready for the next phase. The three-pronged key to success has been **Sound technical knowledge, People and partner-**

ships, Growth and success. We have come through sheer perseverance and, we can't wait to view the next phase of NJSM in times to come," concludes Nixon.



Winners All; The NJSM team who won the award for Best Sound Rental company at the PALM Sound & Light Awards 2018 pose with other winners. From l-r: Raghu Ramankutty, Warren D'souza, Sachit Subramanian, Sunil Karanjikar, Sancheth Suvarna, Nixon Johnny and Nikhil Mulay

EXTERITY

AVEDIASTREAM M9605 MEDIA PLAYER

The **AvediaStream m9605 Media Player** provides the ability to seamlessly integrate both 4K video and smooth, detailed 4K graphics and animations into digital signage for an enhanced and captivating visual experience where the very highest quality of graphical detail is required. It features an Intel Core CPU, high-capacity on-device solid state storage and a quiet fan less design. The AvediaStream m9605 is designed specifically for discerning audiences and delivery of the quality image and video display. The release of the AvediaStream m9605 Media Player coincides with a number of new features being added to ArtioSign, Exterity's Digital Signage + IPTV in One application. The AvediaStream m9405 Media Player now provides the ability to play two full-HD video streams simultaneously in an ArtioSign landscape signage layout – which is ideal for applications where a main video, such as live or recorded TV, is displayed alongside promotional video ads in, for example, a stadium concourse. ArtioSign now also supports signage touch input on Samsung SSSP6, with users capable of selecting and playing from a video list, exiting video playback, adjusting volume settings, seeking forwards and backwards through video and pausing/restarting video.



NOVASTAR

H5 & H9 SERIES VIDEO SPLICING PROCESSOR

H series an all-in-one splicer and controller capable of handling up to 130 million pixels with 4K video processing, the H series make it perfectly suitable for driving ultra-large walls for fine-pitch application and simplifies system integration. The H series offers modular design for both inputs and outputs with up to 8- custom inputs and 200 LED outputs including HDMI(1.4 or 2.0), DVI, DP(1.1 or 1.2), SDI, CVBS, VGA input cards and IP card. H Series gives you the convenience to control your display directly with each LED output card, using 16x RJ45 with 2x 10G fiber ports or 20 x RJ45. H Series supports up to 160 2K open layers or 40 4K open layers. Each LED output card supports 16 x 2K open layers or 4x 4K open layers, giving you maximum creative control. Each input and output supports RGB 4:4:4, HDR and EDID Management. Embedded intuitive drag and drop web-based interface front-panel monitoring allows for easy control. Up to 2000 user-defined presets for quick applications, and automatic scheduling with fade-in and fade-out effect, gives users the creative tools to complete the job. Advanced user management allows up to 50 users in local network to control simultaneously. The control system software supports Windows/ Mac OS/ iPad/ App control. The H Series offers ultra-low latency. Entire system latency is 2 frames, compared to the 5 frames latency of traditional solutions.

TOA CANADA CORPORATION

A-800D DIGITAL MIXER AMPLIFIER

The **A-800D Digital Mixer Amplifier** provides maximum flexibility with up to eight inputs and up to 480W of power. The intuitive browser based control and monitoring from anywhere reduces your time troubleshooting and adjusting systems. With two available 900 series module slots and TOA's legendary quality and reliability makes this a perfect fit for background and foreground music, paging, and noise masking applications. The interface allows end users to view input and output levels and amplifier status from the office location. This remote control permits adjustments to the speaker volume by both the web browser and optional remote volume controller. The A-800D Digital Mixer Amplifier integrates with TOA's VM-3000 emergency voice announcement system. This enhancement accepts emergency calls, which mutes or overrides local sound, like background music, and broadcasts the announcement. What makes this piece of equipment indispensable is the flexibility of inputs that increase the settings in which the A-800 can be utilized. There is a wide variety of TOA 900 series input modules, including the SP-11N VoIP phone paging module, the NM-1 noise masking module, or the WTU-M9800 AM wireless microphone receiver module. The Class D amplifier with onboard DSP and assignable input priorities stands above the rest in its genre, boosting TOA's dominate amplifier offering.



SCREENBEAM SCREENBEAM CONFERENCE

ScreenBeam Conference is a contactless wireless presentation platform with agnostic support for all major video conferencing services to support hybrid work environments. It allows content on the room display to be shared with remote meeting participants to provide a better collaborative experience between in-room and remote participants. Host devices are automatically connected wirelessly to room cameras, microphones, and soundbars providing flexibility beyond that of traditional UC room systems without the technical limitations. With ScreenBeam Conference, hosts gain complete control of how they want to run their meeting. Users can override the meeting room system to use their personal choice of video conferencing tool, as well as launch and drive the UC meeting from their personal device. By building agnostic support for video conferencing solutions on top of ScreenBeam contactless wireless display, users never touch shared room dongles, cables or tablets to ensure a safer user experience. ScreenBeam deployment is easy and flexible with HDMI output for wireless connections to room displays, multiple USB ports to connect to room peripherals, and with HDMI ingest with auto-switching, the possibilities become endless. ScreenBeam 1100 Plus can easily connect into a traditional UC room system to provide a contactless wireless presentation experience on any Windows, Apple or Chrome device.



TVONE CORIOMASTER2 VIDEO PROCESSOR

The **CORIOmaster2** is a multi-window video processor delivering unprecedented processing power with more pixels. CORIOmaster2 supports more windows with higher quality than ever before with uncompromised 4K60 and 8K ready performance. CORIOmaster2 include high bandwidth, huge design canvas and 8K ready architecture. With 752 Gb/ sec of bandwidth, it can simultaneously display 40 windows in 4K60 4:4:4 with ultra-low latency. It offers AV designers access to triple 64k x 64k canvasses, with up to 12.3 Giga-pixels of design space, enough to accommodate the most exceptional creative vision. The unit is 8K ready, future-proofing tvONE customers' investment in their video processor. The CORIO engine within CORIOmaster2 delivers unique scaling potential. Customers can deploy fixed or flexible scalers to match their workflow and have access to smart, dynamic windowing with layering or transitions. The modular design of CORIOmaster2 scales from two to 32 inputs and four to 56 outputs, allowing AV, IP, broadcast and legacy AV sources to be routed to LED displays, edge blended projectors or flat panel displays. CORIOmaster2 also offers users a low energy footprint, operating from dual redundant 400W power supplies, reducing the cost of ownership.



SHARP 8M-B120C LCD DISPLAY

The **8M-B120C** is equipped with a 4m² LCD panel, using 33 million pixels that achieve resolution four times more than 4K Ultra HD and 16 times the resolution of Full HD. The display reproduces images at a higher resolution, delivering significant benefits to an increasing number of businesses, in sectors including broadcast, design and medicine, and high-pressure data-intensive environments such as air traffic control and trading floors. The 8K display offers exceptional picture quality and enhanced color accuracy due to the wide color-gamut and optimized LED backlight. The HDR (High Dynamic Range) further improves the depth of the image by increasing the contrast and color range creating a more saturated and natural image. The display delivers brightness of 600 cd/m² and up to 1000 cd/m² at peak levels working in tandem with local dimming of up to 2048 zones, delivering a high level of contrast. 8M-B120C uses a frame double, with a refresh rate of up to 120Hz, or up to 120 images per second, twice the speed of most modern displays (60Hz). This reduces motion blur during fast movements, making action scenes appear more realistic. Four HDMI2.0a 4K ports allow for the seamless input of 8K signal or a 2x2 split screen. The inclusion of one HDMI2.1 port allows users to connect devices with a single cable and a bandwidth up to 48 Gbit/s.



ASTERA EXTENDS THE AX RANGE WITH THE NEW AX2 PIXELBAR

Astera has launched its new **AX2 Pixel Bar** product- a linear wash fixture with wireless control, onboard battery, individually addressable LEDs, ultra-high colour rendering, fabulous digital colour calibration and a 21-degree beam.

The AX2 is fully wirelessly controlled and engineered, that comes with a complete range of tools to provide solutions for multiple lighting applications and sectors applicable for concert touring, live events, TV productions, architectural and installations.

The **AX2 PixelBar** is an extension of the Astera AX range which includes LightDrops and LED PARs. It is currently available in two versions, a 1 metre fixture with 16 x 10W LEDs and 50cm fixture with 8 x 10W LEDs.

It is used for wall, backdrop or surface washing luminaires that offers practical and quality lighting options similar to other Astera products and is compatible with the AX and Titan ranges. The optics focus the light sources and colour mixing and homogeneity that ensure a smooth

even wash of light across its entire path.

Utilising Astera's acclaimed Titan LED light engine, the AX2 features a high CRI and TLCI and can produce a beautifully refined range of perfect colour temperatures from 1750 to 20000 Kelvin. The digital calibration allows it to precisely reproduce any colour or gel filter.

The AX2 pixel bar includes a package of smart feet, hangers, and connectable end caps with integrated airline track units that can be assembled in numerous ways. The quick connect system for attaching two or more units is designed to maintain a consistent pixel pitch between conjoined fixtures, and the feet can be loosened to assist in angling a row of AX2s uniformly along its entire length. Works well for illuminating larger surfaces like walls and set pieces.

They can be controlled via the AsteraApp and inbuilt Lumen Radio wireless CRMX, in addition to a physical 5-pin XLR socket and Powercon in / out connectors for running a wired option, making it extremely straightforward to daisy-chain AX2s. In this product, Astera has addressed the needs of multiple production disciplines and scenarios

to produce a product as flexible and attractive as possible, including making the fixture IP65 rated for exterior use.



AX2 Pixel Bar with digital caliber reproduces color or gel filter

Astera Sales Director **Sebastian Bückle** commented, "Ten years ago, we offered a battery-powered LED bar which was one of our most popular products at the time, and some people

are still using it while others have asked us for years when we will offer another wash fixture. I am happy to announce that we now have a worthy successor, packed with the latest technology such as the Titan LED engine and auto-addressing which detects all the connected lights and assigns individual DMX addresses. The AX2 was well worth the wait!" "We believe AX2 will appeal to lighting professionals working across a broad range of sectors and will also be appreciated by those currently using other Astera products in their lighting designs and schemes."

CHAUVET PROFESSIONAL RELEASES THE NEW OVATION RÊVE E-3

CHAUVET Professional unveils the new **Ovation Rêve E-3** quiet fixture. The Ovation Rêve E-3 creates an unlimited array of vivid colors as well as variable whites. Incorporating advanced LED technology, the fixture allows theatres, broadcast studios, houses of worship and other users to get more for their lighting investment by serving as both a variable white and color rendering unit.

The Ovation Rêve E-3 performs double duty without sacrificing brightness or per-

formance. When creating whites with a 95+ CRI and high TM-30 RF, it delivers a level of brightness equal to that of a 750-1000W incandescent fixture. It also

features a linear CCT adjustment with +/- Green to match other sources light sources in a rig, and color temperature

presets from 2800 K to 8000 K with high CRI and CQS.

Brightness levels are greater when the Rêve E-3 is creating realistic colors, ranging from soft pastels to bold primaries, with its RGBAM LED engine. Its "mint" color LED has been shown to be more efficient at producing a much brighter output as well as higher quality whites and colors.

"The Rêve E-3 represents an important advance for Ovation," said **Albert Chauvet**, CEO of Chauvet. "Being able to create colors as well as whites reduces the number of fixtures needed in a production. This saves space on the rig and in the warehouse, as well as on the truck, which makes it an ideal fixture for our industry as we emerge from the pandemic."

The Rêve E-3 has the output to ensure even coverage from any hang point in theatres of all sizes. Precision optics helps the fixture deliver edge-to-edge focus to minimize any shift in focus between colors.

The Rêve E-3 is virtually silent, making it well suited for applications where ultra-quiet operation is valued. Selectable

fan speeds make it possible to eliminate even the faintest sounds completely, while the fixture's adjustable PWM ensures flicker operation on-camera.

The design allows the yoke of the Rêve E-3 to be shortened without being removed to provide a convenient solution for hanging in broadcast studios or any room with a low ceiling. The fixture's integrated handle makes focusing faster and easier, and as an added time saver, its Focus Mode can be accessed from a dedicated button.

The new advanced Rêve E-3 works with all lens tubes, whether it is used on existing Ovation features as well as lenses from some other manufacturers, saving costs for anyone adding this innovative breakthrough product to a rig.

"Our goal in developing this fixture was to provide our customers with greater flexibility," said **Chauvet**. "We wanted to offer them a fixture that can create both white and colored light, a fixture that could deliver greater output, yet still be silent. This is our way of delivering greater value to the market at a time when value is needed more than ever."



Reve E-3 with RGBAM Engine

DMF LIGHTING PROVIDES CI CHANNEL WITH GUARANTEED 10-YEAR WARRANTY

DMF Lighting has today announced a new initiative, the DMF Promise. "The DMF Promise represents our continued commitment to custom integrators," said **Mike Libman**, National Sales Director, and Residential Systems. DMF launched the DID series, specifically designed for custom integrators, at the end of 2020, and now the DMF Promise increases the warranty for the DID series to 10 years. It also guarantees universal dimming compatibility and offers direct tech support to a DMF engineer, for the integrator dedicated product line.

DMF Lighting advocates for cus-

tom integrators to adopt light fixtures as part of their business model. This was a natural extension of the business model – Guaranteed Reliability, Guaranteed Compatibility, and Guaranteed Support.

"We are proud to provide our dealer partners with



outstanding products and solutions that are tested with the most rigorous engineering protocols to ensure compatibility with every popular control system specified by our customers," said **Andy**

Wakefield, Senior Vice President, DMF

Lighting. "Our Brand Promise guarantees quality and customer satisfaction, instilling confidence in the products and offering peace of mind with every installation."

"DMF understands what's important to me. The 10-year warranty and dimming compatibility guarantee makes me confident my clients will be satisfied with the lights in their homes," commented **Zach Simpson**, Vice President of Design at **SoundVision**, LLC. "The DMF Promise is additional proof of DMF Lighting's commitment to being a company that is easy to do business with."

ELATION BLENDS MODERN TECHNOLOGY AND CLASSIC DESIGN WITH THE NEW KL PAR FC

Elation Professional has launched the new **KL PAR FC**. Elation has taken modern technology and paired it with classic design to create

this new full-color LED PAR light in the company's popular KL "Key Light" Series. Ideal for broadcast environments, film, theatre, or any production requiring outstanding color quality, the KL PAR FC is a highly effective key, fill, and area wash light source.

The KL PAR FC houses an efficient 280W RGBMA LED engine with CCT adjustments possible from 2,400K - 8,500K for precise color temperature control. The full-spectrum LED engine emits diffused saturates

and soft-field pastels, including tunable white light.

The unit produces quality of light with high CRI (92) and TLCI (95) values, meaning that color re-creation are extremely accurate both to the eye and to the camera. Output is up to 11,000 field lumens - equivalent to existing 750W tungsten PAR fixtures.

Optimized for the specific requirements of broadcast, the KL PAR FC can adjust for light that shifts away from pure white towards green or magenta through a green-magenta shift adjustment and a virtual gel library. Capable of matching the white balance for camera, users can easily shift the color temperature without the use of plus/minus green gels and filters. Additionally, the LED refresh rate can adjust so there is no flickering when used with high-speed cameras.

The KL PAR FC comes with a number of other useful features that make it an even more flexible complement to

any professional lighting system like a 7.5" color frame and multiple included lens choices (11°, 22°, 30°, 52°) that are easy to replace in the field. Optional items include 7.5" barn doors, an extra-wide 90° lens, and a 23° ovalizer lens.

DMX controllable (six DMX modes, 1 – 17 channels) with full RDM support, it offers intuitive manual control for standalone operation when desired for instant control of intensity, color temperature, green shift and other important settings.

Exceptionally bright output, precise color temperature control, full spectrum color rendering and even wash coverage – all in a traditional PAR form factor – make the KL PAR FC an excellent choice for today's fast-paced production environments. The KL Series also encompasses warm-white and cold-white models, as well as a full-color-spectrum LED soft panel light.



KL PAR FC with spectrum LED soft panel

PROLIGHTS LAUNCHES THE NEW IP-RATED MOVING BEAM LIGHT - ASTRA BEAM260IP

Prolights has launched its new flagship **Astra Beam260IP**, an IP-rated moving beam light. The Astra Beam-260IP is sharper, brighter, and yet more compact and lightweight. With improved technology, performance and flexibility the fixture can be used for any Indoor or outdoor applications.

The Astra Beam260IP includes a new lamp, made by OSRAM. The Sirius HRI 260W PRO lamp has a long-life span of 6,000 hours that, combined with a completely sealed enclosure, brings a



Astra beam 260IP with an IP rated moving beam light

near-zero maintenance cycle, reducing operating costs like cleaning and re-lamping. The Astra Beam260IP produces a parallel 2°, high-contrast, pure beam of light with an extraordinary output of half a million lux at 10 meters.

The Astra Beam260IP has a rugged and completely sealed chassis made of aluminum alloy, with internal components treated with an IP coating, guaranteeing real IP65 water and dust-tight design for lasting outdoor applications. Since it's completely sealed, the fixture

doesn't require regular internal cleaning or service. However, users have access to the modular and easily accessible internal parts and whereupon assembled, its sealing can be easily checked with the Prolights IP Test Box.

The Astra Beam260IP is made to withstand all-weather conditions. The fixture offers a wide choice of control options including DMX & RDM in/through, Wireless DMX & RDM, and Ethernet protocols such as Art-Net and sACN in/through.

ROBE LAUNCHES NEW T2 PROFILE LUMINAIRE

Robe Lighting unveils the new **T2 Profile luminaire** that is crafted for multiple applications – theatre, television, auditoriums, stages, concert environments, etc., – the T2 Profile produces over 17,500 lumens - measured at the front lens - via its 850W MSL source, to throw beautiful high-quality light over long distances.

The fixture's quietness is ideal where noise is crucial including classical concerts or recitals and dramas – where you could still hear the proverbial pin drop with a full rig of T2s. It can be used in conjunction with Robe's smaller T1 series fixtures, as both feature the MSL LED engines and therefore produce an identical multi-spectral color mixing

consistency.

The T2 Profile incorporates technologies like adjustable CCT – from 2,700K to 8,000K – together with Data-Swatch for the quick selection of 237 authentic pre-programmed colors and tones including the most frequently used whites.

A high CRI of 95+ add the skin tones, while Robe's L3 – Low Light Linearity – and uber-smooth 18-bit dimming enable fades-to-black. EMS stabilization keeps the fixture steady whatever is happening around it, and the Cpulse flicker-free management is essential when working with cameras and vision systems.

Other features include the RCC (Robe Colour Calibration) system which al-



T2 Profile with adjustable CCT Values

lows self-calibration of the LED engine without using any external tools. AirLOC

(Less Optical Cleaning) reduces the levels of airborne particles across the optical elements, boosting the overall performance and light quality of the fixture, and it also reduces the time needed for routine cleaning and maintenance.

The T2 Profile has been engineered by Robe to include all the functionality like fast, easy CMY color control; a separate +/- green hue control channel; an impressive 5°–55° zoom; variable 1° and 5° interchangeable frosts with full zoom range capability; two gobo wheels – one static and one rotating; an animation wheel; two rotating prisms and precise four individual plane framing shutter system.

MARTIN BY HARMAN DEBUTS VDO LED HYBRID LIGHTING FIXTURE

HARMAN Professional Solutions has introduced the **Martin by HARMAN VDO Atomic Bold** creative LED lighting fixture. Delivering a range of functionality to support a range of applications, the VDO Atomic Bold combines industry-leading features, looks and effects to take its place as one of the most sophisticated hybrid LED fixtures on the market.

High lumen output, tungsten emulation, smart interlocking mechanics and a compact footprint make the VDO Atomic Bold powerfully versatile. Combining an audience blinder, strobe light, creative LED pixel/surface (beam and aura) and stage wash; the VDO Atomic Bold equips lighting designers with an incredible palette of application possibilities.

The fixture retains the same precision interlocking mechanics and same universal cabling with a similar to its popular sibling, the VDO Atomic Dot,



VDO Atomic Bold with smart interlocking mechanics

but is much larger with higher, full-color LED lumen output. In addition to its octagonal-shaped design that offers single light or large array configuration options, the VDO Atomic Bold features control via Martin's proprietary P3 software and Art-Net, sACN and DMX protocols, allowing fixtures to be driven from a console, a video source or a mix of both.

While it is targeted to support rental customers and set and light-

ing designers working in concert/touring and TV shows, the VDO Atomic Bold is also a perfect fit for corporate clients and customers in the high-profile nightclub market.

"Creative LED offers lighting designers so many opportunities to reflect the vision of the artist and to uniquely capture and illustrate the story being told onstage," said **Wouter Verlinden**, Martin Creative LED Product Manager. "When we heard from designers just how many uses they were getting out of the VDO Atomic Dot, we knew that the next step in the family evolution would be an even larger fixture that could accomplish the same goals but be bigger, bolder, in full color and offer even more configuration choices. Our engineering team raised the bar with the VDO Atomic Bold, and we believe it will empower and inspire designers to push the boundaries of design and application."

SGM LAUNCHES Q-8 STUDIO FIXTURE

SGM has launched Q-8 a Dual-Source touring fixture that is made to the quality standards of a studio fixture. The evolution of the Q-7 brings to market a combined 57,000 lumens strobe blinder, and a 53,000 lumens studio-quality floodlight with TLCI 90+ (TruColor+).

The Q-8 combines the compact

size and low power consumption of the Q-7 series, the ergonomics of the Q-10, and the powerful strobe / blinder of the G-7 in 2 separated linear arrays. This high-TLCI DualSource luminaire features RGBW mixing, pixel-mapping control, 110° and 84° spread angles, and all the benefits of magnetic easy-fit filter frames.

It is a waterproof studio light for close distances, a strobe effect for touring, and a direct view fixture in a lightweight and robust design: the definitive mid-size flood/blinder.



Q-8 Dual-Source fixture with studio quality floodlight

INTERNATIONAL DAY OF LIGHT

Look Up and into the Light. It may look dim and distant. But reassure yourself that it still burns. We must go closer to it, kindle it and be warmed and illuminated by it.

The surroundings look bleak. There is much to be disheartened about, But only if you let it get to you.

We are surrounded by Guru's who beam at us from screens and ask us to use this time wisely and better ourselves. Sell inspiration by the Kilo.

All of you are smart and energetic. That's not hard sell. Nobody in their right minds can last in our crazy events world because it's comfortable and easy. I'm sure that all of us know kids who get drawn into our world, chasing glamour and glory. A few days of being yelled at for absolutely no fault of theirs will put an end to those dreams.

Only the tough will survive. Most will run home shaken by the total lack of glamour and celebrity. The ones who stay will be those stubborn ones – filled with equal portions of foolish pride and stupid defiance. The only thought in their brains – Who the hell does he think he is. I'm better than him. I'll show him.

Aha – now the devil is calling you to the dark side, where no light is allowed to spill backstage.

You have a choice. Take a short cut. Stay Hollow and fool everybody on how clever you are. OR dig in your heels. Look for –

1. Mates who will stand with you, through thick and thin.

2. A Boss who will let your ambitions thrive and compensate you somewhat fairly.

The short cut seeking fellows will initially rise very fast. But it's only a matter of time until they are forced to look down. By then it's too late to do anything but collapse. How they react to this failure will form habits. Get Up and decide to go back to their initial instinct to fool even more people OR realise their lack of a foundation and set about acquiring one.

But then they are competing against the other quiet fellow who has had his head down. Nobody is noticing how he is gathering wisdom and bettering himself. One day an opportunity will surely arrive

when he is called up to fill a function. AND he does it so well and so efficiently – that everybody is totally surprised at this amazing discovery of a NEW talent.

May 16 is the International day of Light. A Huge opportunity for everybody who has anything to do with light. I see the sound guys getting up to leave. Please stay a moment and recollect. When was the last time you did a concert without Light? Good Light, Bad Light – whatever. You could see the musician right. Did you not wish at some point you had a great lighting guy whose stage visual was so fantastic that nobody notices when you pushed the wrong fader?

So grab a cold something and listen up.

Our Government has asked us to be self-sufficient. A Lot of people hear that as every man for themselves. If that works for you great – Good Luck to You.

I personally see this as an incentive

recently did people question how light was being delivered and the huge use (Wastage?) of energy to deliver light. We only got concerned when we realised the dangers to the environment. LED seemed the perfect answer.

Today in Hindsight – It seems clear that LED's inability to replicate natural light has led to a huge appreciation of the properties of natural light. That has sparked studies and data gathering, which in turn has enabled LED technology to be refined.

I see an opportunity here to explore.

So much attention is now being paid (and naturally investment will follow) in using lighting to shade public spaces.

Today the tools and principals that we used to use to light performance spaces can be multiplied and scaled up to create artificial light systems in huge public spaces.

In India let's start with simple stadium

It seems clear that LED's inability to replicate natural light has led to a huge appreciation of the properties of natural light. That has sparked studies and data gathering, which in turn has enabled LED technology to be refined. I see this as an opportunity here to explore.

for small communities to form around each other and protect ourselves as a unit. We will have days when we are strong and can protect others. Just as inevitably we will have days on which we will need to draw on the strengths of those around us. That is the law and balance of nature.

Let me try to kick-start some ideas on the International Day of Light.

Light is everywhere. We take it for granted. That attitude continued in Indoor spaces that needed artificial light. For Centuries man struggled with getting any light into indoor spaces.

Before electricity it was impossible to get a steady source of light. The maintenance of light with the burning of some fuel caused huge by-products of both smell and suffocation.

And for years we were just grateful to get any light in the dark. Only very

lighting. I urge you to be a bit light sensitive and see the quality of flood lighting over cricket stadiums across India. How the newer ones are so much gentler and pleasing than the older ones. Of Course it is difficult to see on TV, as cameras can compensate – But one tiny indication is the quality and sharpness of the shadows cast. When you play in the day and have the shadows of the stands creeping over the pitch – see how the artificial light takes over from the natural light. It calls for a lot of patience. But if you sensitive to it – It opens a huge career opportunity if you can monetise your skills.

Moving away from stadiums see how architectural lighting seems to be showing up everywhere, particularly in the smaller cities. I personally have not seen exterior lighting being used effectively in any large township project

in Mumbai or Delhi. I have seen architects and builders in the smaller cities first blindly importing lighting equipment copied from other projects. Once installed, they express dissatisfaction but can't find answers in the traditional Indian centres. No worry – The net has brought all the wisdom of the world to them and so I have seen projects in remote areas that can be envied. They have also amassed awards, both national and international. But still don't get the attention they deserve.

But I believe it is critical mass theory. It's just a matter of time until the body of good work will catch the nation's attention and then the field will explode. In my view the Covid crisis will only accelerate this change.

This pandemic has already set our minds to accept the new normal. But nobody knows what the new normal will be. The world is re setting. We expect and anticipate this change.

Yes the focus is on the terrible things that are happening around us. But I urge you to look deeply into our own community for ideas that are boiling and whose time may have come just as soon as we exit this crisis.

I hope for all our sakes that the International Light day on May 16, 2021 opens our eyes on how to adapt our skill sets into the world opening.

Designers and Idea people should lead with ideas and I hope a whole eco system builds around the engineers who work to realise the ideas and truly make the world a better place to live in.

THINK



NUREVA APPOINTS NVINCY SOLUTIONS AS ITS DISTRIBUTOR IN INDIA

Nureva has announced the appointment of **Nvincy Solutions** as its distributor in India. Nvincy has begun to introduce Nureva's HDL200 audio conferencing system to the Indian market, where there is an increasing need for reliable audio to support the country's growing hybrid workforce. Globally, Nureva audio systems have been gaining rapid adoption with customers. Powered by patented Microphone Mist technology, the HDL200 system, along with the full line of Nureva audio conferencing systems, brings clear, reliable audio to meeting and learning spaces. Microphone Mist technology fills a room with thousands of virtual microphones so in-room participants can move around, maintain physical distance and still be heard clearly by remote participants. All systems feature true full-room microphone pickup, easy installation and continuous auto calibration that automatically adapts to any room configuration.

"Nureva leads with the notion that there is no reason for collaboration users to settle for 'good enough' audio quality and less than optimal user experiences," said **Roopam Jain**, Frost &

Sullivan's senior industry director for the Connected Work Business Unit ICT. "Nureva's audio systems are constantly pushing the boundaries of technology to stay on the leading edge and have helped to make meetings more intelligent and engaging."

The pandemic has accelerated the hybrid workforce trend by several years, and in India, businesses continue to support a geographically agnostic, distributed, dynamic workforce with "anytime and anywhere" access to remote collaboration.

A recent article in New Indian Express stated that India's largest IT services firm, TCS, is planning to deploy a 25-25 model where only 25% of its 400,000 employees will work from the office by 2025. Companies like Infosys, Wipro and HCL Tech have also said there will be no swift changes in the current work from home model and that the transition to work from offices will be gradual. With the pandemic continuing and people getting vaccinated, hybrid working models are expected to become a key



HDL 200 Audio Conferencing System with Microphone Mist technology

part of corporate strategy in India. Recognizing this trend along with the critical nature of reliable audio conferencing for a successful hybrid workforce, Nvincy is well positioned to accelerate adoption of Nureva's advanced audio solutions throughout India.

"Since the pandemic, the demand for reliable audio conferencing has elevated the requirements for physical distancing, and as businesses adopt hybrid working models, dispersed teams understand that clear and reliable audio

is important for work to get done," said **Saugato Siddhanta**, Nvincy's director.

"We are honored to represent Nureva as we know there is huge opportunity for its innovative audio systems in India."

"We are delighted to have Nvincy introduce our HDL200 audio conferencing system to the Indian market," said **Nancy Knowlton**, Nureva's CEO. "We look forward to working with them to address the critical need for audio conferencing solutions that support the long-term trend of hybrid working."

POINT SOURCE AUDIO DEBUTS LAVALIER SWITCH KIT

Point Source Audio has launched the new **Lavalier Switch Kit**. The new kit offers one lavalier mic that transforms into two wearing styles, and into three different color options to help audio technicians meet the ever-changing conditions of miking the talent.

At the heart of the LAVALIER SWITCH KIT is the company's IP 57 Waterproof Omnidirectional Lavalier. The mic choice includes a low sensitivity option for live stage applications or a high sensitivity option for studio broadcast. This waterproof mic has a low profile at merely 4mm in diameter, but it embod-

ies all the high-performance characteristics you might expect from a larger format microphone and it has been a workhorse trusted by sound professionals around the world.

"We created the LAVALIER SWITCH KIT to be a 'grab and go' solution for audio professionals," said Point Source Audio's Vice President of Sales and Marketing, **Yvonne Ho**. "Having the right accessories can very quickly transform a basic lavalier mic into a tailored solution for a stage actor, corporate presenter, or a guest speaker in a studio setting."

The versatility to change the lavalier to a professional on-ear microphone is offered with the company's patented EMBRACE ear mounts, included in beige, brown and black colors. EMBRACE ear mounts deliver a winning combination of concealing on the ear, while the mounting system keeps the mic placement consis-

tent to the mouth as with traditional headset style mics.

To further camouflage the mic, the mic element color can be changed with a selection of custom-designed color caps in beige, brown, black, white, and gray that also serves as pop filters and added protection from water and other elements.

For traditional lavalier mounting, the kit contains 8 clip-based mounting options to meet every need. The smooth SLIDER clips come as a single or a double mount, while magnetic, vampire, and alligator clip options are also included in black and white colors.

The LAVALIER SWITCH KIT can be purchased in a variety of different connector variants including Lemo-style, 5-pin mini-XLR for Lectrosonics, 4-pin mini XLR for Shure wireless, as well as 3.5mm locking ring terminations for either Sony or Sennheiser wireless. In addition to this, every kit also comes with an X-connector with TRRS termination for mobile devices and computers.



Lavalier Microphone Switch Kit

CEYLON THEATRE'S REGAL CINEMA IN SRI LANKA INSTALLS STATE-OF-THE-ART SOUND SYSTEM WITH HARMAN PROFESSIONAL SOLUTIONS

Sri Lankan movie theater chain relies on JBL 200 Series ScreenArray cinema audio solutions to ensure thrilling cinematic experiences with impactful sound and coverage

Dynamic AV Technologies recently outfitted **Ceylon Theatres Regal Cinema** Dematagoda with a complete HARMAN Professional cinema audio solution to provide immersive

throughout the country. The latest location is a three-screen facility in Dematagoda which also houses a KFC restaurant and Food City supermarket. In order to ensure an immersive cinematic

for all three screens. Ceylon Theatres hired Dynamic AV Technologies to equip each theater with a complete HARMAN Professional cinema audio solution including JBL loudspeakers and Crown amplifiers.

"Working on a cinema project with HARMAN is easy, as they are extremely supportive in all aspects of design and commissioning," said **Mohan Abeyasinghe**, Managing Director, Dynamic AV Technologies. "This was the first time that Dynamic AV did the commissioning without the physical presence of the HARMAN team. The support we got from HARMAN was completely virtual due to the lockdown; however, it was as good as them being with us. The client is happy with the installation, as is our team."

In two of the theaters, Dynamic AV Technologies installed **JBL C221** ScreenArray cinema loudspeakers, augmented **JBL 8320 compact** cinema surround speakers. In the third room, the team installed **JBL C222** ScreenArray cinema loudspeakers, supported by **JBL 9300** cinema surround speakers. To enhance the cinematic experience with impactful low frequency extension, Dynamic AV Technologies outfitted the

rooms with **JBL 4642AD** dual sub-woofers. The systems in all theaters are controlled by JBL CPI 2000-CH cinema processors and powered by Crown DSI Series amplifiers.

Dynamic AV Technologies selected the JBL 200 Series ScreenArray speakers because they combine the latest technological advances with a compact footprint and accessible price point, making them ideal for small- to mid-sized cinemas such as Ceylon Theatres Regal Cinema Dematagoda. JBL 200 Series speakers feature patent-pending Dual Dissimilar Arraying and Acoustic Aperture Technology, providing remarkably uniform coverage and smooth, accurate sound reproduction for moviegoers in every seat of the theater.

"It is exciting to see that Regal Cinema has the first installation of JBL C-Series Cinema Speakers in Sri Lanka," said **Aditya Todi**, Senior Director of Sales & Marketing, HARMAN Professional Solutions, India & SAARC. "We are pleased that JBL and Crown products enhance the cinematic experience that this theater house provides to its esteemed patrons in Dematagoda."



Two of the theaters, have been installed with JBL C221s, augmented by JBL 8320 compact cinema surround speakers and the third room boasts of a JBL C222, supported by JBL 9300 cinema surround speakers

sound quality for moviegoers.

Ceylon Theatres is a Sri Lankan theater chain with an 85-year history that currently operates six locations

experience with clear and balanced audio quality for moviegoers, Ceylon Theatres Regal Cinema Dematagoda required state-of-the-art sound systems

PEERLESS-AV APPOINTS PRO RADIO NETWORKS FOR INDIA

AV technology **Peerless-AV** has announced the appointment of leading AV equipment distributor **Pro Radio Networks LLP** for the Indian market. With headquarters in Bangalore, and branch offices in Mumbai and Chennai, Pro Radio Networks serves resellers and integrators across all the major metropolitan cities. The distributor's reputation and long-standing relationships with Tier 1 consultants is exemplary and central to opening new specification and tender opportunities for Peerless-AV. Year on year growth in the Indian market has resulted in the expansion of Peerless-AV's channel network and strengthening of local support.

The Indian AV market is currently being driven by AV consultants and many multinational companies setting up

in India approach consultants to help implement their technical infrastructure. Pro Radio Networks is ideally positioned to target these new opportunities, currently providing local support across most southern, northern and western regions of India.

"The partnership with Pro Radio Networks is already proving a mutual success, helping us to win many projects with multinationals moving overseas branches to major cities in India," said **Keith Dutch**, Managing Director – EMEA, Peerless-AV. "The distributor's good rapport with consultants will be a key driver for growth since customers will have access to our high quality, premium products backed by superior customer and technical support from a trusted local source." "Peerless-AV is a valuable and complementary addition

to our portfolio of AV brands and we are very happy to be selling all categories of the manufacturer's product range, with a primary focus on mounting and kiosk solutions," commented **Raghavendra R**, Business head and Co-owner of Pro Radio Networks



L to R: Raghavendra R, co-owner of Pro Radio Networks and Justin Joy, senior manager sales, MEA & India

D&B ACQUIRES UK INTEGRATION FIRM SFL GROUP

D&B has announced the establishment of a new service-focused business entity called **D&B solutions GmbH & Co. KG**. The new entity will further enable D&B to offer end-to-end expertise in the areas of project development, manufacturing, system planning, installation and maintenance. The announcement is supported by the immediate acquisition of UK-based multidisciplinary AV provider, SFL Group.

D&B solutions will focus on delivering a higher level of service and integration, and end-to-end installation and production solutions to customers. The newly formed D&B solutions will act independently from D&B audiotechnik GmbH & Co. KG. D&B solutions and D&B audiotechnik will have separate, independent business structures reporting up to the D&B Group. The Managing Directors for D&B solutions are **Amnon Harman** (D&B Group CEO), **Jens Nilsson** (D&B Group CFO) and **Michael Aldinger** (D&B solutions



Amnon Harman D&B Group CEO

Director Finance and Operations).

"D&B solutions are born out of customers' increasing demand for the integration of full AVL solutions. We see a rise in requests for manufacturer support in design, planning and integration services as well as new buying behaviors regarding system ownership and managed services. The creation of D&B solutions as a standalone business entity under the D&B brand will address

these developments and accelerate our solution offerings across the entertainment technology market," explained **Amnon Harman**, D&B Group CEO.

A major step in the formation of this new business entity is being taken with the acquisition of SFL (Sound Foundation Ltd) and its subsidiaries to form **SFL Group** - a D&B solutions company.

SFL Group is a multidisciplinary AV provider specializing in event production, installation services and equipment sales. A long-time D&B sales partner, SFL has long standing business relationships with globally recognizable brands including the Royal Albert Hall and McLaren Racing. The whole SFL team will join the D&B solutions business.

The establishment of D&B solutions and the acquisition of SFL are next steps in the execution of the long-term D&B strategy to become an audio technology and solutions company, giving the organization a platform to better address important trends like immersive AVL experiences in multi-event venues.

"The team at SFL is excited to be part

of something new and innovative in an industry that we have served with passion for 30 years," said **Tom Jeffery**, Managing Director, SFL Group. "SFL built its business and reputation on putting people and service first. We share not only the D&B strategic focus on complete solutions but also a similar set of values and company culture."

Over the last 40 years D&B has established a highly-qualified global partner network. "Our existing partner relationships are strong and hugely valued. We are fully committed to growing and strengthening this network," commented **Harman**. "For 40 years, D&B has pioneered innovative audio solutions to bring creative visions to life. Our mission is to accurately transfer passions and we have maintained a clear focus on market requirements and the needs of our end customers. Today's announcement reinforces this long-term commitment."

WOHLER APPOINTS MAKARAND KARANJKAR AS CEO AND CTO

Wohler Technologies, a manufacturer of video, audio and data monitoring solutions, has announced that **Makarand Karanjkar** will be joining as CEO and CTO, effective immediately. Mr. Karanjkar is joining from a leadership position at Amazon, has previous experience at Dolby and brings a wealth of technical and engineering expertise to Wohler. Wohler's current CEO & CFO, **Michael Kelly**, will retain the CFO role and has been named Chairman of the Board.

Over the past 2 years Wohler has been intensely market focused in

developing new IP based products that incorporate the latest broadcast formats, meeting the changing needs of the industry. The company's iAM-12G-SDI in-rack monitors offers an optional Dolby ATMOS decoding using a software only solution. Their latest iVAM range of AV monitors and the iAM-12G-SDI now include HDR detection and are the first industry in-rack monitors to offer the option of true 'hitless' 2022-7. With a strong technical background, Mr. Karanjkar will continue to drive Wohler's strategic roadmap that has seen the release of these market-leading solutions

for the broadcast and associated industries

"With a strong brand built on customer trust and solid engineering, Wohler is well positioned to continue to offer exciting market leading products and solutions," said **Karanjkar**. "As the industry transitions to IP workflows, I look forward to building on this momentum and working closely with our customers to offer the next generation of innovative, scalable monitoring products."



Makarand Karanjkar, CEO & CTO, Wohler

NEWTEK ANNOUNCES ROHAN TADKE AS COUNTRY MANAGER FOR INDIA

NewTek has appointed **Rohan Tadke** as the Regional Manager for India/SAARC to further build up NewTek's business in the region. Rohan has a strong heritage in the sector having previously held management positions at Wyrestorm and Harman International. As NewTek sells 100% through its channel partners globally, his primary focus will be to enhance existing partner relationships and further grow the partner footprint in

the region.

Rohan said, "India/SAARC presents a huge opportunity for NewTek and I am very excited to be leading the region. At NewTek, we use innovation and technology to fundamentally



Rohan Tadke Regional Manager, NewTek

change the way video is created and used, allowing more people to share their stories, experiences, and ideas with the world and enjoy doing it. As the new Regional Manager, my goals are to further develop existing partner relationships whilst looking to further

strengthen NewTek's presence in the market, better serve our existing customers, and gain new ones."

Some of the key strategies for the continued growth India/SAARC are effectively managing the existing partner relationships, identifying and recruit additional partners, targeting key broadcast and pro AV markets such as corporate, education, worship and building the NewTek brand and customer base.

SONOVA ACQUIRES SENNHEISER CONSUMER BUSINESS

Sennheiser and the **Sonova Holding** AG with headquarters in Stäfa, Switzerland, have announced their future cooperation under the Sennheiser brand. The global provider of medical hearing solutions will fully take over Sennheiser Consumer Electronics busi-

ness. Subject to regulatory approval, the plan is to complete the transfer of the business to Sonova by the end of 2021. Sennheiser had announced in February that it would focus on the Professional business in the future while seeking a partner for the Consumer Electronics business.

Consumer Electronics products from Sennheiser stand for their sound and audio experience. With the takeover of the Sennheiser Consumer business, Sonova is adding headphones and soundbars to its hearing care portfolio, which includes hearing aids

the resulting reputation and appeal of the brand are an excellent complement to Sonova's extensive technological and audio-logical expertise in the field of medical hearing solutions. A permanent cooperation is planned under the joint Sennheiser brand umbrella in order

to continue offering Sennheiser customers first-class audio solutions in the future. A license agreement for future use of the Sennheiser brand has been made.

According to **Daniel Sennheiser, co-CEO at Sennheiser**, "We couldn't have asked for a better partner than Sonova for our Consumer Electronics business."

According to **Dr. Andreas Sennheiser, co-CEO at Sennheiser**, "Sonova is a strong, well-positioned company. Not only do we share a passion for unique audio experiences, we also share very similar corporate values. This gives us an excellent foundation for a successful future together. The combination of our strengths provides a very good starting point for future growth. We are convinced that Sonova will strengthen the Sennheiser Consumer Business in the long term and capture the major

growth opportunities."

Commenting on the impact of the acquisition on the Indian market, **Kapil Gulati, Director - Consumer Segment, Sennheiser India**, "India is among Sennheiser top 10 markets globally and the second-largest market in the Asia Pacific (APAC) region after China. India has a great advantage with the growing appetite for the premium and connected sound ecosystem which has been further accelerated by the pandemic. We understand the evolving consumer preferences and we will be offering first-class audio solutions under the Sennheiser brand in future."

Both partners see potential in particular in the market for speech-enhanced hearables and for true wireless and audiophile headphones. As part of the partnership, a complete transfer of operations of the Consumer Electronics business to Sonova is planned. This will be aligned with the Sennheiser works councils. For the employees who will transfer to Sonova, the move to the internationally operating and well-positioned company, headquartered in Switzerland, opens up very good opportunities for the future. Currently, a total of around 600 Sennheiser employees work for the Sennheiser consumer business.

According to **Arnd Kaldowski, CEO of Sonova**, "I am very pleased that Sennheiser has chosen Sonova to further develop the well-renowned Consumer Division. We look forward to welcoming our new



TASCAM INTRODUCES THE TM-250U USB CONDENSER MICROPHONE FOR COMPUTER AUDIO APPLICATION

TASCAM has announced the **TM-250U USB Condenser Microphone**. Designed for capturing crisp, accurate audio when interfaced with personal computers, the TM-250U is the ideal solution for high quality, direct connection computer audio for podcasting, dialog and vocal recording, music recording, conferencing, and other forms of online audio.

The TASCAM TM-250U delivers, detailed audio straight to the computer via USB. Featuring a super cardioid polar pattern and a frequency response of 20Hz~20kHz, the TM-250U functions via industry-standard USB-C connectors on

the Windows, Mac, iOS, Android and Chrome OS platforms. Compatible with USB class compliant devices, the microphone makes a direct connection to computers with a USB cable, so no special driver is required. Record voice-over or music directly to the computer's recording software with stream optimized 16-bit/48kHz sampling and achieve pristine audio quality for any application where clean and natural sounding audio is required.

With robust build quality specifically designed for computer audio, the TM-250U provides built-in controls for managing audio—in the process, making interconnection with one's



computer effortless. The TM-250U is equipped with a Microphone volume (gain) control, a Headphone volume control, and a microphone Mute button that provides additional flexibility for in-the-moment control of audio. Equally notable, the microphone is also equipped with a dedicated headphone output connector (3.5 mm stereo mini jack) for direct monitoring.

The TASCAM TM-250U USB Condenser Microphone package ships with the following included accessories: (1) a microphone holder, (2) a 6-foot USB C-A cable, and (3) a desktop mic stand. Combined, the package provides everything necessary to quickly and easily set up at one's desktop and immediately start recording.

SHURE COLLABORATES WITH BARCO TO IMPROVE WIRELESS VIDEOCONFERENCING EXPERIENCE

The popularity of BYOD – or “Bring Your Own Devices” – to virtual and hybrid meetings, the ability to provide flawless meeting audio is more important than before.

Shure and **Barco** are working together to help ensure customers achieve a revolutionary workplace experience. The Shure Audio Ecosystem now pairs seamlessly with Barco ClickShare Conference, allowing customers to combine high-quality audio for remote communication with easy-to-use wireless in any meeting space.

This brings in benefits such as being ready for any collaboration platform from your device. The Shure Audio Encryption secures the audio and prevents eavesdropping. This conferencing solution comes with Steerable Coverage technology and cutting-edge industrial design that is flexible to all meeting room sizes. The Shure IntelliMix DSP delivering echo- and noise-free and mixing keeping the agenda on track. With One-click wireless conferencing one can experience better quality audio.

“Customers can rely on powerful and certified solutions with Shure networked audio solutions and our ClickShare Conference products,” said **David Fitzgerald**, Vice President, and Global Alliances at Barco. “This offers customers an engaging videoconferencing experience with high quality audio and easy, seamless wireless conferencing. Hybrid collaboration has never been easier and

is just one click away.”

Based on Barco ClickShare’s Hybrid Working Research Study, workers predict a rise in hybrid meetings (meetings featuring both in-person and remote attendees) in the next 12 months. More than half of employees surveyed prefer to host video calls from their laptop, compared to an in-room system (19%) or their smartphone (18%).

And based on Shure’s recent State of Meetings Report, 96 percent of professionals are frustrated with their virtual meetings, with 4 out of the top 5 frustrations related to audio.

Shure’s DSP IntelliMix P300 and ANIUSB-MATRIX are also certified for ClickShare Conference. Flexible signal routing allows for seamless connectivity between rooms, laptops and even mobile devices. Combined with Microflex Advance or Microflex Wireless microphones, the clear sound reproduction and intelligent mixing keeps the agenda on track with clear communication.

When combined with ClickShare Conference, users can enable a truly flexible and easy way of working. The ClickShare technology responds to the increasing need for BYOM (Bring Your



Shure and ClickShare Conference offer solutions that power collaboration in the work place

Own Meeting) in the workplace. With BYOM, users can walk into any meeting room, plug in the ClickShare Conferencing Button and easily host a video conference from their own device. Within seconds, they share their apps wirelessly to the room display and benefit from the AV setup of the room while using preferred conferencing solutions. Audio quality becomes an asset when using Shure’s Microflex array microphones.

“Built for the hybrid workplace, your customers, clients, and students will feel like they’re in the room with you

when you use Shure’s market-leading wireless and array microphones with Barco’s ClickShare Conference system,” said **Paul Gunia**, Director of Technology Partnerships at Shure.

Shure and ClickShare work seamlessly with leading third-party video conferencing platforms, including Zoom, Microsoft Teams, Cisco Webex, and many others. Equipping workspaces for wireless conferencing with Shure networked audio and Barco ClickShare Conference takes full advantage of the best BYOD and BYOM support.

NEW CLEARONE CONVERGENCE AV CLOUD SOFTWARE ENABLES POWERFUL MANAGEMENT

CONVERGENCE AV has announced the immediate availability of **CONVERGENCE AV Cloud**, which is said to significantly expands AV Practitioner recurring revenue opportunities for remote, real-time

Management as a Service (MaaS).

CONVERGENCE Cloud software is a unified AV network management platform to monitor, control, and audit ClearOne Pro Audio and Video products and services. Remote real-time

system access provides at-a-glance and all-inclusive dashboard views with auto-discovery of Pro Audio devices and unlimited scalability designed to support organizations of any size.

With the new Cloud option, AV Practitioners can profit on value-added MaaS opportunities to easily support multiple clients and multiple networks with fully secure, real-time remote system access on a single multi-tenant platform.

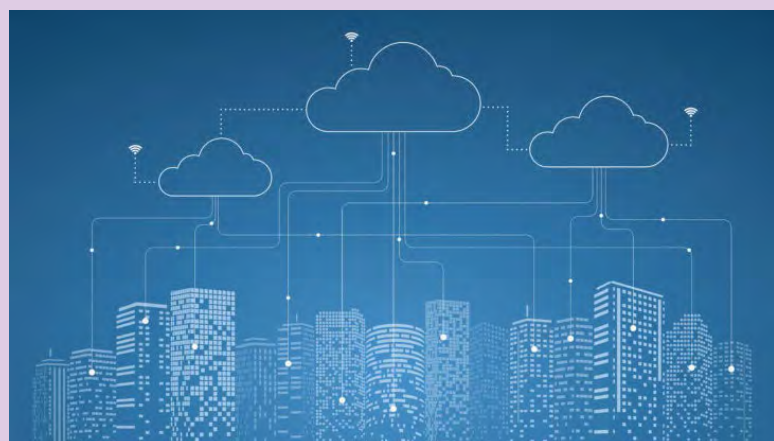
The powerful and elegant user interface, in twelve languages, works on any browser and will allow full support of the AV Network with built-in video, audio, and chat tools for real-time communications as well as email and immediate SMS text alerts. Relevant information is quickly found with search, sort, and filter options.

CONVERGENCE AV Cloud can be virtually partitioned for AV management



CONVERGENCE AV Cloud capable of virtual segregation

by location such as building, floor, room, or any desired global topology. Practitioners can easily manage accounts, assigning three levels of access with Owner, Administrator, and Monitor roles; all housed on encrypted secure cloud servers. Client tenant usage can be conveniently tracked for invoicing and optional auto-payment reminders.



CONVERGENCE AV Cloud for real-time Management as a Service (MaaS)

ALLWAVE INSTALLS SMART CONFERENCING SOLUTION AT TATA AIG

When Organizations revamp their facilities with High-tech technology, it promotes internal efficiencies that lead to productivity and enhances better connections. Acknowledging this, TATA AIG, an Indian general insurance company and a joint venture between the Tata Group and American International Group, approached Allwave-AV to deploy a Smart Audiovisual solution that enhances their meeting workspace and management system.

TATA AIG, an Indian general insurance company and a joint venture between the Tata Group and American International Group, approached Allwave-AV to deploy a comprehensive Conferencing solution that enhances their meeting workspace and management system.

Challenge:

TATA AIG wanted a flexible meeting workspace and a management system so that they could make use of most of their work area when equipped with high-end audio-visual systems. As a finance service provider, presentations and meetings with visual demonstrations and collaboration become necessary. TATA AIG wanted a comprehensive AV solution that would deliver internal efficiencies and connect effectively with customers.

Solution:

Allwave evaluated the client's requirements and constructed an all-inclusive AV solution. Allwave specializes in implementing Smart and secure video collaboration that can focus on sensitive data, regulations and enhance the customer



Allwave Install Smart Video Conferencing Room Solution in Meeting Room

experience.

Allwave AV systems provided TATA AIG with a range of high-end audiovisual solutions, which consisted of, wireless presentation solution, collaborative solutions, management solutions, video conferencing solution.

The wireless presentation solution installed in the meeting room was **Klik Stik** wireless screen sharing solution that allows sharing screens from any device, anywhere, and also helps to annotate easily. **A Solstice Mersive Collaboration** solution was implemented to deliver a Touch-less meeting experience and a better collaboration during meetings. A software-based cloud-enabled collaboration platform, that allows wireless sharing of content using any video conferencing solution and helps in optimizing meeting spaces.

Room Schedulers were integrated outside rooms to enhance the usage of TATA AIG's newly installed high-tech

meeting rooms. The device avoids double bookings, confusion and interrupted meetings. The room scheduler helps in efficient and effective monitoring of the Meeting rooms.

Pexip scalable video conferencing solution was implemented in the meeting rooms, effectively bridging the gap between video conferencing rooms and software solutions. Pexip Integrates easily with existing tools and workflow systems. It gives you 1080p HD video clarity with super wideband audio ensuring the best communication experience during meetings.

NowSignage, Cloud-based Digital Signage System was installed for delivering messages and displaying values digital signage solution. It is a cloud-based digital signage solution that allows communication within organizations to display important message or information. NowSignage can easily update and manage content that keeps them well engaged and well informed.

Due to the pandemic, safety is an important concern for all organizations today. **Contactless thermal scanner** was installed outside the room, which checks the body temperature of the employees before entering the premises. The sensor stores all the information such as date, time and temperature value that can be retrieved from the browser.

Since the Pandemic started, organization has to keep track of incoming visitors and restrict their foot-fall for safety measures. **Visitor Management System** was implemented so that the people visiting the organizations need to first fill up their details and then sign in. Alerts through email or SMS are shared with both receiver and the visitor.

Pantry Ordering System is

installed for ordering food while in a meeting. One can order something from the pantry by giving alerts at the reception areas using Cue Controller. The Cue Controller in the Reception areas triggers with lights if anyone needs anything from the boardroom.

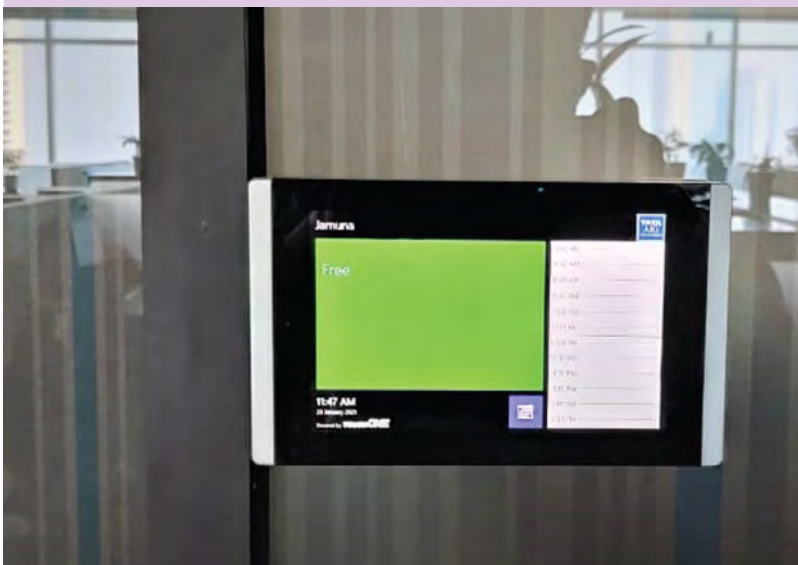
Conclusion

A state of the artfully integrated workplace was created to meet operational needs and performance objectives of the team using the latest cutting edge technology. The key result was a high-tech space that brings to life the ultimate in business communication. "It was a great experience working with the All Wave team. All wave team members were self-driven and were enriched with technical experience which has helped us to deliver the project in a timely manner... Kudos to the entire team for delivering such a fabulous job for TATA AIG and bringing in the latest technology in the area of Audio/Visual which TATA AIG is leveraging." Commented **Raj Sharma**, Vice President, Infrastructure & Facilities TATA AIG.

Project Owner:

TATA AIG, Tata Group (general insurance company) and American International Group

TATA AIG provides insurance to individuals and corporates based in Mumbai. The company's products are available through distribution channels like agents, brokers, banks and direct channels like telemarketing, digital marketing, worksite etc. The company offers a range of general insurance products including insurance for automobile, home, personal accident, travel, energy, marine, property and casualty, as well as specialized financial lines.



Meeting Room Scheduler Integrated to enhance the usage of Meeting Rooms

Products Used:

- NowSignag cloud-based signage system
- Klik Stik wireless presentation
- Thermal Scanner
- Pexip Video conferencing solution
- Room Schedulers
- Visitor Management Solution
- Pantry Ordering Solution
- Solstice Mersive Collaboration
- Cue Controller

ZOOM CERTIFIES BIAMP CONFERENCE ROOM SOLUTIONS

Biamp, a supplier of professional audiovisual solutions, has announced that **Zoom Video Communications, Inc.** has certified two conference room audio bundles, enabling customers to enjoy

includes Parlé Beamtracking microphones for the ceiling, along with all the audio equipment needed to build an outstanding Zoom Rooms conferencing experience with superior sound quality

bundles let users enjoy the extraordinary audio quality Biamp is known for with full confidence that they will integrate simply and seamlessly with the Zoom platform,” said **Joe Andrusis**, Executive Vice President of Corporate Development, Biamp. “These complete solutions make it extraordinarily simple for organizations to select, purchase, and install technology that results in crystal-clear communications — even in large and challenging meeting spaces.”

Installers benefit from simple system deployment and configuration made possible by the seamless integration of each component, automated EQ, as well as minimal cable requirements with zero termination, zero network set-up, and more. The solutions include an easy room deployment tool, eliminating the need for integrators to open up the Tesira software platform if they don’t

want to, and resulting in significant time savings on Zoom Rooms projects.

“Biamp technology helps make our customers’ conversations crisp and clear, even in a broad range of complex or customized spaces,” said **Ty Buell**, PSO Solutions Architect, Zoom. “The certified Zoom Rooms bundles from Biamp offer our customers a complete audio ecosystem and a much simpler path to enjoying high-quality audio experiences, with easy installation and the full confidence that they will integrate seamlessly and reliably into their Zoom Rooms environment.”

Parlé microphones use patented Beamtracking technology to create virtual microphones, which track and intelligently mix conversations from around the room to enable an audio experience that makes remote participants feel just as physically present as those in the room.



Biamp's new certified Zoom Rooms integrates seamlessly with the Zoom platform

a complete audio solution in medium and large Zoom Rooms. Each bundle

and zero cable termination.

“Biamp's new certified Zoom Rooms

B-TECH AV MOUNTS UNVEILS NEW SLIM-LINE VIDEO WALL MOUNT

B-Tech AV Mounts has released the new and improved **BT8312**; a slim-line, soft open **video wall mount** with full serviceability.

The BT8312's slim-line design and “pop-out” function is ideally suited for close to the wall and recessed applications, where full service access is required for installation and maintenance. Enhancing the pop-out function is a patent pending soft open feature; a unique design mechanism unlike anything used on other push to release mounts. Following a light push, this feature ensures a controlled and unassisted outward movement of the mount, which protects display bezels during servicing by staying in perfect alignment throughout the opening and

closing process.

CEO **Matt Bennett** comment, “B-Tech have been designing and manufacturing video wall mounting solutions for the best part of a decade. During that time we have worked closely with display manufacturers and integration partners to develop mounting systems which help installers overcome any challenge they might experience onsite. Our new BT8312 combines all of the best features from our range of videowall products, making it our most advanced videowall mount and one that’s superior to anything used by installers before.”

Another key feature of the BT8312 is the precision alignment. “When it comes to videowalls, alignment is everything” says **Nick Spencer**, Director of

Marketing and Communications. “We’ve designed the BT8312 with 8 unique points of micro-adjustment for accurate screen alignment including adjustability at each corner. We’ve incorporated the same system which makes our BT8310 so popular, meaning lateral micro-adjustment for even greater precision is now included”. Also upgraded on the new mount, these adjustments are fully tool-less and can be adjusted comfortably by hand using the ergonomically designed knobs.

In addition, many mounting solutions on the market require a separate product for mounting in landscape or portrait configuration, but the BT8312 can mount displays in either orientation. Other core B-Tech features that integrators and installers have come to



BT8312 features a pop-out function for controlled outward movement

expect to speed up the installation process includes keyhole mounting and re-usable display specific wall plate spacer kits that allow for easy building out of videowall configurations.

CODA AUDIO LAUNCHES HOPS12I POINT SOURCE LOUDSPEAKER

CODA Audio has announced the expansion of its **HOPS (high output point source)** range with the addition of the new **HOPS12i**. A high output, three-way point source, HOPS12i incorporates extremely high performance 12” neodymium cone drivers with 4” voice coils adapted from those found in CODA Audio’s flagship line-array, AiRAY.

CODA’s very latest DAC (Dynamic

Airflow Cooling) technology, it features exchangeable and rotatable waveguides that provide various options for adjusting directivity. The HOPS12i waveguides control all the way down to 300 Hz. The broadband energy is focused exactly where required, whilst keeping it away from walls and other reflective surfaces – two clear advantages in terms of intelligibility.

90° x 60° and 60° x 40° waveguides are available, and both are rotatable, giving four directivity options. The low end of the full-range HOPS12i means that in many applications, subs might not be required – something that is particularly helpful in multi-use education settings, for example. HOPS12i thus offers system designers even more choice towards achiev-

ing optimal solutions across the very broadest range of applications. As with the entire HOPS range, HOPS12i is complemented by a variety of accessories and mounting options that allow for all possible flexibility in fixed installations. HOPS12i can be customized in wide range of colors— weatherproofing options are also available for demanding environments.

AG ACOUSTICS REVAMPS JAYPEE INSTITUTE OF INFORMATION WITH CELTO ACOUSTIQUE

Jaypee Business School (JBS) is a constituent of Jaypee Institute of Information Technology (JIIT - Deemed University). The institute has benchmarked itself with the latest content and teaching methodologies across the country. Located in Sec 62 NOIDA, JIIT has become a landmark of sorts in NOIDA. Their Auditorium is a monument with a circular shape and huge seating capacity of 2500, which at certain times of the year reaches 3000+, with students and delegates standing at the wings also.

JBS's previous audio-video system needed an upgrade as the operators were facing challenges with installed systems. The management did not want to compromise on audio or video quality. JBS reached out to Delhi Based Integration Company **AG Acoustics (INDIA) PVT LTD.** to design a robust and effective AV solution for the Auditorium.

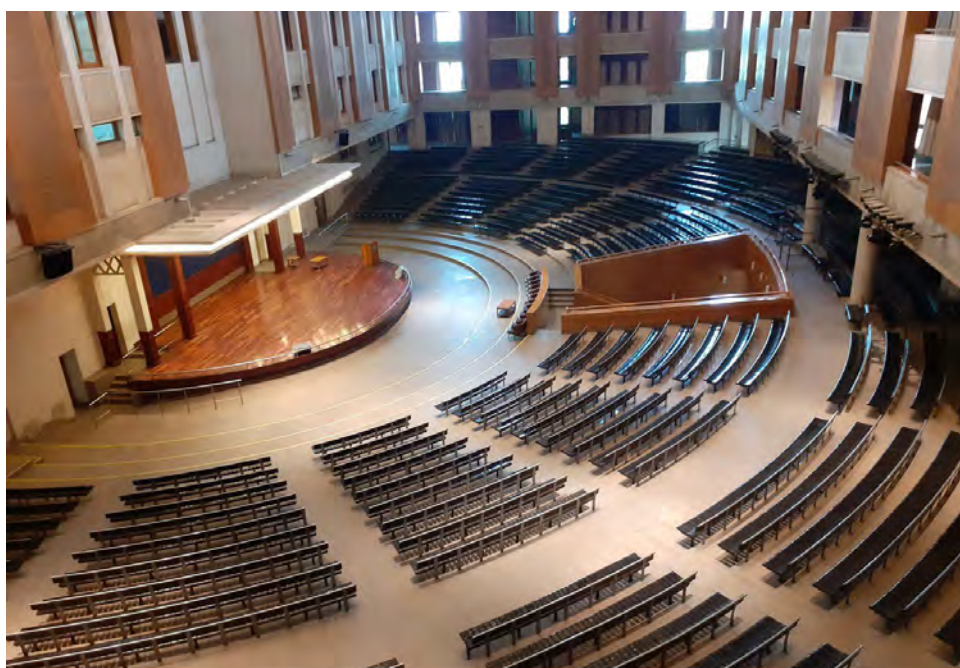
AG Acoustics is a 20+-year-olds company that forayed into system integration in 2008. AG Acoustics have done systems installation across diverse sectors like education, health, hospitality both in the private and government sector.

Piyush Arora, GM – Projects for AG Acoustics, adds, "We have a long-standing relationship with the JAYPEE group. We have done various AV Integration jobs for them at different locations either directly or through our partners. When we heard that JIIT was looking for an upgrade to their existing AV system, we got in touch with the management & technical team. We understood both their requirements and their problems they were facing till now. There were multiple challenges in doing the AV upgrade for this project. The Auditorium is in the central part

of the building, with an open structure with an extremely high ceiling and no soundproofing. After analysing the space, we evaluated that a distributed point source system will be the correct design instead of opting for a line array system. In an open space auditorium to avoid reflections, it is necessary to distribute the energy effectively instead of projecting it from a single point. We truly believe that every integration project is unique. The difference between a successful and unsuccessful install starts from the basic design to the stage itself."

Audio

After the AG Acoustics technical team evaluation, they decided to use CELTO Acoustique for the Audio component. A central hang of **CT15X - 2+2, 2-way** full-range multipurpose speakers, with a distributed system of the hugely popular **coaxial CELTO iFIX series**. The **iFIX** is the most popular product from CELTO. The device combines all the qualities for a successful install - Pristine sound quality, True Point source - Coaxial with HF compression drivers, birch ply cabinets, multiple mounting options, etc. **3-iFIX6 & 14-iFIX7** model were installed for side, under & front fills to complement the **4 - CT15X main speakers**. The AG and CELTO engineers, **Bharti & Sharma**, respectively, time-aligned the system using SMART and appropriate



AG Acoustics Upgrades JIIT's Audio-Visual Solution with CELTO Acoustique

delays. Celto installed the **CT12s** on the stage for stage monitoring applications and **VAL audio GL and X series amplifiers** to power the entire system.

Visual

For the Visual part of the install, JIIT needed an upgraded projection system. AG team chose a DP - Digital projection solution with a 10,000 lumens Laser projector to do duty for presentations or movie applications for the Auditorium. The projection system was installed under the balcony at the center, using a long-throw lens, with a **BARCO** clickShare wireless presentation system. The projection system allows the user to present from anywhere in the venue.

Shishir Moondra, Chief Manager, JIIT. Commented, "The design of the auditorium is quite complex. It is 'D' shaped, with huge volume, recessed sitting areas, open corridors, hard floor,

and low occupancy, which add to poor acoustics making, it a big challenge.

Earlier, at many locations, poor audibility was concerning. We merged our experiences to overcome audible, echo, and acoustic issues of the auditorium by replacing, adding, and upgrading the audio/video system. Now, our Audi occupancy does not affect the clarity of sound, as the old acoustics still play their role effectively, and overall we have a great feeling of satisfaction, Great job Team AGA".

"The results speak for themselves. Today even when JIIT hosts a gathering of 3000 persons, the AV does flawless duty in terms of both audio and video applications, which include Talks and Seminars, presentations, annual functions, etc. AG Acoustics truly believes in walking the extra mile to go far beyond client expectations." concludes **Shishir Moondra**.

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DENON DJ UNVEILS SC6000 PRIME DJ CONTROLLER

Denon DJ has announced their new **LC6000 PRIME Performance Expansion Controller**. With the same look, design, and feel, as the flagship SC6000 Media Player, the versatile LC6000 gives DJs a professional hardware control for the second dual-layer audio output, unlocking Engine OS powered Media Players full potential when controlling the secondary layer. Showing its true versatility, the LC6000 PRIME is the ultimate DJ Controller for compatible DJ applications, giving DJs professional hardware control in their setup. The stunning full size 8.5" jog wheel, multi-function performance pads, 100mm dual-precision pitch fader, and navigation control grants the DJ more power and ease to be creative in the mix. Powered and activated with just a single USB connection, the LC6000 PRIME gives 'plug and play' a whole new meaning in the DJ booth. Connect one or multiple units to customize your

setup and expand creativity.

The LC6000 PRIME adds physical control over the second layer, making it easier than ever to perform using just one media player. The LC6000's plug and play connectivity with DJ software provides the ultimate club experience over one or multiple software decks, further expanding creative possibilities for the professional DJ. The device is compatible with Virtual DJ, Algoriddim djay Pro AI & Serato DJ Pro.

8.5" JOG WHEEL At the heart of the LC6000 PRIME is a full size 8.5", capacitive touch jog wheel that features a high definition central display. This color display shows track artwork or a custom DJ logo, layered with play head position and other essential performance information.

Completing the creative toolset, the LC6000 PRIME has 8 robust multi-function performance pads offering Hot Cue, Loop, Roll, and Slicer for enhanced creativity and remixing 'on-the-fly'.

Alongside this, the LC6000 has a dedi-

cated loop section and navigation control, giving DJs complete and confident control of their performance.

LC6000 PRIM Key Features include a dedicated sub-layer control for SC6000, SC6000M, SC5000, SC5000M Prime Media Players. There are 8 Multi-function performance pads that are dedicated loop control, navigation control, 100mm dual-precision pitch fader, Pitch Bend buttons, Track search touch strip, USB Powered, Plug & Play ENGINE OS. LC6000 PRIM comes with 1.6 Engine OS update, the SC range has a new stacked dual-layer waveforms display ensuring all the right information for each track is clearly displayed around the two large waveforms.

"Denon DJ has long been at the forefront of innovation in the booth and the Dual-Layer capabilities in our Media Players, giving DJs 2 dedicated audio outputs from a single unit, is just one we're very proud of," said Denon DJ's Brand Marketing Manager, **Jay Cunningham**. "The introduction of



SC6000 with eight multi-function performing pads

the LC6000 PRIME means we can continue that vision by giving DJs a cost efficient, professional hardware control of the second layer to continue breaking down barriers and advancing performance creativity."

JBL SIGNS MARTIN GARRIX AS GLOBAL BRAND AMBASSADOR

One of the youngest and most successful DJ's and producers, **Martin Garrix**, is the latest superstar to join audio brand JBL as one of its global ambassadors. During the partnership, Martin will closely collaborate with JBL on product launches, events and campaigns. JBL has been Garrix's audio companion for years, and he always carries a JBL speaker with him to access music on the go.

A shared passion for creating fun and happy moments with music makes the superstar DJ/producer the perfect face of the upcoming product campaigns and live performances at JBL events.



Martin Garrix DJ and Record Producer

"JBL has been my go-to audio brand for a while, so I'm super excited I can now call myself a global brand ambassador." said Martin Garrix "I'm always surrounded by music, so to collaborate with them creatively is an opportunity I couldn't turn down."

"We have seen how Martin's enthusiasm, excitement and essential energy sparks huge crowds into the highest levels of joy in life. At JBL, we create and share the same values by providing experiences and the best sound that connects people throughout the world", said **Ralph Santana**, Chief Marketing Officer at HARMAN. "We are delighted to have Martin as an ambassador. He

brings an energy that will connect with and excite our JBL fans around the world and we can't wait to see this partnership flourish."

By headlining the biggest festivals, breaking through territories, collaborating with major stars and as a founder of his own record label, Martin Garrix leads a trailblazing career.

Martin Garrix joins an impressive team of JBL ambassadors including football stars Virgil van Dijk and Lucas Hernandez and music icon Bebe Rexha with whom Garrix created the incredible 2016 smash hit 'In The Name Of Love'. His partnership with JBL is set to be another.



CDJ-3000 NOW OFFICIALLY SUPPORTS DJAY PRO AI FOR MAC



CDJ-3000 compatible with DJAY PRO AI for MAC

Pioneer's CDJ-3000 is now officially compatible with the USB-HID (Human Interface Device) control feature of Algoriddim's DJ application, djay PRO AI for Mac. This comes under the Pioneer DJ Certification Program.

On the screen of the CDJ-3000, you can now browse playlists in djay PRO AI for Mac as well as the catalogs of

streaming services linked to the application when it's running on a Mac connected to the multi-player. You can also control scratching, loops, Hot Cues, and more using the professional interface of the CDJ-3000.

To use djay PRO AI for Mac with the CDJ-3000, you'll need a license for the application.

NUMARK DEBUTS NEW SERIES OF PARTY MIX CONTROLLERS

Numark has introduced two new DJ controllers, the **Party Mix II** and the **Party Mix Live**. Building upon the wildly successful Party Mix controller legacy,

the new generation of Party Mix DJ controllers adds exciting new features to the mix.

An established music library is no

longer required for new DJs to start parties. Both the Party Mix II and Party Mix Live controllers work with Serato DJ Lite on Mac and PC and are plug-and-play compatible with djay Pro AI by Algoriddim on Mac and iOS (USB camera connection kit required for iOS use). In addition to providing access to a user's existing music library, both of these popular DJ software platforms grant access to streaming services like TIDAL, Beatport LINK, Beatsource LINK, and SoundCloud GO, making it easy for DJs to find and play all of the top-trending tracks.

The Party Mix II and Party Mix Live each feature three multi-colored LEDs with special wide-coverage lenses for an exciting, beat-synchronized light show. The switch on the side of the controller allows DJs to turn the light show on or off to match the mood of the party.

Exclusive to the Party Mix Live DJ controller, the built-in speakers ensure that the party can start without the need to connect external speakers. At the flick of a switch, the Party Mix Live stereo speakers come to life. The speakers can easily be turned off when headphone-only mixing is desired.

"The Party Mix has been the top-selling controller for new DJs looking to learn the art while having fun and lighting up the room," says **Chris Roman**, Numark Director of Product Development. "This latest generation improves on this with more interactive platters and a focus on streaming music. With the Party Mix Live, we added speakers to complete the experience. With their pro build quality, anyone looking to learn the art of DJing and have a party while doing it should pick up one of these fun DJ systems."



Party mix II and Party mix live works with Serato DJ Lite

HERCULES PRESENTS LIMITED EDITION DJCONTROL INPULSE 500 GOLD CONTROLLER

Hercules's DJControl Inpulse 500 **GOLD Edition** has an exclusive boxed set, sold as a limited edition after the success of its DJControl Inpulse 500. This new controller is a rare breed, with just 1,000 numbered units of the DJControl Inpulse 500 Gold Edition available worldwide, making each one a unique collector's edition. This limited edition really stands out by way of a gold-colored metal backing plate for the mixer in the center, eye-catching gold markings all over the controller, inclusion of a Serato DJ Pro license key, and a stylish carrying case. 2020 has proven to be a real turning point: more than ever, music has brought people together, forged ties between individuals and communities, generated powerful emotions and given us strength. With the soaring popularity of home DJing that Hercules has witnessed, people have been discovering a real passion for mixing, with many even making the leap to performing for the first time for a virtual — but still very real and engaged — audience.

Full of imagination and creativity, music fans have really stepped up and helped breathe new life into 2020. The "play at home" concept has truly taken off: amazing DJs have emerged online. The limited-edition DJControl Inpulse 500 Gold Edition is a natural fit for this new generation of DJs — for whom being part of a community is so important, and who love to share emotions. Hercules has placed importance on nurturing these budding DJs, and helping to open up exciting new paths to be explored beyond the walls of their bedroom studios. "Putting out this limited edition is also a way for us to sincerely thank our faithful and

valued users," explains **Agnès Cornière**, Worldwide Marketing Vice-President at Hercules. "It's extremely gratifying to see people who started out DJing with Hercules, who have evolved and developed a real passion for mixing. It's the

greatest source of pride for us to see them grow, flourish and expand their horizons — creating incredible works and trying out visionary new approaches."



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