

PALM AV-ICN Conference & Seminar

PALM
Conference & Seminar
Sound • Light • Audiovisual



From l-r: Prashant Govindan, Kapil Thirwani, Claron D'souza and Abdul Waheed discuss "QUALITY PARADIGM OF MEGA SCALE AV PROJECTS"

Curated by PALM AV-ICN magazine, the PALM Conference & Seminar was the optimum learning and networking platform for attendees wherein the best talent and top-notch professionals from the country, shared their expertise, skills and knowledge on technology and industry trends through a range of topics covering pro audio, professional lighting and pro AV

The Conference opened on May 26th with an introductory keynote from **Anil Chopra**, Founding Director of PALM expo. "Demand and consumption are the two keynote factors I wish to impress upon. Innovation and quality are not the prerogative of established brands and manufacturers," said Chopra in his keynote address. "Markets determine product design and features, not manufacturers and factories. India possesses markets and demand, consumption, innovation, and brand power are automatic; the key lies in setting up factories and production. This is the keynote for the PALM AV-ICN Expo 2022. The pieces of the puzzle have fallen in place, it has indeed been a journey of great aspiration and almost as one man the enthusiasm and mojo of PALM addicts has resulted in manifesting the opportunity, we all sought – the opportunity of creating brand power and beauty of tantalizing product design and technology that is at the cutting-edge," he added.

Dedicated Live Sound tracks spur business friendly ideas

With India's top live sound professionals at the PALM Conference & Seminar, attendees had the opportunity to connect with these top thought leaders through various informative sessions conceptualized to spur new business ideas, as well as educate new entrants in the live sound industry and prepare them for a successful career.

Roger Drego, Rental Industry veteran and Managing Director of Electrocraft – one of India's premier rental companies, educated attendees on how to deliver Sound Reinforcement for events which cater to lakhs of people and cover thousands of sq. mts.

An insightful session on Monitor Mixing by well-known and respected Live Sound engineer **Ashish Saksena**, attracted a full house. This session educated attendees on all aspects of monitor mixing like positioning microphones, sound-check, tuning stage monitors and much more.

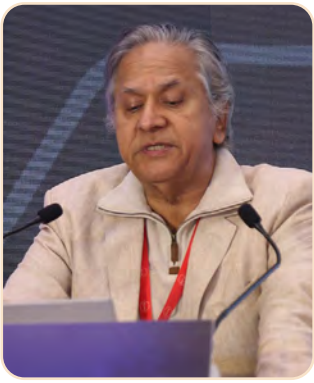
Audio engineer with an industry experience spanning over 35 years - **Dwayne Das**, core competence is his keen ear for a balance of sound - right from an untuned instrument to a dead speaker in a 16-box array and this was evident as he shared his knowledge of Systems Engineering for the Big Stage

which he has acquired over so many years. "I did not expect so many people to show up at the conference. I hope they have learnt from what I had to say. I did not expect a single question during Q&A but and I was pleasantly surprised to take so many questions and that was interesting. It's a good learning experience," said Das.

Studio technology and the future of Surround Sound

Respected studio engineer and Avid Dolby Certified Audio Application Specialist - **Sreejesh Nair**, addressed another packed session on Dolby Atmos and its techniques in mixing Music and Post. It covered a quick fundamental of the technology and how to use it in mixing and delivering a mix. "Here at the PALM Conference, I presented a session on Dolby Atmos for music, basically focusing on immersive audio - how do you listen to stuff in binaural audio, master it and tips on things you should look at and ideas for better recording and mastering," said Nair. "There is a





Anil Chopra



Roger Drego



Ashish Saxena



Warren Dsouza



Raghav Roy Kapur



Nazeef Mohammed



Deepak Pawar



Harshal Kothari



Dwayne Das



Sreejesh Nair

lot of footfall at the expo, lot of active enquiry and demos and many questions from the Conference attendees. We are getting back to where we were and the expo is helping the industry in a major way," he added.

With the popularity of Dolby Atmos and the recent momentum of Atmos Music and Dolby Atmos for Home Entertainment (HE), and more and more content being mixed and released in Dolby Atmos on the major music streaming platforms and OTT services globally, **Bhaskar Pal**, Content Lead - India, ME, Africa at Dolby India enlightened studio designers, acoustic consultants and system integrators as well as existing studio owners contemplating upgrading their mix room about the requirements for near-field Atmos mix rooms and provided understanding on the basic design requirements for these rooms. The novelty of the topic led to an extensive Q&A session which filtered outside the conference hall post the session for another three hours. "It was a privilege to participate as a speaker and share knowledge with the industry professionals about Dolby Atmos studio setup. It was an exciting session with great participa-

tion, with some very interesting question-answer follow up," said Pal. "It's really exciting to see the huge response and huge crowd; I haven't seen this in a long time. All the big brands that matter and all the top professionals that matter, can be seen here."

More pro audio sessions like the one on "Big Studios Make Big Soundtracks" engaged emerging and established professionals in a panel discussion, deliberating on the need for re-establishing focus on top of line studios with big, quality, state-of-art recording gear to record the big music soundtracks. Summing up the session, Senior Consulting Recording and Mix Engineer, **Shantanu Hudlikar** who was one of the panelists on the session said, "We are here to discuss the benefits of being in a big studio. Big studios are coming at a premium nowadays and few people are ready to build it. What we did conclude at the end of the session is that, yes there is still a need for big studios, and you still need big studios to get you the big sound that we are so accustomed to hearing. Can't thank PALM enough for making this happen, bringing us together and having the courage to comeback after two and

half-three years of doing nothing due to the pandemic."

AV Projects and Career and Home AV

AV Industry leaders and professionals participated in two intensive discussions - Quality Paradigm of Mega Scale AV Projects, which discussed how Indian Integrators can ensure global levels of quality for large scale AV Projects and Greater Opportunities in the AV Industry which discussed how as an industry we can do a better job in cultivating talent for the future as a win-win for all.

Another hot topic presented on the platform was Delivering high-end AV solutions for high-end residences. This session by Veeryavanta Pariat Bhide threw light on the current level of client's expectations, technology and deliverables in today's high-end solutions and the necessary SI/Consultant skill set required to meet new level of demand.



From l-r: Shantanu Hudlikar, Farhad K. Dadyburjor, Bishwadeep Chatterjee, K.J. Singh. Esteemed panellist on the "BIG STUDIOS MAKE BIG SOUNDTRACKS" session

DAY 1: 26 MAY 2022

PALM EXPO & CONFERENCE 2022 - KEYNOTE ADDRESS

Speaker: ANIL CHOPRA, Founding Director, PALM expo

PERFORMANCE GUARANTEE OF MEGA SCALE LIVE SOUND PROJECTS

Speaker: ROGER DREGO, Proprietor - Electrocraft | Roger Drego Theatre Management | Star Professional Audio

HOW GOOD MONITOR MIXING CAN BOOST A PERFORMANCE: INSIGHTS, TIPS AND TRICKS

Speaker: ASHISH SAKSENA, Live Sound Engineer for Shankar Ehsaan Loy and KK.

RESHAPING THE FUTURE OF EQUIPMENT RENTAL SERVICES IN INDIA

EESA PALM SESSION on Event Equipment Rental Services Market Dynamics

Speaker: WARREN DSOUZA, Founder & Managing Director - SOUND.COM / EESA Member

FUTURENOMICS: FUTURE OF EVENTS WORK | WORKERS | WORKPLACE

Panelists:

RAGHAV ROY KAPUR, Director, Livewire Events & Promos

NAZEEF MOHAMMED, Founder and creative director of BToS Productions

DEEPAK PAWAR, Secretary, EEMA & Managing Director at Midas Next Media Pvt. Ltd.

HARSHAL KOTHARI, Director, Rising Events

SYSTEMS ENGINEERING FOR THE BIG STAGE

Speaker: DWAYNE DAS, Application Engineer, Alphatec Audio Video Pvt Ltd

QUALITY PARADIGM OF MEGA SCALE AV PROJECTS

Panelists:

PRASHANT GOVINDAN, Regional Consultant - India, Generation AV; KAPIL THIRWANI, Principal Consultant and Partner at Munro Acoustics India;

CLARON D'SOUZA, Independent AV Consultant

ABDUL WAHEED, Managing Director at EYTE Technology Pvt. Ltd.

TOP 50 PRODUCTS & TECHNOLOGY

DAY 2: 27 MAY 2022

GREATER OPPORTUNITIES IN THE AV INDUSTRY

Speaker: PRASHANT GOVINDAN, Regional Consultant - India, Generation AV and ANIL CHOPRA, Founding Director, PALM expo

DOLBY ATMOS FOR MUSIC

Speaker: SREEJESH NAIR, Avid Dolby Certified Audio Application Specialist

CONVERGING TECHNOLOGIES THAT REINFORCE LIVE EVENTS OF THE FUTURE

EESA PALM Technology Session

Speaker: VIJAY SABHLOK, Technical Director | Event & Show Director / EESA Member

PALM Conference Audio Partner
HARMAN International (India) Pvt.Ltd.



Vijay Sabhlok



Veeryavanta Pariat Bhide



Narendra Naidu

AV Architect of the Year

PALM AV-ICN platform dedicated to Audiovisual Communication and Audio Video Integration and Networking has instituted the AV Architect of the Year award as a Recognition of Excellence in AV Integration.

With this award AV-ICN aims to recognize professionals who have achieved excellence in adopting latest technologies in AV Architecture Design, Installation and Program.

This year, for his exemplary work for the Statue of Unity Project and other visitor attraction projects, the Best AV Architect 2021 award was conferred on **Narendra Naidu**, Managing Director, M/s. Rhino Engineers Private Limited on the PALM AV-ICN Conference platform



Panel discussion on HOLISTIC AND NEW LIGHTING DESIGN CONCEPTS. From l-r: Naveen Deshpande, Sreekanth, Rasesh Parekh And Viraf Pocha

Dynamic Associations

Industry Associations like **EESA** and **EEMA** presented diverse topics centered on aspects of the event industry like the volatile nature of live event equipment rental services, future of events – work, workers, and workplace, converging technologies reinforcing live events of the future and conceptualizing streamlined approach to organizing world-class events.

Talking of his session on Reshaping the Future of Equipment Rental Services, Warren D'souza says, "It was about making our industry understand the challenges that we are going to face ahead and how we can overcome them and stay ahead in our businesses."

"Always a great to be part of a session where we were trying to build bridges with



Bhaskar Pal



Rolins Thomas Roy



Sagar Reddy



Felix Remedios



Suresh Madan



Roshan Abbas

world-class events and to be able to discuss ideas on how we can all come together. The technical, creative, planning and the servicing side of the businesses need to be working together a lot more. In places and forums like these, we can discuss a lot more ideas. The idea of collaborating on building unique cultures, focusing on scale and skill, was a wonderful point that came out. With EMMA we are committed to making sure a lot more of these kinds of collaborations happen. The technical aspect training is going to be a focus in the future, and I do hope we can come to many more such sessions and learn and even be able to educate these people," said event industry bigwig and President of EEMA, the consortium of event management and entertainment company leaders of the country, **Roshan Abbas**. "Coming to PALM expo is always unique, you get to meet the industry leaders, you get to see the best



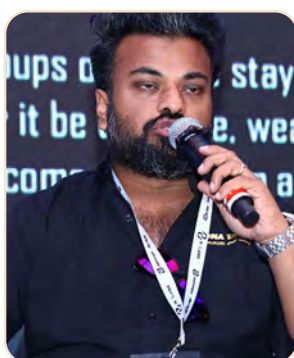
Narendra Naidu (r) being felicitated with AV ARCHITECT OF THE YEAR for his outstanding work on the Statue of Unity and other major AV projects

of innovations and technology around you."

Worldwide organisation of audio professionals - **AES India section**, presented a session on the stages involved in projects with acoustic detailing & stringent spatial requirements. From the drawing board to setting acoustic design criteria & specifications and then moving onto the execution at site until completion - irrespective of the type of project i.e private & public spaces like studios, theatres, sports venues or cultural halls and more. The session was conducted by **Rolins Thomas Roy**, Partner, Rolins Arcoustics LLP. "It was an amazing experience meeting a lot of industry greats and speaking to them on this platform. It was a very productive session and I really congratulate PALM AV-ICN for putting together such a successful event," he said.



Rajesh KV



Betson Carvalho



Nixon Johny

DELIVERING HIGH-END AV SOLUTIONS FOR HIGH-END RESIDENCES

Speaker: **VEERYAVANTA PARIAT BHIDE**, Director of Residential Systems and Solutions, Alphatec Audio Video Pvt. Ltd.

BIG STUDIOS MAKE BIG SOUNDTRACKS

Panelists:

FARHAD K. DADYBURJOR, Recording & Mix Engineer and National Business Head - Studios at Alphatec Audio Video Pvt. Ltd.

BISHWADEEP CHATTERJEE, Film Sound Designer, Sound Editor, Audio Mixer and Partner at Q Factor and Orbis Studios

SHANTANU HUDLIKAR, Senior Consulting Recording and Mix Engineer

KJ SINGH, Audio Engineer, Music Producer and Partner at Asli Music LLP

AV ARCHITECT OF THE YEAR

Speaker: **NARENDRA NAIDU** Chairman and Managing Director, Rhino Engineers Pvt. Ltd., Ahmedabad

ANIL CHOPRA Founding Director, PALM expo

HOLISTIC AND NEW LIGHTING DESIGN CONCEPTS FOR STAGE AND SPECIAL VENUE EVENTS

Panelists:

VIRAF POCHA, Director, Landmark Productions (P) Ltd.

NAVEEN DESHPANDE, Founder and Director, Ground Control

RASESH PAREKH, Founder & Proprietor, Integrated Entertainment Solutions

SREEKANTH, Director, Cameo Light Academy

DAY 3: 28 MAY 2022

GETTING YOUR STUDIO DOLBY ATMOS READY

Speaker: **BHASKAR PAL** Content Lead - India, ME, Africa at Dolby India

Session Powered by:



► **NEUMANN.BERLIN**

'THE PROCESS' - DESIGN & CONSTRUCTION OF ACOUSTICALLY SENSITIVE SPACES. AES INDIA PALM TECHNOLOGY Session

Speaker: **ROLINS THOMAS ROY** B.Arch, M.IOA, M.ASA, : Partner, Rolins Arcoustics LLP

BUILDING BRIDGES: CONCEPTUALIZING A STREAMLINED APPROACH TO ORGANIZING WORLD-CLASS EVENTS

EESA PALM Panel Discussion

PANELISTS:

SAGAR REDDY, Director, Activ Solutions (Moderator)

FELIX REMEDIOS, Managing Director, Reynolds Professional Sound & Lighting

SURESH MADAN, Founder & CTO, Dynamix Media

ROSHAN ABBAS, Founder, Commune India | Director, Geometry Encompass

RAJESH KV, Founder / Partner of CAB

STAGE MUSIC PRODUCTION FOR LIVE VIDEO STREAMING

Speaker: **BETSON CARVALHO** Founder, BNA Talents

NIXON JOHNY, Founder, NJS Virtual Studio

IRAA 2021 FELICITATION CEREMONY AND OPEN FORUM

www.palmexpo.in/conference-agenda-new-2022.aspx