

*In a year defined by strategic evolution, HARMAN has deepened its commitment to India, not merely as a market, but as a global centre for product development and technological leadership. The launch of the FLUX:: MiRA platform at PALM Expo 2025 marked a significant milestone, showcasing the brand's approach to innovative audio solutions. Building on this momentum, HARMAN has undertaken key initiatives that reflect its sharpened focus on core strengths and regional growth. Leading this transformation across the Asia Pacific is **Amar G. Subash**. In this exclusive interview with PALM Expo Magazine, as we visited them at InfoComm 2025, Subash offers insights into HARMAN's evolving footprint in India, the strategic role of professional audio, and the company's vision for shaping the future of sound across industries.*



Amar G. Subash, Vice President and General Manager of HARMAN Professional Solutions APAC and India

INDIA IN FOCUS: HARMAN'S EXPANDING FOOTPRINT AND AUDIO INNOVATION STRATEGY

Amar G Subash, Vice President and General Manager of HARMAN Professional Solutions APAC and India shares insights on growth, and the future of professional audio for the company

1. How strategically significant is the Indian market for HARMAN, and what role does it play in your global operations?

India is one of our strongest markets. We have a significant presence here, including our Experience Centre in Bangalore, which we launched last year. It showcases our complete range of audio, video, and lighting solutions, and is regularly updated to reflect our latest innovations. We're also upgrading our service infrastructure, which is a major investment for us.

Today, we have more than 50 team members across the country and an extensive reach into all major verticals. Our retail presence spans more than 1,000 dealers across India. Beyond retail, our distribution and integration network are extensive. From hospitality, houses of worship, education, large venues, government projects, and more, I'd say our coverage is comprehensive. India offers tremendous opportunities. It's a diverse market, and each region has different needs, but we've found our approach to be very effective.

2. Do you have an Asia-specific strategy? Where does India fit in compared to markets like Singapore?

India is a focus market for HARMAN, and we invest accordingly to support its growth. The APAC region is diverse, encompassing ANZ, Japan, Korea, and Southeast Asia, each with unique requirements. Some markets are retail-centric, others are installation-driven. Our strategy

balances audio, video and lighting while tailoring solutions for each market. Being part of a wider regional framework also allows us to share best practices. For instance, the success we have seen in education projects in Australia has helped inform our approach in India.

3. Are you seeing higher demand in any particular vertical in India?

Yes, several verticals are showing strong momentum. Hospitality remains a standout performer, stadiums/sports venues continue to grow, and the corporate sector is investing significantly in AV solutions. Education, from K-12 to higher education, is another key driver. Houses of worship also represent an important segment for us. Collectively, these sectors are fuelling consistent growth across the country.

4. With many companies prioritizing networked audio and AI integration this year, how is HARMAN aligning its product strategy with these emerging trends?

Everything we're doing now is network-based and built on open standards, primarily Dante. We believe in interoperability, so we avoid proprietary systems that make integration difficult. Our platforms, like **AMX MUSE**, are designed to be flexible and open, supporting standard programming languages. This makes it easier for integrators and developers to work within our ecosystem. Looking ahead, AI will play a grow-

ing role in enabling analytics, smart device integration, and intelligent automation.

5. What are the key products HARMAN is showcasing at InfoComm 2025, and what innovations are being introduced this year?

On the audio side, we've refreshed our entire range of ceiling speakers, the **JBL Control 400 Series**. These feature next-generation technology, including improved waveguides, magnetic full-face grilles, and a paintable finish for custom aesthetics. They deliver enhanced coverage and flexibility, and the response so far has been fantastic.

We've also introduced the **Crown ComTech D Series amplifiers**, which feature power sharing, built-in DSP and Dante support, making them an ideal match for the new Control 400 Series.

On the lighting side, another big highlight is the new **Martin ELP Manet 8f LED Stage and Studio Fresnel Fixture**. It's designed for theatres and fixed installations, with a CRI of 98 and a six-colour LED engine for exceptional light quality.

We're also showcasing the **AMX Varia touch panels**, which work seamlessly with our **BSS Soundweb OMNI DSP** platform and **AMX MUSE** control platform. These panels are sleek, intuitive, and easy to configure.

Speaking of control, our **AMX MUSE** platform is a major step forward. It's an open, flexible control solution that supports standard programming languages like **Python**, **JavaScript**, and **Groovy**, and offers drag-and-drop programming through **MUSE Automator (Node-RED)**. It also integrates with voice assistants like **Alexa** for automation. Finally, we have a dedicated demo space for **FLUX:: Immersive**, which has generated a lot of interest.

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End-users are increasingly focused on creating engaging, experiential spaces, and immersive audio plays a key part of that.

6. Any upcoming projects or events our readers should watch out for? I know you work with partners like SOUND.COM, who handled Ed Sheeran's concerts, for example.

While we can't disclose specifics before official announcements, we have exciting international acts coming up in the live sound segment, and we're also working on some very large projects in hospitality and government sectors. There's a lot happening across all segments and we have so many projects that it's hard to pick one! But you'll definitely see **JBL Professional** and **Martin Lighting** featured in some very large upcoming live events, and our technologies will continue to play a central role in hospitality projects nationwide. We were also honoured that several of our projects received recognition at the Integration Awards, underscoring the impact of our solutions.

7. In the demo area here at InfoComm, are there any specific products or technologies that stand out?

The **AMX MUSE** control platform is a clear highlight, offering integrators unmatched flexibility. On the hardware side, key highlights include the **JBL Control 400 Series** ceiling speakers, **Crown ComTech D Series amplifiers** and **Martin ELP Manet 8f Fresnel fixture**. The **AMX Varia touch panels** and **BSS Soundweb OMNI DSP platform** are also standouts, providing a unified ecosystem that demonstrates how our solutions work seamlessly together.