

# Yamaha's Vision for India

*Exclusive Interview on Industry Trends, India's Growth and the Road Ahead*



*In an exclusive conversation with PALM Expo Magazine, senior leaders from Yamaha Music India shared their vision for shaping the future of the AV industry. From investing in experience centre in Bangalore to championing IP-based and cloud-driven solutions, Yamaha is positioning itself at the forefront of connected audio and video technologies. The discussion explored key themes such as Yamaha's objectives at InfoComm India, emerging trends in AV, product innovations, and the role of training initiatives like Audioversity in bridging the skills gap. Offering a comprehensive view of Yamaha's roadmap for India and beyond were **Taketoshi Yamamoto** (Managing Director), **Yuji Miyazaki** (General Manager), **Anthony Paul Cox** (Deputy Unit & Branch Head), and **Harisha G.N** (Deputy General Manager), along with **Pallav Jerath**, (Manager, Product Marketing, Audio Division).*

**1. Yamaha has invested in an experience centre in Bangalore. What kind of return on investment were you expecting, and what have you seen so far from this centre in India?**

**Taketoshi Yamamoto:** Yes, we've made significant investments in our experience centre in Bangalore. This centre is designed to provide demos, training, and hands-on sessions for our integrated systems.

**Anthony Paul Cox:** The response has been very encouraging. For example, we regularly welcome many customers for training and one-on-one sessions. It's great to witness consistent engagement and connectivity through these facilities.

**2. Regarding your recent participation at InfoComm, what were your expectations from the show, and what are you hoping to achieve by exhibiting here?**

**Pallav Jerath:** InfoComm is one of the most relevant exhibitions for our business because it focuses on AV integration, which is a core part of our portfolio. Our main objective in participating is to showcase solutions related to connected sound, audio and video over IP, which we believe will become the industry standard next five to six years. We've been working on these technologies and want to bring these solutions to the market. Globally, Yamaha participates in InfoComm and other industry exhibitions to position ourselves as a solutions provider. Our goals include generating more leads, networking with consultants and system integrators, and preparing for future business opportunities.

**3. Are you noticing any shifts or trends in the AV industry, anything that consumers are demanding more of?**

**Taketoshi Yamamoto:** Absolutely. Everything is moving toward AV over IP, along with cloud-based services. These technologies will define the future of AV. Features like streaming content, remote control, and remote operations are becoming essential.

**Shigenobu Namikawa:** AI-assisted solutions will also play a role in simplifying processes and improving efficiency. Essentially, IP-based and cloud-driven AV systems are the future. Yamaha's aim is to also be at the forefront of the industry when AI begins streamlining workflows more.

**4. Can you talk about the products you're debuting at the show?**

**Yuji Miyazaki:** We are showcasing several of our existing solutions, including ceiling and tabletop microphones, which we update regularly, every six months to a year, with new features based on evolving technology and market needs. Today, we're excited to highlight something truly transformative: **Yamaha's Voice Lift technology**, available through the **ADECIA** conferencing system. Unlike traditional PA setups, Voice Lift uses the **RM-CG Ceiling Array Microphone** with advanced beamforming and multi-beam tracking, combined with DSP and distributed ceiling speakers, to subtly amplify voices at a natural level. This ensures every participant in a large meeting room or lecture hall can hear clearly without handheld mics or raised voices. It's a game-changer for hybrid workspaces, improving clarity, inclusivity, and engagement. And we're not stopping there, our next-generation wireless technologies will be announced in the coming months, alongside incremental

upgrades across our portfolio to enhance functionality and user experience.

#### 5. Could you share some details about the ProVisionaire platform?

**Shigenobu Namikawa:** ProVisionaire is Yamaha's comprehensive software suite for designing, configuring, and managing AV systems. What makes it intuitive is its visual, drag-and-drop interface and automated workflows that replace complex logic programming. Instead of writing code or manually configuring signal paths, users can simply select devices, arrange them on a virtual canvas, and let the software handle routing and DSP settings. By integrating with Voice Lift technology and other Yamaha solutions, ProVisionaire delivers a true one-step approach, simplifying design, speeding up deployment, and ensuring consistent performance across corporate, education, and large-scale conferencing environments.

**Yuji Miyazaki:** The platform delivers three core functions, system design, configuration, and control, through applications like ProVisionaire Design, ProVisionaire Control PLUS, and ProVisionaire Plan. ProVisionaire Plan, in particular, is a web-based tool that automates the design of ADECIA conferencing systems, including Voice Lift technology, by selecting and positioning devices based on room dimensions and layout. This integration creates a true one-step solution for large-scale conferencing environments.

#### 6. Have there been any upgrades to the ADECIA system? And how is hybrid conferencing evolving post-COVID?

**Harisha G.N:** We've introduced significant upgrades to Yamaha's ADECIA conferencing solution, now in Version 3.0, to meet the growing demand for hybrid conferencing. Post-COVID, organisations require robust audio and video systems that integrate seamlessly with platforms like Microsoft Teams, Zoom, and other UC applications. Hybrid setups often involve larger rooms and complex layouts, so we've enhanced Voice Lift technology to deliver natural speech reinforcement even in expansive spaces, ideal for corporate boardrooms, lecture halls, and even medical facilities.

**Anthony Paul Cox:** One of Yamaha's core strengths is product longevity. Instead of replacing hardware, we add new features via firmware updates, ensuring a high return on investment for customers. Version 3.0 introduces advanced wireless microphone support, AI-driven noise reduction, and automatic Voice Lift configuration through ProVisionaire Plan, making deployment faster and simpler. Combined with RM-CG ceiling array microphones, RM-CR processors, and VXC Dante/PoE ceiling speakers, ADECIA delivers clear, consistent audio for modern hybrid environments. Our goal remains the same: to keep evolving with market needs while maintaining reliability and scalability across Yamaha and NEXO offerings.

#### 7. Yamaha has also been actively engaging with the Audioversity program, which is quite unique. Very few companies offer such comprehensive training initiatives. Could you share how these programs are helping the industry and whether you're seeing positive results?

**Harisha G.N:** The Audioversity initiative is critical because the pro-AV industry is vast, yet skilled professionals remain scarce. To bridge this gap, we need to train newcomers so they can enter the market as system integrators, rental companies, or consultants—these professionals will drive the industry forward. Similar to AVIXA's efforts, our goal is to make training so robust that participants are prepared for real-world challenges from day one.

**Shigenobu Namikawa:** The response has been excellent, India has also seen a significant number of registrations, making it one of Audioversity's key markets. We plan to expand further by adding more courses and interactive features.

**Anthony Paul Cox:** Audioversity is a truly global endeavour, not limited to one region. Content is developed collaboratively by teams in Japan, Europe, and the Americas, ensuring relevance across markets. We offer two learning formats—online courses and offline practical training, with multilingual support, including translations into Hindi and plans for other regional languages. This accessibility sets Audioversity apart.

**Harisha G.N:** Offline training happens at our experience centres, such as Bangalore, where customers attend weekly hands-on sessions. We also conduct roadshows and workshops in major cities, bringing Yamaha solutions directly to professionals for live demonstrations. This practical exposure complements the online modules.

**Pallav Jerath:** There's a significant skills gap, especially in education and mid-level AV roles. Advanced concepts like AV over IP and AI-driven solutions are impossible to master without strong fundamentals. Audioversity address-

es this by offering entry-level courses alongside advanced topics, helping professionals upskill and newcomers enter the industry confidently.

**Harisha G.N:** Many people are unaware of AV as a career path. Unlike IT, which has clear entry routes, AV remains niche. Our mission is to change that by providing structured learning that starts with the basics and builds toward complex technologies. This is essential for growing the talent pool and supporting future business.

#### 8. Could you share some insights into Yamaha's R&D process? Developing such a large portfolio of products must involve significant research.

**Harisha G.N:** We employ an extremely rigorous R&D process, dedicating several years of development time per product. Each offering undergoes stringent checks, technological, product-level, and component-level. During this time, if new technologies emerge, we incorporate them into the product design. We have a global R&D team spread across Japan, the UK, the US, and some members in our factories in Indonesia. They collaborate closely, combining market feedback with internal research to develop solutions that meet current and future demands. It's a lengthy process, but it ensures that our products are robust, innovative, and aligned with market needs.

#### 9. Are there any future plans or upcoming products you can share with us?

**Harisha GN:** While we can't reveal everything, we can say that speakers are a major focus area for us. We plan to expand our speaker business and introduce new technologies, such as our recently launched **Nexo Alpha+** series speaker system that doesn't require hanging, just stack and use. This is designed for quick deployment without compromising coverage or clarity, making it ideal for live events and touring. Alongside Yamaha's offerings, we will continue to strengthen our NEXO portfolio, which remains a benchmark for premium sound reinforcement. On the backend, Yamaha's forte has always been signal processing and system control, and we will keep innovating in this space.

**Yuji Miyazaki:** Our philosophy is simple: develop solutions, not just products. Whether it's the music sector, pro audio, or AV integration, Yamaha delivers complete ecosystems rather than standalone devices.

**Anthony Paul Cox:** We never look at products in isolation. We ask: how does it fit into the solution? And we're not afraid to collaborate with other brands to deliver integrated systems. For example, our partnership with **Roland** addressed a key challenge, linking audio and video seamlessly. Roland had strong video solutions, and we had audio expertise. Neither of us had the complete answer individually, but together we created a solution where both products work perfectly in sync. It's a simple philosophy: identify the problem, find the right partner, and solve it. That's how the Roland collaboration started, integrating audio and video for specific applications. By combining strengths, we delivered a seamless experience.

**Shigenobu Namikawa:** We also want to improve workflows. Previously, you needed one person to control audio and another for video. Now, with ProVisionaire, one person can manage both. We've even extended this integration to MI products—for example, controlling a Yamaha piano remotely through ProVisionaire in a hotel lobby. Staff can manage the piano via an app, syncing music across the venue and linking it to the entire sound system. It's not just about playing—it's about connectivity and ease of operation. These integrations make life easier for hospitality, corporate, and entertainment sectors.

#### 10. Finally, what are Yamaha's future plans for India?

**Harish GN:** India is a key focus market for Yamaha. Our priority is to expand Audioversity and enhance industry knowledge. To achieve this, we need to be closer to customers—not just with people but with facilities. Experience centres play a big role in this strategy, and we plan to add more across India. We also have a big target: to grow the business four times. That's ambitious, but we're confident because that's Yamaha, big goals backed by the work to achieve them. Over the next decade, we will continue investing in India, both in people and infrastructure. We've had several global VIP visits recently, which underscores India's importance.

**Anthony Paul Cox:** India is not just people-powered; it's financially powered. The factory expansion is a clear sign of Yamaha's commitment to this market. We aim to strengthen our presence and deliver solutions tailored to India's unique requirements.