

AV TODAY

TECHNOLOGY · PEOPLE · EXPERIENCES

2025 The Intelligence Leap

When AV moved from smart to intelligent



Insightful Conversations



Prakash D V
Director,
EIS Technfra
Solutions



John V Joseph
Director &
Co-Founder,
Blue Rhine
Industries



Sumesh Satyan
Co-Founder,
Leisung
Technologies

INTERVIEWS

- EIS Technfra Solutions
- Blue Rhine Industries

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- The Year AV Grew Up

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Founder's Note

Dear Readers,

It is with immense pleasure and gratitude that we present the final edition of AV Today for 2025. As we close this year, we've gathered valuable perspectives from industry leaders on the performance of 2025 and their forecasts for 2026—insights we believe will serve as important indicators for your own planning and strategy.

This edition features in-depth interviews with Prakash DV of EIS Tech Infra and John V Joseph of Blue Rhine Industries UAE, who share compelling insights into their personal journeys and their vision for the industry's future. Additionally, the corporate story of Leisung Technologies offers a refreshing perspective on innovation and growth in our sector, showcasing how to build strong relationships with customers and also focusing on building a healthy work culture.

Our Chitkara University case study provides an excellent reference for understanding how AV solutions can transform learning experiences in higher education. Complementing this, we've included a special article on Active Learning—a pedagogical approach rapidly gaining traction in educational spaces and creating substantial opportunities for the AV industry. We also present a technical deep-dive on sound design in churches, exploring how each element contributes to meaningful worship experiences.

This issue marks the launch of a new series dedicated to professional development, focusing on the critical role of soft skills in our industry. The inaugural article examines soft skills in AV sales, with additional topics to follow in upcoming editions.

Our installations section showcases outstanding projects from diverse sectors across the country, offering inspiration and practical insights for your professional growth.

We extend our heartfelt thanks to each of you for your continued support in making AV Today an integral part of your professional life. As we look toward 2026, we wish you a prosperous and fulfilling New Year.

Warm regards,

K. David Paul Sudhakar



K. David Paul Sudhakar

Founder, AV Today

Pradeep Sreedharan
Head Operations

Nishita Hanspal Kalita
Consulting Editor

Harikumar Ramakrishnan
Associate Editor

Magazine Design
Redefine Creatives

Printed by
Bixel Marketing

Wyzemen Media Pvt Ltd

No. 40, 4th Floor, VJ Infinity, 2nd Cross, Dr. Shantakumar Layout, Kasturi Nagar, Bengaluru, India 560 043
www.avtodaymag.com • For enquiries and feedback, write to reach@avtodaymag.com

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Building Beyond Distribution

Creating a distribution powerhouse through strategic growth

In India's increasingly competitive audio-visual distribution landscape, standing out requires more than simply moving products from manufacturers to integrators. It demands commitment to service, understanding of evolving market dynamics, and patience to build enduring relationships. Prakash D V, Director of EIS Techinfra Solutions India Pvt. Ltd., has spent the past 11 years doing precisely that.



Prakash D V

Director, EIS Techinfra Solutions

What began as a modest startup in 2014 has evolved into a distribution powerhouse serving more than 475 active partners across South and West India. With five offices, over 60 professionals, and representation of 14+ international brands, EIS Techinfra has carved a distinctive market position. Prakash's journey reflects the transformation of India's AV industry, from basic projection systems to today's sophisticated, AI-powered integrated environments.

An unplanned entry

Prakash never intended to build a career in audio-visual technology. Armed with an engineering degree in electronics and instrumentation from Coimbatore, he had set his sights on India's booming software industry during the late 1990s.

Then came an unexpected conversation that altered his professional path entirely. "One of my cousin Shyam Kumar was working in AV," Prakash recalls. "Looking at him, I got motivated. He offered me a place at Genesis, and that changed everything."

What began as temporary exploration became a decade-long education in AV distribution fundamentals. At Genesis, Prakash absorbed every aspect of the business—sales, regional management, client relationships, and project execution. His assignments across Delhi, Mumbai, and Bengaluru provided intimate understanding of how technology and human relationships combine to deliver solutions.

"Those were my training years," he reflects. "I reported to Shylakumar Balu, one of the industry veterans. He encouraged me a lot and gave me opportunities. I set up offices in Delhi and Mumbai for Genesis. That's where I learned not just about AV, but how to build and run operations."

In 2007, Prakash joined Mindstec Distribution as the company's inaugural employee in India, tasked with building an entire organisation from scratch.

"It was a different kind of learning," Prakash explains. "Genesis taught me about AV. Mindstec taught me about running a company, how to set up systems, recruit people, and make things work as a profit centre."

Those seven years provided the confidence and strategic clarity necessary to venture independently. By 2014, he was ready.

Value beyond products

EIS Techinfra Solutions launched in 2014 with a carefully curated portfolio—Lumens, Vtron, Casio projectors, and Condeco Workstation Solutions. From inception, the company distinguished itself through value-added distribution rather than conventional stock-and-supply operations.

"We're not just stockists," Prakash emphasises. "We offer design support, pre-sales guidance, installation help, and level-one technical service. We're an extension of the OEMs we represent."

This philosophy has proven remarkably successful. Today, EIS represents more than 14 brands including Delta, ATEN, Logic, Lumens, Black Box

, Astrogate, Vizzeto, Vitec and Icron whilst developing in-house offerings under the EIS Connect and EIS Touch labels.

The company's partner ecosystem has expanded beyond traditional AV integrators to embrace IT companies, telecommunications partners, and surveillance specialists driven by ongoing AV-IT convergence. "We now work with IT companies, telecom partners, and surveillance companies," Prakash notes. "This shift is due to AV-IT convergence, which refers to the integration of audio-visual and information technology systems. These companies know their clients well and want to expand their offerings. We help them by designing projects and sometimes supporting installation."

Navigating the distribution squeeze

Distribution in India has grown increasingly challenging, with global OEMs establishing direct Indian operations and maintaining close relationships with system integrators. "Most global OEMs have set up shop in India now," Prakash explains. "They're in direct touch with system integrators. So distributors are sandwiched between OEMs and integrators." However, this dynamic creates opportunities for distributors demonstrating tangible value. Manufacturing partners require local presence without expanding their own teams. "OEMs can't keep increasing manpower. They need feet on the street, an extended team. That's where we come in."

EIS employs over 60 engineers and specialists, each trained and certified by their respective



OEMs. With strategically located warehouses, the company delivers products within 24 to 48 hours in most of the cases. This rapid response capability, combined with comprehensive first-level technical support, has become a significant competitive advantage. "Level-one service support is crucial," Prakash says. "No OEM wants to send engineers everywhere when we have teams on the ground. This immediate service capability becomes a major selling point."

Market realities and strategic positioning

Prakash maintains a realistic perspective on current market challenges. Margins in the unified communications sector have compressed significantly as products have become commoditised. "The UC market had wonderful margins five or six years ago. Now it's getting commoditised. We're looking at single-digit margins for distributors and integrators."

Competition has intensified as barriers to entry have lowered. Recent months have brought additional headwinds, particularly within corporate segments. "Geopolitical issues, budgetary constraints, we're seeing an impact," Prakash acknowledges. "Industry peers and media suggest the real impact might come mid-2026."

EIS has maintained resilience through deliberate diversification across corporate, government, and education segments, ensuring weakness in one vertical can be offset by strength in others. For Prakash, education presents the most promising growth trajectory. Whilst tier-one institutions have largely completed smart classroom implementations, tier-two and tier-three institutions are only beginning digital transformation. The localisation

of interactive flat panel display manufacturing has stabilised pricing, further accelerating adoption.

Investing in people and culture

EIS maintains strong focus on talent development and retention. The company offers competitive compensation, fosters an open organisational culture, and provides clear career progression pathways.

"We work five days a week. We give our sales teams the freedom to approach the market however they see fit. It's not just a numbers game; we focus on knowledge development." The company adheres to a strict policy of not recruiting from partners or direct competitors, choosing instead to hire fresh graduates or professionals from adjacent industries. "We take freshers and train them, or we bring people from other industries like IT. We don't poach from our partners; they're our ecosystem." All service engineers and pre-sales team members receive OEM certification, ensuring effective communication of technical concepts to clients and partners.

Strategic clarity and future direction

Prakash has deliberately kept EIS focused exclusively on distribution, avoiding the temptation to enter system integration. "Some OEMs look for distributors who don't do integration. System integrators can feel threatened when their supplier is also a competitor. We want to preserve neutrality and trust in the ecosystem."

Simultaneously, EIS has developed proprietary product lines under the EIS Connect and EIS

Touch brands, including cables, Multi Head Connectors, podiums, kiosks, trolley and mounts. These products complement distributed brands whilst supporting government initiatives around domestic manufacturing. The company has achieved ISO certification and continues investing in both its product portfolio and service capabilities, positioning itself as a leading regional player in India's evolving AV landscape.

A blueprint for sustainable growth

As India's audio-visual market continues rapid transformation, EIS Technifra Solutions offers a compelling model for sustainable distribution growth. Prakash's journey demonstrates how deep industry experience, strategic thinking, and genuine commitment to partner success create enduring value.

"The AV industry will expand rapidly in the next few years," Prakash observes. "Meeting new needs will require strong partnerships and real value from system integrators and distributors alike. The opportunity lies in our ability to adapt and deliver."

In an industry characterised by rapid change and intensifying competition, EIS Technifra Solutions has achieved steady growth through calm, structured, and forward-looking leadership. Prakash's story transcends building a successful company, it's about cultivating an ecosystem, developing partners, empowering teams, and contributing meaningfully to India's AV growth story with sincerity and purpose.

Reading the Signs

Redefining the Digital Signage business in the UAE



John V Joseph
Director & Co-Founder, Blue Rhine Industries

In conversation with John V Joseph, Director & Co-Founder, Blue Rhine Industries, a pioneer in futuristic signage solutions across the Middle East. Now, Joseph uses his unmatched insight to lead global players into this booming, dynamic region.

How do you get people to tune into your brand, when they're just going about their daily lives, such as filling fuel in the car? "Through immersive technicolour flat screens, fitted within petrol dispensing units," says John V Joseph, Director of Blue Rhine Industries. Back in 2017, while driving to work, it was this thought that came to Joseph. It seemed far-fetched back then; nobody had attempted it, given the safety concerns of electronic signage in close proximity to flammable substances. But it was this out-of-the-box thinking that led the company to conquer a completely untapped market. "I knew we at Blue Rhine Industries could do the impossible," says Joseph. The initial spark of this idea led to extensive market research and consumer insight studies so as to gauge the potential of the product. This was followed by working closely with specialised product engineers, and safety and compliance officers to design this niche offering. Together with the help of strategy planners, and marketing executives, the idea grew into one that has been widely adopted by several well-known brands. "Today, this Blue Rhine Industries' creation is seen at several petrol stations spread across the United Arab Emirates (UAE)," says Joseph.

But Blue Rhine Industries didn't stop there. "We also designed renewable energy driven signage

to align with solar-powered stations as part of Dubai's Smart City initiatives", informs Joseph. All these signages work on remote-controlled, cloud-based systems and align with global best practices and stringent safety regulations.

Apart from innovation, Joseph believes that it is Blue Rhine Industries' intimate knowledge of the region that gives them an edge. Blue Rhine Industries started in 2006, in the UAE, and today the company has a presence across the GCC, such as in Saudi Arabia, Egypt, Oman, Qatar, and UAE. The company continues to expand. "As we enter new markets, we build new partnerships and keep collaborations alive with our existing clients, even in new regions," says Joseph.

Joseph was among the first three employees in the company, starting off as a Sales Executive and rising to Director of Sales. Joseph says, "As a company we have seen the GCC grow and Blue Rhine Industries has always had their finger on the pulse of the region, predicting trends, sometimes starting them, evolving to serve the peculiar needs of this multicultural yet heritage-rich region."

It is this know-how that Joseph offers global players. Entering a new market can be daunting. It requires research, a keen understanding of regional nuances and differences, and unmatched on-the-ground expertise. "Often I get approached by multinationals who want to enter the GCC, but they don't quite

know how to. At Blue Rhine Industries, we help global companies narrow-in on appropriate local partners, connect with highly skilled local personnel, and better understand the local needs," says Joseph. In this sense, Blue Rhine Industries serves as an essential link that bridges the gap between this region and the World."

"We have a solid foundation, built over decades, in this region, which is what we offer newer entrants. I believe it's great that new players are continually entering the sector. Competition pushes each of us to do even better. It's a win-win for this industry and the economy," says Joseph. This is particularly true of a sector that is constantly evolving, at a very rapid pace, driven by technological advancements.

Starting off as a traditional sign-maker, Blue Rhine Industries has now ventured into digital signage solutions that offer personalised solutions, custom fabrication, system integration as also pro-AV integration. "Today the focus is on experiential AV and within that we're moving towards tailor-made customer and visitor journeys," explains Joseph. Consider a customer making his way to a restaurant, or a visitor looking for a particular store in the fashion district; these interactive way-finding solutions make it easier to reach your destination, resulting in a more seamless experience thereby enhancing brand recall.

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The challenges include developing future-forward hardware and software solutions, connecting to users via mobile apps, smart watches etc., training personnel to remotely manage and monitor the same, and allowing for a smooth on-the-ground transition towards such novel technology. While working towards technological solutions in signage, Blue Rhine Industries also ensures strict adherence and compliance with the region's stringent digital privacy regulations, and best practices. "Everything we do at Blue Rhine Industries is the result of team-work. Our management style isn't one where orders are passed top-down. Instead it's about respecting talent and encouraging collaboration. Every member - from the product developer to the marketing executive to the policy expert - contributes to the whole," says Joseph.

Blue Rhine Industries' partnerships across the region come with the goal of offering an unforgettable end-user experience. "The vision is to create a surreal multi-sensory experience, by leveraging the best of the audio-visual industry," says Joseph. Serving on the board of AVIXA, Joseph works closely with the global AV community, exploring the latest developments from different parts of the World. One such piece of technology that Joseph hopes to see in the GCC is an AI-powered operating system that uses predictive analytics to manage

crowds by updating digital signage, so as to divert traffic or pedestrians before congestion sets in.

Apart from liaising with global members and mentoring potential players as part of his role at AVIXA, Joseph also maintains a clear vision for Blue Rhine Industries. "We have a large and loyal customer base. My strategy has always been to serve the existing clients in better, more productive ways. I believe that's the formula of our success; our clients serve as our success stories, and with that there's no need to aggressively advertise our services. Our work speaks for itself and with that our customer-base grows, steadily, organically and authentically." It is this thought process that has seen Blue Rhine Industries, a trail-blazer in the GCC, make their mark beyond the region and into various global markets including the competitive Asia Pacific region.

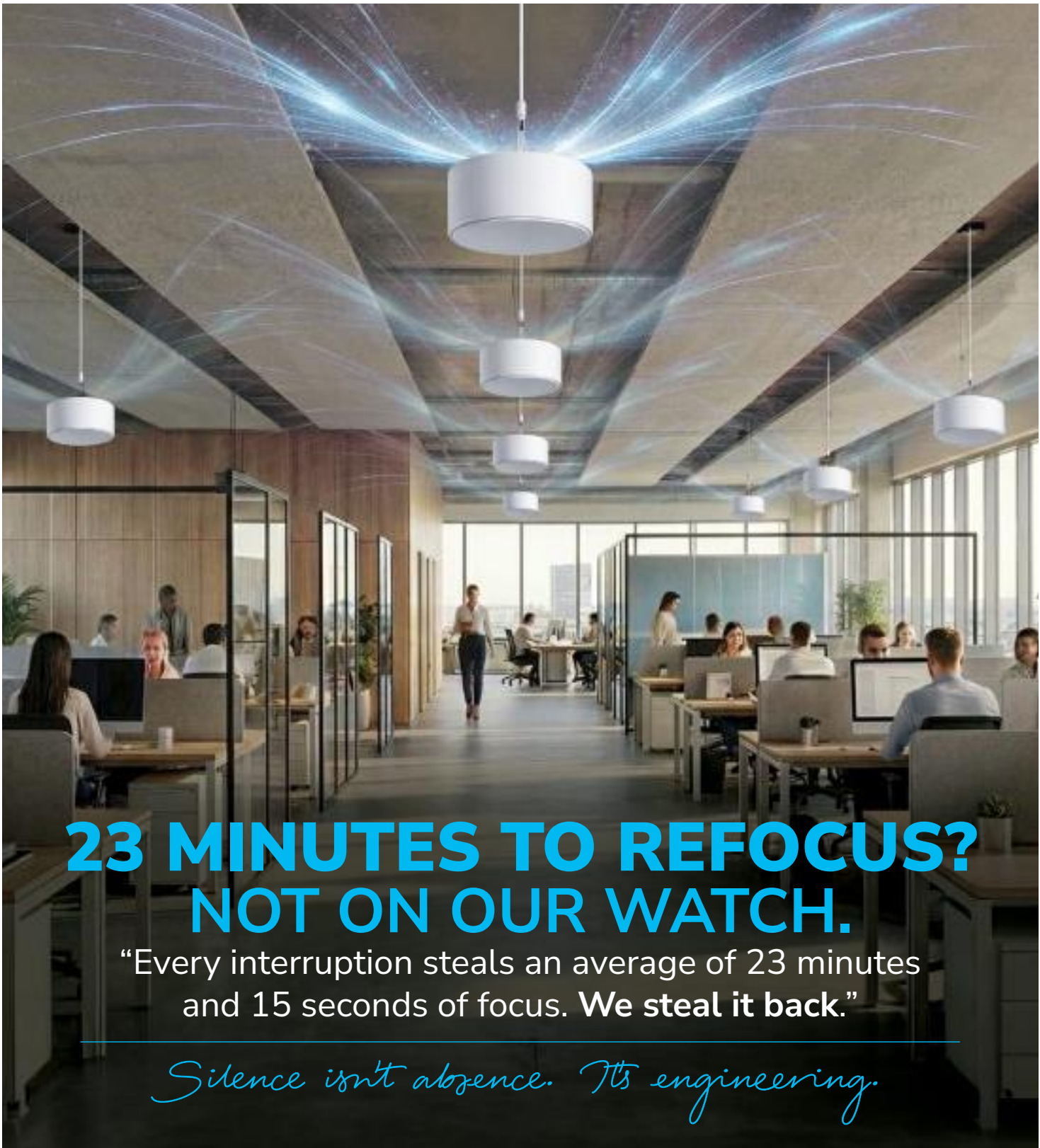
Yet another goal that Joseph maintains for Blue Rhine Industries is incorporating inclusivity into their offerings. The company makes a conscious effort at respecting diversity in the workplace. "We have employees from different parts of the globe, from Asia to Europe and beyond; different religions and racial backgrounds. We have built a workplace that's welcoming and respectful of all, irrespective of differences in gender, race, religion, ethnicity, etc." In fact women have occupied a

chunk of the management positions at Blue Rhine Industries, right from its inception.

The emphasis on inclusivity, and in particular being respectful of unique needs is also seen in the company's signage solutions. Blue Rhine Industries led the way in creating braille signages and tactile signages to serve those with unique needs. Joseph says, "In this regard, our efforts go beyond mere tokenism. We have teams that continually try to devise different ways to serve those with different and unique needs. We ensure that our signage is compliant with ADA/DDA (Disability Discrimination Act) regulations, offering multilingual content, and incorporating features like audio-tactile paving guidance, screen-reader compatibility, and high-contrast displays to serve people with visual, hearing, or cognitive disabilities."

The technology that's created at Blue Rhine Industries or in partnership with other manufacturers, is also put to stringent test. Even after a product is developed, the company consciously seeks user feedback to improve the same. It's a continuous process of growth. "The key is to out-do ourselves," says Joseph. And that perhaps best sums up the goal of Blue Rhine Industries, a pioneer in the industry who continues to lead the way.





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Setting the Benchmark

How AV-over-IP Solutions are revolutionizing learning experiences at Chitkara University

Established by the Chitkara Educational Trust (CET) in 2002, Chitkara University is among the most respected private institutions in North India, renowned for its multidisciplinary, industry-aligned programs that prepare students for the modern workforce. The group operates multiple campuses across the Tricity region, including Mohali, Panchkula, and Chandigarh, as well as a university campus in Baddi, Himachal Pradesh.

Facing challenges with their earlier AV setup, the Chitkara group chose Pro Solution Inc. to upgrade and deploy AV-over-IP solutions across key learning spaces in their main Rajpura, Punjab campus, as well as in other institutes within the region. Manmeet Singh and GP Singh, Managing Directors at Pro Solution Inc., share how their

association began: “It was about three years ago that we began working with their Technology Procurement Department for an auditorium they were setting up in their new school in Panchkula, and there has been no looking back since.”

Bridging the gap between design and real-world application

Previously, the client had AV systems installed in several older auditoriums across their campuses, but the experience was far from ideal. They faced ongoing service issues and fundamental design limitations, as Manmeet explains. He points out that sound is often subjective. “Every region has its own taste in sound. If a consultant from

Bangalore or Mumbai designs a solution for an institute in Punjab, they may not fully understand the cultural context or how the space is actually utilized. There will always be a gap. For example, we Punjabis love our Bhangra and loud, energetic music, which plays a significant role in the events and celebrations held in these auditoriums.”

To better understand the pain points and craft a tailored solution, Manmeet’s team invited the entire decision-making group, including Chitkara’s chief architect and the technology procurement department, for a live demonstration in their in-house auditorium demo room in Mohali. “We asked the client to share the challenges they faced with their previous auditorium AV setups and we also highlighted the issues we had observed. All key Original Equipment Manufacturers (OEMs)



were invited. After the demonstration, I introduced each OEM to the client one by one, allowing the client to hear about their individual products directly. Bringing everyone together in one place made the decision process easier for the client, and that's how we won the project."

The project included upgrading two auditoriums. The first was a 300-seater auditorium in the Rajpura campus, equipped with eight WyreStormNHD-120-TX encoders, twelve NHD-120-RX decoders, four NHD-120-IW-TX In-Wall Encoders, an NHD-CTL-PRO-V2 Pro Controller, and a Netgear switch. The second was a 500-seater auditorium in the University's Baddi campus in Himachal Pradesh, fitted with four WyreStormNHD-120-TX encoders, eight NHD-120-RX decoders, nine NHD-120-IW-TX In-Wall Encoders, an NHD-CTL-PRO-V2 Pro Controller, and a Netgear switch.

These upgrades not only resolved long-standing issues the client had been experiencing but also established a unified AV standard across their campuses, creating a scalable and reliable ecosystem for the university to build on for future expansion.

Seamless connectivity for large-capacity classrooms

GP Singh, who oversees the technical aspects of projects at Pro Solution Inc., describes the AV-over-IP solutions implemented across nine large, mini-auditorium-style classrooms at the Rajpura campus. Each hall is equipped with four WyreStorm SW-130-TX-UK in-wall HDBaseT switchers, four RX-500 HDBaseT 2.0 receivers, and four CAM-210-PTZ cameras. "These halls resemble mini-auditoriums, seating between 150 and 200 people, and feature high-capacity projectors along with a quality sound system. They are regularly used by various departments for seminars, guest lectures, and online sessions with international faculty," he explains.

Speaking about the WyreStorm SW-130-TX-UK wall plates, he says: "These can be connected via USB-C. Once you plug in your laptop, the wall plate links directly to the switcher and the



PTZ camera. We typically provide at least two wall plates, one on each side of the room, allowing two presenters to display on two screens simultaneously. In some rooms, there are even three screens, especially where collapsible partitions allow two classrooms to be merged into a larger space." The number of in-wall HD switchers varies depending on departmental needs, but the capacity is four in most halls. "The University's technology team takes inputs from each department on the requirements to understand the exact functionality required," he notes.

When discussing the choice of CAM-210-PTZ cameras for these halls, GP Singh explains, "WyreStorm's NDI cameras are designed to adapt to varying network conditions. This means that if there is a dip in bandwidth, they automatically adjust the resolution to maintain a stable stream. They also support picture-in-picture without the need for additional hardware, offering flexibility in how classroom sessions are captured and displayed."

Smart, flexible meeting spaces

The Rajpura campus includes three large meeting

rooms used primarily by the University's leadership team and visiting guests. Each room is equipped with a WyreStorm APO-VX20-UC Video Bar and Switcher, three APO-COM-MIC Add-On ceiling microphones, an SW-640L-TX-W presentation and conferencing system, and two APO-DG2-PRO dongles.

Manmeet explains the setup: "The VX20 is an intelligent video bar with an in-built camera, microphone, and speaker. It covers up to 20 feet on its own, and when paired with a ceiling microphone, coverage touches about 35 feet. And you can also cascade up to three microphones for even greater reach."

GP Singh highlights that the SW-640L-TX-W presentation switcher used in these rooms is an award-winning WyreStorm solution. "This is a four-input, two-output switcher - two USB-C inputs and two HDMI inputs. So, with two video outputs, I can run dual displays at any time. Input-wise, with two USB-C and two HDMI inputs, we can place two cable cubbies in the room, and when a user connects via USB-C, they get full functionality: video conferencing (VC), high-speed data sharing, and simultaneous laptop charging," he notes, adding that the switcher also acts as



a hub, allowing the camera, room PC, or even two dongles to be connected to it, all at once, providing a highly flexible presentation setup.

Next, GP Singh elaborates on the WyreStorm APO-DG2-PRO dongles, emphasizing their capability for two-way communication. “It effectively makes the USB-C connection wireless. If I’m using a laptop connected via the dongle to the presentation switcher, I can run wireless VC using the room’s PTZ camera instead of their laptop camera. It offers a range of 30–35 feet and doesn’t require the laptop to be on the same network; it’s a direct, one-to-one connection with the dongle and the switcher.” He adds that another advantage is that it requires no additional software: It’s plug-and-play, works with iPhones, Android devices, and tablets. This, he points out, is useful for visiting lecturers who prefer not to connect to in-house systems. “If the room PC isn’t available or there’s a compatibility issue, the team can just hand them the dongle; Just plug it in, and they’re good to go. The client has really appreciated the convenience this device offers, and they use it selectively for high-priority sessions.”

The AV ecosystem also allows users to record and stream content through the WyreStorm SW-640L-TX-W presentation and conferencing system and the two APO-DG2-PRO dongles. “As I mentioned, the SW-640 provides two outputs. One of these outputs can be routed to the NHD-300-TX encoder. The NHD-300-TX connects to a laptop via a USB-C cable, and once the software is installed, I can record the entire session while also live-streaming directly to YouTube or any other supported channel or platform,” he explains.

When discussing the choice of WyreStorm

AV-over-IP solutions for the Chitkara group’s projects, Manmeet explains that his team spent several months rigorously testing these products against their existing benchmark brand. After six months of in-house evaluation, they felt confident enough to recommend WyreStorm to their clients.

He states, “The pricing is also competitive, and the OEM invests heavily in research and development. Additionally, the five-year warranty provides clients with complete peace of mind: no extra spending, no stress. That assurance is a significant selling point.” Manmeet also highlights that service is an area where many brands struggle. “With WyreStorm, we haven’t faced that issue. Their responses are prompt, and over the last three years, product issues have been below 1%,” he notes.

Manmeet emphasizes that scalability is another crucial factor, as educational institutions often need to expand or upgrade their systems at some point. “With WyreStorm products, once their ecosystem is in place, adding future upgrades, like a touch panel to control cameras and switchers, is seamless. They recently launched a plug-and-play broadcasting and recording device that integrates directly with WyreStorm systems. So, if a client later decides they want lecture recording or live streaming, we can simply add that device and enable local recording or broadcasting on YouTube instantly,” he says, adding that sticking with a single brand ensures smooth upgrades over time and avoids compatibility issues.

Leading the curve

Pro Solution Inc.’s partnership with the Chitkara Group continues to evolve as the group expands

and upgrades its AV-over-IP ecosystem, mirroring a broader trend in how both private and government institutions in the country are increasingly embracing modern classroom technology.

Manmeet points out that government institutions in the region are showing significant interest and are investing in high-quality VC and broadcasting infrastructure. However, the adoption rate in private universities remains relatively slow. He explains, “Most institutes do not have a dedicated technology procurement department like the Chitkara Group; instead, these decisions are managed by IT personnel who tend to be a bit hesitant about adopting new technologies. We try to make them feel comfortable by offering demonstrations of the latest solutions in our demo center.” Another factor is slower procurement cycles.

In this context, GP Singh also reflects on his experience working with the Chitkara Group. “The best part is that their procurement cycle is very short. The technology procurement department is led by Dr. Pawan Kumar from Chitkara, who has been with the group from the start, and the entire leadership, including the chairman and owners, trusts his decisions. They know that whatever choices he makes will be in the best interest of the institution. We need someone like that in every university, someone who can make positive, informed decisions quickly. It also helps that the owners are passionate about technology and have experienced its benefits firsthand.”

In conclusion, Manmeet hopes that other institutions across Punjab and Chandigarh will follow suit by embracing integrated AV-over-IP solutions that enhance collaboration, hybrid learning, and digital readiness across their campuses.

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The Leisung Way

Building a technology business on trust, not transactions

When Sumesh Satyan and Sujithra Nair founded Leisung Technologies in 2018, they had no office, no car, and not a single bank willing to open a corporate account. What they did have, however, was an unshakeable belief that business is about people, not percentages. Seven years later, Leisung stands among the UAE's leading audiovisual technology companies, a brand synonymous with innovation, integrity, and extraordinary client loyalty. With 100% client retention and a team that genuinely describes their Leisung as a "movement", this is not a conventional corporate success story. It's a lesson in building a business the hard way, and the right way.

Sumesh's path to entrepreneurship was anything but typical. Born and raised in Baroda, Gujarat, he had no business lineage, no inherited wealth, and no elite education to lean on. After completing his diploma in electrical engineering in 1991, he took on every job that came his way—courier delivery, restaurant service, and even motor rewinding—before discovering his true calling in sales. His natural gift for connecting with people propelled him through roles at Siemens, ABB, and Schneider Electric, where he rose to become National Director for Sales Excellence in India. In 2010, he moved to Dubai as Head of Marketing for the Italian brand marking his entry into the Middle East's rapidly evolving AV and automation industry.

Meanwhile, Sujithra, then a mathematics teacher, found herself drawn to Sumesh's world. "I'd cook for his sales team and listen to his sessions," she recalls with a smile. "I was fascinated by what motivated people to perform."

When the couple relocated to Dubai, Sujithra made a remarkable career shift—from teaching to selling insurance at MetLife Alico, one of the toughest sales environments imaginable. Without a driving licence, she navigated the city by metro and bus, consistently emerging as the highest incentive earner. In her words "Others sold insurance, I sold life."

Building from the ground up

The couple's move to Dubai wasn't driven by ambition, but necessity. When a restructuring left Sumesh & Sujithra without a job, they found themselves at the crossroads and chose to start anew.

It wasn't until 2018 that Leisung Technologies truly began operations, without capital, with



Sumesh Satyan and Sujithra Nair
Leisung Technologies

significant debt, and using borrowed funds from friends who believed in them. Over 20 banks refused to open an account. "I told Suchi, let's begin where others don't look," Sumesh recalls.

At the time, digital signage was still confined to luxury malls and big-name brands. Sumesh believed that

would change—that one day, every business would need a digital voice. Sujithra set out to test that idea. Armed with a simple questionnaire, she visited 150 retail outlets across Dubai's shopping centres in four days, speaking directly with store managers to understand their communication needs.

"The goal was simple," she explains. "Don't sell what you have, give people what they need."

While competitors chased million-dirham projects, Suchitra focused on small but consistent retail clients. That 150-store survey became the backbone of Leisung's retail strategy, proving that smaller, recurring engagements could build stronger foundations.

"Retail gave us consistency," she says. "A 20,000-dirham project might seem small, but when you do 700 of them in a year, that's stable revenue without the drama of big contractors."

Today, Leisung manages over 7,000 digital screens across the GCC under a subscription-based content model one that transformed their client relationships from one-off transactions to ongoing partnerships. "We call every client by name," Suchitra adds. "My first hour every morning is spent speaking with them. It keeps me grounded."

A defining turning point

Their breakthrough nearly broke them. Leisung secured a 1.2 million dirham order that required an advance payment of 700,000 dirhams to a Chinese supplier before the Lunar New Year shutdown and they had nothing in the bank. "One customer lent me 400,000 dirhams," Sumesh remembers. "Two senior executives from OEMs offered 100,000 each simply because they trusted me. I even borrowed from informal lenders, risking our passports, not knowing if we'd pull through." The project succeeded and so did Leisung. "That experience taught me everything," says Sumesh. "Be genuine with people, and they'll stand by you. You might lose an order, but never lose people."

This philosophy became the company's foundation. To Sumesh, the term AV integrator no longer fits. "Integration today is about line items and margins," he says firmly. "We're not an AV company we're an experiential technology solution company. We create experiences that make communication seamless."

Today, Leisung serves 900 active clients and



has worked with 2,700+ organisations including major blue chip, corporate and government organisations.

Culture as a competitive advantage

At the heart of Leisung's success is its culture a deliberate, people-first ecosystem built on respect and empathy. "We don't hire for skills," Sumesh explains. "We hire for character. Technical skills can be taught. Empathy cannot." Ninety percent of the 50 +person team comes from outside the AV industry, former teachers, engineers, and fresh graduates. New hires spend their first month on project sites, learning not just systems but the spirit of service. "If you show ego, you're out," says Sumesh. "I've let go of highly skilled people because they disrespected technicians. The ecosystem must remain balanced."

The company operates with a flat hierarchy where every employee is empowered to make decisions. "Our vision is simple," Sumesh says. "Be the easiest company to work with, for employees, partners, and clients."

Leisung's family-like culture extends to celebration, too. Its annual gatherings are legendary not corporate retreats but full-family getaways. Last year, they chartered an entire flight to Azerbaijan for every employee and

their families and this year it seems even more exciting.

"People say you can't run a company like a family," Sumesh reflects. "But I have built a family. We don't hoard profits we share them. We live comfortably. What more do you need? We don't want to be the biggest company. We want to be the best."

The experience revolution

Leisung's creative spirit comes to life in its XP Zentrum Experience Centre, a dark, immersive space designed not to sell products, but to inspire imagination. "I told Suchi one morning we need a place that feels like a museum, where people walk in and say 'wow' at every step," Sumesh recalls.

The centre features holographic avatars, transparent displays, anamorphic visuals, and custom-built control systems, all developed entirely in-house by Leisung's young creative team. Its virtual host, Leah, a hyper-realistic metahuman, greets visitors through interactive holographic experiences. "What makes XP Zentrum special isn't the tech itself," Sumesh explains, "it's that everything software, hardware, content is created by our own team. We have developed a lot of tech from India. India's true strength has always been its mind power. If you look closely, you'll find brilliance in every corner of this country quiet innovators,

problem-solvers, and creators who can turn the impossible into reality. You just have to look, listen, and believe in them.

The next generation

Sujithra brings structure and discipline to Sumesh's vision. "Sales isn't about chasing targets," she says. "It's about consistency. One genuine conversation a day builds empires."

Their daughter Samyukta represents the next generation of the Leisung story. After studying at Symbiosis and Insead, she joined the company as a marketing intern, rotating through every department before moving into sales. "She grew up watching us work," Sujithra says. "She saw the highs, the lows, the late nights and decided she wanted to be part of it. She combines creativity with strategic thinking beautifully."

Samyukta's involvement ensures that Leisung's legacy continues, blending the founders' values with a modern outlook.

Their son Shantanu, a downs syndrome kid whose quiet strength and pure-hearted presence ground the family each day, remains a constant reminder of what truly matters kindness, resilience, and living with purpose.

Sustained growth with purpose

Today, Leisung operates across the GCC, with a strong presence in the UAE and Saudi Arabia, the latter now accounting for nearly half of its revenue. The company has also delivered projects in the Philippines and India, including installations at major airports, and is now expanding into Europe.

But for Sumesh, growth has never been about numbers. "We're not chasing size or valuation," he says. "We chase simplicity, trust, sustainability, and happiness." Our partnership with Sacred Groves reflects the same philosophy protecting nature the way we protect relationships. It reminds us that building a business is not just about growth, but about giving back and leaving the world better than we found it.

Leisung recently secured a six-million-dirham project, with another worth eight million on the horizon. Yet, Sumesh remains grounded: "We don't chase projects, we attract them. We were named Khaleej Times Best Company of the Year. What better validation do we need?"

His advice to the AV industry is simple: "Don't just sell, build relationships. Sales isn't about talking, it's about listening. Ask questions, understand

people. Business is human-to-human. Be genuine, and others will sense it."

His approach to meetings reflects this ethos. "People ask what my plan is, before negotiations. I tell them I have none. I'll listen, understand their needs, and respond honestly, even if it means saying, 'I can do this, but it'll cost me.' Planning shouldn't be scheming; it should be authentic."

The leisung difference

From a living-room startup to an award-winning enterprise, the Leisung story is one of resilience, empathy, and belief. "We started with nothing," says Sumesh. "No capital, no office, just conviction. Today, we're among the top three in our sector. We may not be the biggest, but we are proud to be the best."

Their goal remains unchanged "To be the easiest company to work with, for employees, partners, and customers." Seven years on, with perfect client retention, an enviable culture, and a growing legacy, Leisung proves that when you build on trust rather than transactions, success follows naturally.

And that, perhaps, is the real lesson of the Leisung way, that technology may power the business, but it's humanity that powers the brand.

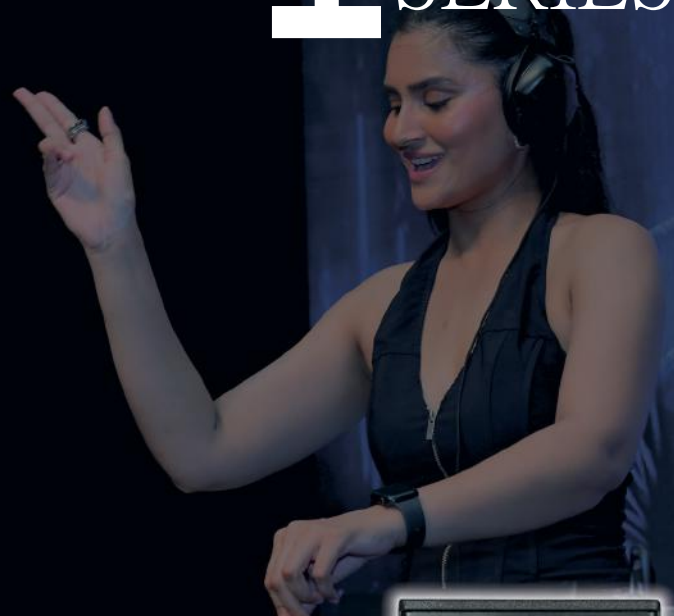




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The Year AV Grew Up

2025's Transformation from smart to intelligent



If there's one word that captures the AV industry in 2025, it's reckoning. Not the dramatic, existential kind—but the honest, clear-eyed assessment that happens when an industry collectively looks in the mirror and asks: “Are we still solving the right problems?” For integrators and consultants navigating this landscape, 2025 wasn't just another year of incremental progress. It was the year the old playbook stopped working.

The low-hanging fruit has been picked. The easy installations are done. The clients who'd buy on specs alone have moved on to whoever's cheapest on the tender. What's left is harder, more nuanced work—and frankly, more interesting. Because whilst commodity players fought over percentage points in government tenders, something else was happening in the spaces that matter: classrooms were becoming genuinely intelligent, boardrooms were finally bridging the remote-office divide, and entertainment venues in tier-2 cities were demanding the same sophistication as metropolitan installations.

The uncomfortable truth? 2025 forced everyone to choose a side. You either competed on price and watched your margins evaporate, or you held your nerve, educated your clients on total cost of ownership, and bet that quality would outlast the race to the bottom. Both paths were valid. Only one was sustainable.

We've been talking about AI in AV for years now, but 2025 was different. This was the year it stopped being a feature list bullet point and started becoming the operating system of how spaces actually function. Real-time translation, automated meeting summaries, presenter tracking that actually works—these weren't novelties anymore; they were expectations. And for those still selling on screen brightness and resolution specs? Well, let's just say the conversation has moved on.

Hybrid work, that buzzword we were all sick of by 2023, finally found its equilibrium in 2025. The return-to-office mandates settled into something more pragmatic, and organisations stopped retrofitting old spaces with new tech and started designing collaboration environments from the ground up. The question shifted from “How do we make video calls work?” to “How

do we make the technology invisible so people can focus on actual work?”

But perhaps the most fascinating development wasn't about any single technology—it was about market maturity. AV is no longer confined to corporate boardrooms and university lecture halls. House of worship installations in tier-3 cities. Entertainment venues with project values matching metro standards. Customers who don't just want cloud-connected devices—they demand them, because they've done the maths on operational efficiency and they're not going back to manual monitoring.

The skills gap, meanwhile, went from industry concern to existential threat. You can solve supply chain disruptions. You can navigate currency volatility. But when your growth is constrained by the simple fact that there aren't enough qualified professionals who understand both the technology and the business outcomes? That's a different problem entirely—and one that requires different solutions, from academies to experience centres to fundamentally rethinking how we train the next generation.

So what actually happened in 2025? What were the projects that moved the needle? Which sectors showed genuine growth versus optimistic projections? Where did the pain points surface, and more importantly, how did the industry's key players respond?

We put these questions to leading AV manufacturers, distributors and system integrators, those who don't just observe these trends but shape them. Their responses are refreshingly candid, occasionally surprising, and always grounded in the reality of running AV businesses in a market that's maturing faster than many expected.

What follows isn't corporate PR. It's the perspectives on a year that challenged assumptions, rewarded innovation, and set up 2026 to be even more demanding. Whether you're planning your next installation, evaluating technology partnerships, or simply trying to understand where this industry is headed—their insights offer a roadmap worth studying.

The year AV grew up? Judge for yourself.

Biggest successes in 2025?

2025 has been an exceptional year for us. Our biggest achievements was bringing the Q-SYS Full Stack AV Platform to life with not only through a significant product portfolio expansion but also through the successful launch of our India Experience Center. Our Experience Center has become a key enabler for enhancing end-user engagement and delivering immersive experiences.

Additionally, we witnessed significant growth in both the enterprise and government sectors, reflecting strong market demand and trust in our solutions.

The trends that had impact on your business?

The acceleration of AI and automation stands out as the most exciting trend. Solutions like Q-SYS VisionSuite use real-time data as the eyes and ears of the room, enabling context-aware automation such as presenter tracking, active speaker detection, and intelligent control responses. The lines between AV, IT, and building management systems are increasingly blurred, so the "Full Stack" approach is critical. Integrating audio, video, control, data, and cloud architecture under one roof allows for much greater efficiency and innovation as experiences become more connected.

The focus for 2026?

In 2026, our single most important focus will be creating AI-driven intelligent spaces with a strong emphasis on the end-user experience. We've seen a greater emphasis on AI and data-driven automation across AV solutions.

The convergence of AV and IT is evolving into full integration with building systems, and there is a growing focus on scalable platforms that deliver measurable outcomes.



Rajesh Mittal
QSC-India

Biggest successes in 2025?

2025 was the year the 'smart classroom' finally matured into the 'intelligent classroom.' Our AI-native Interactive Flat Panels (specifically the ZX Series with NeoAI) were our undisputed best-sellers. We saw massive adoption in the Education (K-12 & Higher Ed) sector, driven by the government's push for outcome-based digital learning rather than just hardware deployment.

Secondly, the Corporate Enterprise sector saw a resurgence. As the 'return-to-office' mandates stabilized into flexible hybrid models, companies scrambled to upgrade legacy boardrooms into intelligent collaboration hubs. They didn't just want screens; they wanted our unified communication ecosystems that bridge the gap between remote and in-room participants.

Toughest challenge faced in 2025?

Our biggest challenge was navigating the 'Commoditization Trap' versus 'Value Innovation.' The Indian market in 2025 saw a flood of generic, low-cost displays that drove fierce price wars, especially in public sector tenders.

The challenge wasn't competing on price, it was educating the buyer on Total Cost of Ownership and Utility. We had to hold our nerve and maintain our premium positioning, convincing partners that saving 10% on hardware today would cost them 50% in usability and longevity tomorrow. Resisting the urge to dilute our quality to match 'L1' (lowest bidder) pricing required immense discipline, but it paid off as customers realized that lower upfront costs often resulted in severely limited capabilities and rapid obsolescence.

The trends that had impact on your business?

Without a doubt, AI. It stopped being a buzzword and became the operating system of our hardware.

In 2025, we aggressively rolled out LOGIC NeoAI, which fundamentally changed our value proposition. We stopped selling 'displays' and started selling 'intelligent assistants.' Features like real-time translation, automated meeting summaries, and 'magic-select' for instant web searches directly on the panel became non-negotiable for our clients. AI allowed us to decouple our value from the hardware specifications and competitors could match our screen brightness, but they couldn't match the workflow intelligence we built into the user experience.

The focus for 2026?

User-Centric Integration. In 2026, we are declaring war on friction. Our focus is to make the technology physically and digitally 'invisible.' We want a teacher to walk into a classroom or a CEO into a boardroom and have the environment instantly recognize them, load their profile, and be ready to collaborate in seconds - zero setup, zero login fatigue. We are moving from 'Smart Products' to 'Intuitive Spaces.'



Pankaj Bellad
Logic Displays

Biggest successes in 2025?

2025 was a very strong year for Avientek, with Education and Professional Audio emerging as the top-performing verticals. Alongside this, our core AV and Unified Communications portfolio continued to see consistent growth, driven by increasing demand for integrated, high-performance solutions across enterprises, education institutions, and public-sector projects.



VM Manu
Avientek - UAE

Toughest challenge faced in 2025?

One of the key challenges in 2025 was finding the right talent, particularly within local markets across different regions. While this remains an ongoing industry-wide issue, our focus on internal development, regional enablement, and strong leadership allowed us to manage this effectively and still close the year successfully.

The trends that had impact on your business?

AI has been the most influential trend, reshaping both customer expectations and technology roadmaps. In response, we have introduced a new vertical—ETS (Emerging Technologies & Security) to address AI-led innovation and next-generation solutions. We are currently engaging with key global vendors and innovative technology providers, with several strategic onboardings planned for 2026.

The focus for 2026?

2026 is not just another year for Avientek—it marks our 10th anniversary. Our focus remains on being the extended arm for our trusted partners while continuously elevating customer experience. A major milestone toward this vision is the launch of our new 13,000 sqm experience center, building on the success of our existing 2,000 sqm facility. This investment reinforces our long-term commitment to innovation, partner enablement, and experiential engagement.

Biggest successes in 2025?

2025 was a great year and the company's best selling product was, yet one more year - our camera extension kits. Although lot of buzz around small huddle rooms, direct camera connectivity to codecs, NDI, still our camera extenders made us proud another year becoming the top selling product in the Indian market.

USB Camera extenders too made a significant increasing numbers for us in the region but looks like the coming year will be more interesting for our USB 3.2 camera extension kits.

Top selling market sectors will be banking and corporate sectors.

Toughest challenge faced in 2025?

Finding right people is always a challenge in all domains but since our AV world is still within a closed loop, we also faced that challenge. But finally we hired Prathamesh as our service engineer for our Mumbai office.

We would say supply Chain was the most important challenge we faced and we are almost covering up the back orders entering the new year.

The trends that had impact on your business?

None of the above had major impact on our product line. But to name one we would say Hybrid work in the beginning of the year. But mid year 2025, we gained our momentum back as offices started with occupying more than 80% of its capacity.

The focus for 2026?

Micro C series.

The new products developed for USB C protocol is definitely going to be our major focus in 2026.

Stay tuned and check out our website for the Micro C series product range.



Sushant More
Sound Control Technologies



Manmohan Ganesh
ProFX Tech Ltd

Biggest successes in 2025?

Experience centres emerged as our strongest growth vertical, where we've built a clear niche and earned global award nominations. 2025 was also landmark year with PRO FX becoming one of the first Indian AV companies to be listed on the National Stock Exchange.

Toughest challenge faced in 2025?

Intense price competition led to aggressive margin erosion, which was further compounded by currency volatility as the dollar strengthened against the rupee.

The trends that had impact on your business?

The most visible shift was in LED technology, with the market moving decisively from SMD to COB and MIP formats; other AV technologies remained relatively stable..

The focus for 2026?

Expanding our national footprint with more offices and experience centres, while delivering several large, high-profile projects already in progress.

Biggest successes in 2025?

In 2025, Almo Group of Companies saw its strongest growth in AV-led Education Solutions and Enterprise AV & IT Integration.

Within education, demand accelerated for interactive displays, digital classrooms, unified communication platforms, lecture capture systems, and AI-enabled AV ecosystems, supporting hybrid and technology-driven learning environments.

In the enterprise and experience segment, growth was driven by large-format LED displays, video walls, collaboration and conferencing solutions, control rooms, and turnkey AV-IT integration for corporate, government, and large-scale event environments..

Toughest challenge faced in 2025?

The biggest challenge in 2025 was keeping pace with rapid technological evolution while ensuring the availability of skilled AV and IT professionals.

As AV and IT continue to converge, there is a growing need for talent proficient in networked AV, cybersecurity-aware system design, AI-enabled platforms, and cloud-based collaboration tools. Balancing innovation, delivery timelines, and quality execution remained a key operational focus.

The trends that had impact on your business?

In 2025, a year defined by technological convergence and unprecedented digital transformation, the core triad of AI, cybersecurity, and sustainability were the most decisive forces shaping our strategy.

AI enabled intelligent, automated, and data-driven AV environments. As AV and IT infrastructures became IP-centric and cloud-connected, cybersecurity became intrinsic to system architecture, not an afterthought.

Sustainability further guided technology selection through energy efficient platforms, centralized control, and lifecycle optimization. Together, these pillars are redefining AV-IT as secure, intelligent digital infrastructure.

Together, these forces are redefining AV-IT as intelligent, secure, and responsible digital infrastructure rather than standalone technology deployments

The focus for 2026?

In 2026, Almo Group's primary focus will be on delivering fully integrated, secure, and intelligent AV-IT ecosystems.

This includes deepening expertise in AI-driven AV, cybersecurity-integrated system design, and scalable IT infrastructure, while strengthening partnerships and investing in talent. Our goal is to move beyond standalone installations and deliver future ready, outcome driven solutions that support collaboration, learning, and digital transformation.



Jamal Sabri
ALMOE Group, UAE

Biggest successes in 2025?

A: This year, we saw an increase in adoption of new connected technologies, including IoT products on smart cloud such as SurgeX with their SurgeX Connect series and LEA Professional thanks to their advanced smart cloud platform. One interesting trend that we observe is that customers are now asking for devices that can be automated, monitored and controlled on the cloud, leading to more efficient workflows and better utilization of people resources. While the technology and the platform were already available, I think system integrators have warmed up to the idea of maintaining devices and sites on the cloud. Also, end-customers have become more aware and are seeing the benefits of smart cloud platforms and IoT.



Prashant Govindan
Generation AV

Toughest challenge faced in 2025?

A: As it has been the trend in the past, skilled talent has been a constant challenge. This is something that I have been very vocal about in industry forums. I am sure many of my industry colleagues would echo this sentiment. I see this as one of the biggest overarching risk factors that could stunt the growth of our industry in the next few years. While other challenges remain, they are solvable such as supply chain issues or cash flow problems, those are business problems that will always exist and we proactively work on them.

The trends that had impact on your business?

A: We find that the Indian AV customer is looking beyond the traditional areas of AV and we see greater technology adoption especially in areas such as entertainment spaces, house of worship and nightlife. This is a good sign as this indicates maturing of the market, where AV is seen as a business enabler outside of traditional areas. We cater to an increasingly growing entertainment industry and average project sizes per venues even in tier 2 and tier 3 cities are at par with major metros. Overall, this signals better spending power in the non-metro markets with higher levels of aspiration. This trend is mirrored even from e-commerce and retail data from these locations.

The focus for 2026?

A: As a company, we are obsessed with quality of products, services and building an overall better customer experience. We continue to invest in manpower, we are building experiences, partnering across the board with all stakeholders including end-customers, channel partners, dealers, system integrators and consultants. In this we also will continue to seek new technology partnerships and bring newer and exciting products to market. Our role as a true value added distribution company is more relevant than ever. Gone are the days of pure box shifting. Customers demand innovation, better technologies and are not willing to accept mediocrity. This keeps us energized and on our toes!

Biggest successes in 2025?

In 2025, our strongest growth came from Education and Corporate Collaboration. In education, interactive flat panels and classroom solutions saw strong adoption as schools moved towards secure, future-ready digital classrooms. In corporate, wireless collaboration and meeting room solutions gained momentum as enterprises focused on hybrid work, security, and reliability rather than just hardware.

Toughest challenge faced in 2025?

The biggest challenge in 2025 was navigating intense price pressure in a highly competitive market, especially as commoditisation increased in displays and collaboration products. Our focus was to shift conversations away from price and towards long-term value, security, reliability, and total cost of ownership, which required stronger education of partners and customers.

The trends that had impact on your business?

Hybrid work had the biggest impact on our strategy in 2025.

It reshaped how enterprises think about meeting rooms, collaboration, and security. This pushed us to strengthen our portfolio around wireless collaboration, secure connectivity, and scalable meeting room solutions, ensuring consistent experiences across offices, campuses, and remote teams.

The focus for 2026?

In 2026, our single most important focus is to establish BenQ as the most trusted B2B technology partner in education and corporate spaces. This means leading with security, ease of use, and reliability, while deepening partner capability and delivering solutions that are built for real classrooms and real workplaces—not just specifications.



Rajeev Singh
BenQ India

Biggest successes in 2025?

For DVSI, 2025 marked a notable shift in how complex AV projects are being delivered, particularly within the corporate sector. We have long championed an integrated design-and-build approach for environments such as experience centres and command centres, and this year we saw broader market acceptance of this model. This has translated into improved delivery outcomes and greater efficiency for clients managing increasingly complex AV programmes.

In terms of hardware solutions, strong demand continued for 360-degree immersive environments and object-recognition-based experiences. These applications are proving particularly effective in creating more engaging and data-led interactions within corporate and experiential settings.

Toughest challenge faced in 2025?

Extended Project decision-making cycles emerged as the most consistent challenge throughout the year. With corporate investment strategies influenced by broader global uncertainty, project approvals took longer than anticipated, making it more challenging to accurately forecast business flow and timelines.

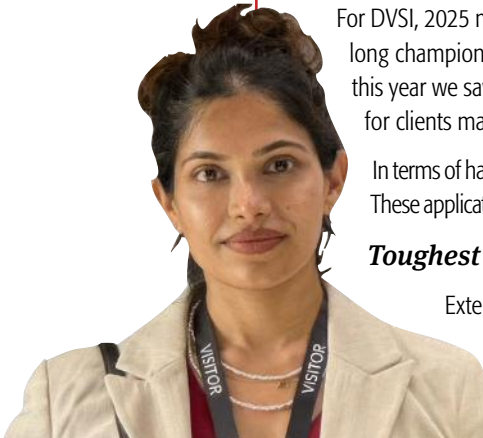
The trends that had impact on your business?

Opportunity around AI had the most significant impact on both our product roadmap and project delivery strategy. On the product side, we launched AI:EX, an AI-driven AV support and management platform that introduces a natural language interface for AV support across a client's campus. From a project delivery standpoint, AI is opening up exciting new possibilities in visualisation and storytelling allowing AV systems to become a powerful interface through which AI services and applications are brought to life within physical spaces.

The focus for 2026?

In 2026, our priority will be to further embed AI within our support and lifecycle management frameworks. We see platforms such as AI:EX playing a critical role in improving service outcomes, reducing long-term operating costs, and making enterprise AV environments more resilient and adaptive.

As AV systems continue to scale in complexity, this shift towards intelligent, predictive support will be central to how the industry evolves.



Rinkitha Miranda
DVSI India

Biggest Successes in 2025?

Our Strategic Consulting & Design Engineering practice emerged as deal-clincher, delivering exceptional results. We secured several high-impact projects by consistently aligning AV design solutions with our clients' core business outcomes, rather than focusing solely on technology deployment. This outcome-driven approach significantly differentiated us in the market. Additionally, we witnessed significant growth in both the enterprise and government sectors, reflecting strong market demand and trust in our solutions.

Toughest challenge faced in 2025?

The toughest challenge we faced in 2025 was finding and retaining skilled talent.

As demand for future-proof, outcome-driven AV solutions grew, the availability of professionals with the right mix of technical expertise, design thinking, and business acumen remained limited across the industry.

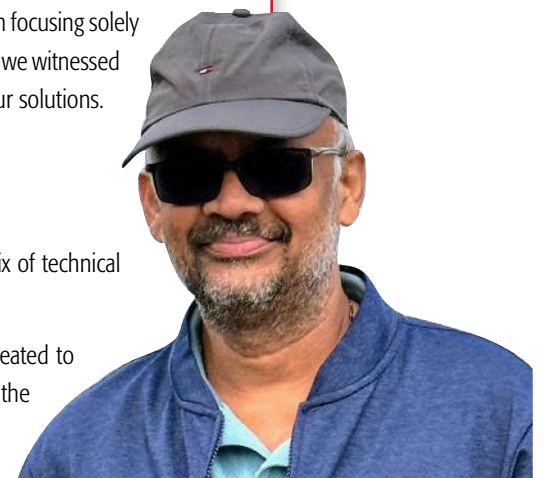
To address this challenge proactively and sustainably, we launched our own AV Academy. The Academy was created to develop future-ready talent by providing structured training in AV Technology. This initiative not only helped bridge the skills gap but also ensured alignment with our long-term growth strategy.

The trends that had impact on your business?

Hybrid AV Environments : from collaboration spaces and command centers to secure meeting environments - closely aligned with our clients' operational and business outcomes. This shift was particularly pronounced in the BFSI sector, where reliability, compliance, and seamless collaboration continue to remain critical.

The focus for 2026?

Investing in development of applications that would aid in increasing efficiency levels across our delivery life cycle. These applications will enable consistency in project delivery, and deeper alignment with client expectations, thereby, reinforcing our client-centric approach.



Azharuddin
Office 2000 Solutions

The Experience Classroom

How active learning is reshaping education and creating opportunities for AV

The schoolroom of yesterday is vanishing. Gone are the days when learning meant sitting quietly in rows, copying notes from blackboards, and memorising facts for exams. Today's classrooms buzz with conversation, collaboration, and creativity. Students don't just listen anymore, they question, explore, create, and teach each other.

This transformation, known as active learning, treats students not as empty vessels but as curious minds eager to engage with ideas. From universities in Chile to village schools in India, this approach proves that when students become active participants in their education, they actually learn. And critically for the AV industry, this shift requires completely reimagining classroom infrastructure.

Walk into a modern active learning classroom, and you'll notice the difference immediately. The teacher isn't standing at the front delivering a monologue. Instead, students are gathered in small groups, debating a problem. Someone is sketching ideas on a whiteboard while others pull up research on their tablets. A few students are presenting their findings to classmates, fielding questions and defending their conclusions. The teacher moves between groups, asking probing

questions, nudging thinking in new directions, listening as much as speaking. This isn't chaos, it's learning in action. Research consistently shows that active learning improves not just how much students remember, but how deeply they understand. When a physics class in a leading institution switched from traditional lectures to active problem-solving sessions, something striking happened. Students who had struggled with formal reasoning, those who typically failed, suddenly performed much better. The hands-on

approach gave them a way in, a chance to grasp concepts that had seemed impossibly abstract in lecture format.

The shift represents a fundamental rethinking of what a teacher does. Rather than being the broadcaster of information, the teacher becomes a facilitator, a guide who designs experiences and coaches students through challenges. It's harder work in many ways, but also more rewarding. Teachers report that once students get used to active learning, they become more engaged, ask





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better questions, and take genuine ownership of their education.

The technology foundation

Technology has become the invisible infrastructure that makes active learning possible at scale. Interactive displays replace static blackboards, allowing teachers to pull up videos, annotate diagrams in real-time, and let students share their work with the whole class. Wireless systems mean anyone can project their screen instantly, no fumbling with cables, no waiting, just seamless sharing of ideas.

Document cameras and visualizers have found new life in this environment. A biology teacher can place a specimen under the camera and zoom in on details while students watch on the big screen, discussing what they observe. A math instructor can work through a problem on

Because that's the other revolution: learning is no longer bound by classroom walls. A teacher in Mumbai can demonstrate an experiment live to students in three other cities, using a visualizer to show each step in detail while students watch, ask questions, and even guide what the teacher focuses on next. The recording becomes a resource they can revisit anytime. Geography becomes almost irrelevant when the tools are right.

India's moment

India stands at a fascinating crossroads. The National Education Policy 2020 has made experiential and inquiry-based learning official priorities, giving schools institutional backing to move beyond rote memorization. At the same time, India's sheer scale, its enormous young population, its mix of world-class institutions and resource-strapped rural schools, makes the

with ideas. It proves that active learning isn't just for elite schools, it can work anywhere if designed well.

Schools across India are experimenting with different approaches. Some use gamification to make learning feel like play. Others organize students into peer-review groups where they critique and improve each other's work. Many are incorporating hands-on experiments and project-based assignments that connect classroom concepts to real-world problems. The specifics vary, but the underlying philosophy is the same: students learn best by doing.

The opportunity is immense. India's demographic dividend, its large, young population, will only be an advantage if that population is educated for the future. The jobs students will hold, the problems they'll solve, won't reward memorization. They'll reward creativity, collaboration, critical thinking, and adaptability. These are precisely the skills active learning cultivates.

The AV opportunity

For the AV industry, this educational transformation represents one of the most significant market opportunities in decades. Every school moving toward active learning needs to rethink its physical infrastructure, and that means substantial investment in audio-visual systems designed specifically for engagement rather than passive reception.

The numbers tell a compelling story. India has over 1.5 million schools and thousands of higher education institutions. Even if a fraction of these institutions upgrade to active learning environments over the next decade, the market potential is staggering. Universities like IITs and leading state institutions are already deploying advanced AV systems for interdisciplinary learning. Private schools are racing to create smart classrooms that can attract parents looking for modern, engaging education. Government schools, backed by policy mandates and increasing budgets, are beginning their digital transformation journeys.

What makes this opportunity particularly interesting is that it's not just about selling equipment, it's about designing experiences. AV integrators who understand the concept of active learning can position themselves as strategic partners rather than mere vendors. A school administrator doesn't just want to buy an interactive display; they want to create



paper, showing their thinking process step-by-step, pausing when students have questions. It makes abstract concepts tangible.

Audio systems matter more than you might think. In a room full of discussion and group work, everyone needs to hear clearly. Modern systems use ceiling microphones and smart processing to ensure that whether a student is presenting from the front or asking a question from the corner, their voice reaches everyone in the room, and reaches remote participants equally well.

challenge of implementing active learning both urgent and complex.

Some pioneering efforts show what's possible. The Connected Learning Initiative, a collaboration between MIT, Tata Trusts, and TISS, has brought technology-enabled active learning to underserved communities across India. Using digital tools thoughtfully, the program has helped students in challenging circumstances experience inquiry-based learning, collaborative problem-solving, and genuine engagement



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classrooms where collaboration happens naturally, where hybrid learning works seamlessly, where every student can see, hear, and participate regardless of where they're sitting.

This requires a different approach to system design. Active learning environments need flexibility above all else. Multiple displays positioned strategically around the room ensure 360-degree visibility. Wireless collaboration systems that let students share content instantly from any device eliminate friction and encourage spontaneous participation. Intelligent audio systems with beamforming technology and ceiling arrays ensure that group discussions remain clear and that remote participants feel truly present.

Visualizers and document cameras, once considered basic teaching tools, are finding renewed relevance in this context. They bridge the gap between physical and digital, allowing teachers to demonstrate real-world objects, work through problems on paper, and show detailed processes in ways that purely digital content cannot match. When integrated properly into lecture capture systems, they become powerful tools for creating reusable learning content.

The hybrid learning boom has expanded the scope even further. Schools need PTZ cameras that can follow the action in a classroom, tracking whoever is speaking. They need cloud-connected systems that make recording and distribution seamless. They need control systems simple enough that any teacher can manage them without technical support. The institutions getting this right are creating learning experiences that work equally well whether students are in the room or joining remotely from across the country.

For AV companies, success in this market requires more than technical expertise. It requires collaboration with architects to design spaces that support mobility and group work. It requires understanding how educators think and what challenges they face daily. It requires creating solutions that are robust enough to handle the demands of busy classrooms but intuitive enough that teachers focus on teaching, not troubleshooting technology.

The Indian AV industry, with its mix of local integrators who understand regional contexts and global solution providers bringing cutting-edge technology—is uniquely positioned to lead this transformation. Companies that invest in understanding active learning pedagogy, that build relationships with educational institutions, and that can deliver integrated ecosystems rather than disconnected products will find themselves at the center of a movement that's reshaping how an entire generation learns.

Beyond hardware

The opportunity extends beyond hardware into software and analytics. Modern AV systems are becoming intelligent ecosystems that can track participation levels, measure acoustic performance, and analyze how students interact with content. For institutions, this data offers insights into how learning spaces actually perform, which layouts work best, when students are most engaged, where technical issues create barriers.

For AV providers, this opens new revenue streams around analytics platforms, ongoing optimization services, and data-driven space design. Schools that invest in active learning infrastructure want

to know it's working. They want metrics showing that their investment is translating into better outcomes. Companies that can provide this visibility, that can help institutions continuously improve their learning environments based on real data, create lasting partnerships that go far beyond one-time installations.

The future is active

At its heart, active learning is about respect, respect for students as capable thinkers, respect for the complexity of real understanding, and respect for the fact that learning is an active process, not a passive reception of facts. The classroom of the future won't have neat rows of silent students. It will be messier, louder, more unpredictable. It will also be more human, more engaging, and more effective.

Technology plays a crucial role, but it's just the enabler. The real transformation is in mindset, recognizing that the teacher's job isn't to be the sage on the stage but the guide on the side, and that students learn best when they're challenged, supported, and given space to explore. As one educator put it, active learning isn't about replacing the teacher. It's about amplifying engagement through experience.

India has the policy framework, the technological infrastructure, and the educators to make this shift. What's needed now is commitment, to train teachers, to invest in learning environments, to redesign assessments, and to trust that students, when given the chance, will rise to the challenge of being active learners. The schools that embrace this transformation won't just be preparing students for exams. They'll be preparing them for life





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The Silent Suffering

Why beautiful Churches often sound terrible

A technical guide to achieving speech intelligence in houses of worship

Sound serves as one of humanity's most vital senses, and whilst our hearing-impaired brethren have developed remarkable capabilities—lip reading amongst various other means—to understand communication, the remainder of us would struggle considerably without auditory clarity. Consider, then, the predicament when one finds oneself in an environment where comprehension becomes impossible. The situation proves particularly dire when that space happens to be a house of worship.

Picture a church where the priest stands tens of metres away from the congregation. The entire concept of “the word of God” being delivered becomes utterly lost within an environment of miserable acoustics—a magnificent-looking church with walls and floors clad in marble and similar materials. This paradox brings to mind the Harrison Ford film *Indiana Jones and the Last Crusade*, where a simple, non-descript wooden cup stands against the grandeur of beautiful, ornate, jewel-embedded vessels. Which would you choose?

The aesthetic trap

We humans possess an innate tendency to admire and desire shiny, large possessions: new motorcars, expansive houses, expensive branded clothing—provided it looks appealing. All of this, naturally, comes at a cost, and houses of worship prove no exception to this rule. What appears visually impressive need not necessarily perform well acoustically.

Sound advice is frequently sought from individuals who possess limited knowledge of the physics of sound, and consequently, everything transforms into suffering for the entire congregation—silent suffering, if I may say. The allocation of substantial budgets towards marble flooring and wall cladding leaves precious little for proper acoustic treatment and a good sound system installation.

The uniqueness of each space

Every house of worship presents its own distinct challenges. Whilst occasionally one might successfully replicate solutions from one venue to another, more often than not, such approaches end in disaster—costly disaster at that.

The complexity lies in understanding that speakers possess specific coverage patterns and reach capabilities, and positioning them correctly proves equally crucial. Dealing with sound requires a thorough grasp of acoustics & physics. The process commences with selecting appropriate microphones, proceeds through the mixing console and amplification stages, and culminates with the speakers—of which the loudspeakers are extremely important.

The digital revolution in audio processing

With the advent of digital signal processing, the extent of control available to a sound engineer represents the difference between bland, unsalted khichdi from a home experiment and a plate of biryani from Delhi Durbar in Fort, Mumbai.

Speaker technology has progressed remarkably. From the era of speakers housed in regular cabinets, contemporary choices have expanded considerably. Options now range from cabinets featuring very tight horizontal and vertical patterns to beam-steering types of varying lengths, some exceeding three metres in height.



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OF THE
LINE
ARRAY
IS
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Modern amplification incorporating built-in processing allows engineers to establish precise speaker limits, ensuring the system never gets overdriven. After all, people occasionally grow adventurous and believe they can navigate a family saloon through desert terrain—an apt metaphor for inappropriate system operation.

Digital audio mixing consoles nowadays offer specifications that rival some extremely expensive dedicated Digital Signal Processing (DSP) devices, with the only impediment being acceptance. Our species possesses the capability, but harbours fear. Once that psychological barrier has been over-



come, the true potential of a well-designed audio system can be unleashed, and the silent suffering of the past can become merely a memory.

Common challenges and practical solutions

Budget constraints

The most significant hurdle encountered whilst working with church systems remains the budget allocated for sound equipment. By the time the Church nears the completion of interior works, funds meant for audio have been exhausted. Remember the earlier reference to marble on floors and walls? Precisely—that's where the money went.

Fortunately, technology offers rescue. Passive column array speakers are now available from most original equipment manufacturers (OEMs), and they perform admirably in maintaining intelligibility and required sound pressure levels (SPL) at very reasonable price points.

Amplification solutions

Professional grade amplifiers feature built-in DSP with speaker presets already pre-loaded to ensure speakers never get overdriven. However, this arrangement functions optimally when speakers and amplifiers originate from the same OEM, guaranteeing perfect limiting.

The case for digital mixing consoles

I cannot advocate sufficiently for digital mixing consoles, having witnessed the limitations of analogue mixing consoles employed in previous decades. Whilst marginally more expensive than analogue alternatives, digital represents the superior path forward. These consoles provide fixed EQ, parametric EQ, automatic mixing for microphones (especially altar microphones), and parametric EQ on outputs, time delay options as well. These feature sets represent an installation engineer's dream.

Critical installation considerations

Speaker positioning

Positioning speakers correctly relative to microphones at the altar proves paramount. I have observed churches where speakers have been installed behind podiums, leaving minimal bandwidth for gain before feedback occurs. This situation must be highlighted immediately, with speakers relocated forward into the congregation seating area. Never compromise your position on this matter, as church committees may exert pressure regarding speaker placement.

To counter their arguments, I consistently pose this question: would they advise their cardiologist on where to begin should they require a stent installation? That's when they relent, understanding precisely who the expert is.

Microphone selection

Finally, I prefer dynamic microphones over condenser microphones for both choir and altar applications. The fundamental nature of dynamic microphones includes their forgiving response to feedback. They respond more slowly, which translates to better gain before feedback, unlike condensers that react so rapidly that they can trigger shrill feedback loops at the slightest provocation.

Extensive parametric equalisation may somehow manage to mitigate this issue with condenser microphones, but the natural tonality of vocals becomes entirely compromised, leaving the final output resembling water from a tap fitted with a clogged dirt filter ... too thin!

Conclusion

Ultimately, consider yourself the doctor and the

priest in charge as the patient. You must inform them what they require, not vice versa. Should they prove unable to comprehend this professional relationship, turn around and depart. You shall not regret it. Allow them to rediscover the wheel independently.

The intersection of architectural beauty and acoustic performance need not be mutually exclusive, but achieving both demands expertise, proper budget allocation, and willingness to prioritise function alongside form. The congregation deserves to hear every word clearly, and with modern technology and proper implementation, silent suffering in houses of worship can indeed become a relic of the past.



Claron D'Souza

Claron D'Souza's journey in professional audio commenced in 1988, during an era when public access to quality home speaker systems remained severely limited. His pioneering spirit led him to become a co-founder Innovative Systems and Solutions Pvt. Ltd. in 2002, which subsequently became one of Mumbai's—and indeed one of the nation's—most preferred systems integration companies.

In 2012, Mr D'Souza joined Ian Harris Designs as Principal Consultant for India's West and South regions, bringing his extensive expertise to a broader consultancy role. Following a brief but enriching sabbatical, he pursued an independent consultancy position before joining Harman Professional India in 2018 as Manager - Application Engineering (Pan India), a position he held until 2022.

Most recently, Mr D'Souza incorporated AuralEdge Technologies Pvt. Ltd., which operates in a distinctive hybrid capacity, providing consultant-advisory-integration services to industry associates. With over three decades of experience spanning system integration, consultancy, and application engineering, he continues to shape the professional audio landscape across India until his well-earned retirement—which, he hopes, may arrive soon.

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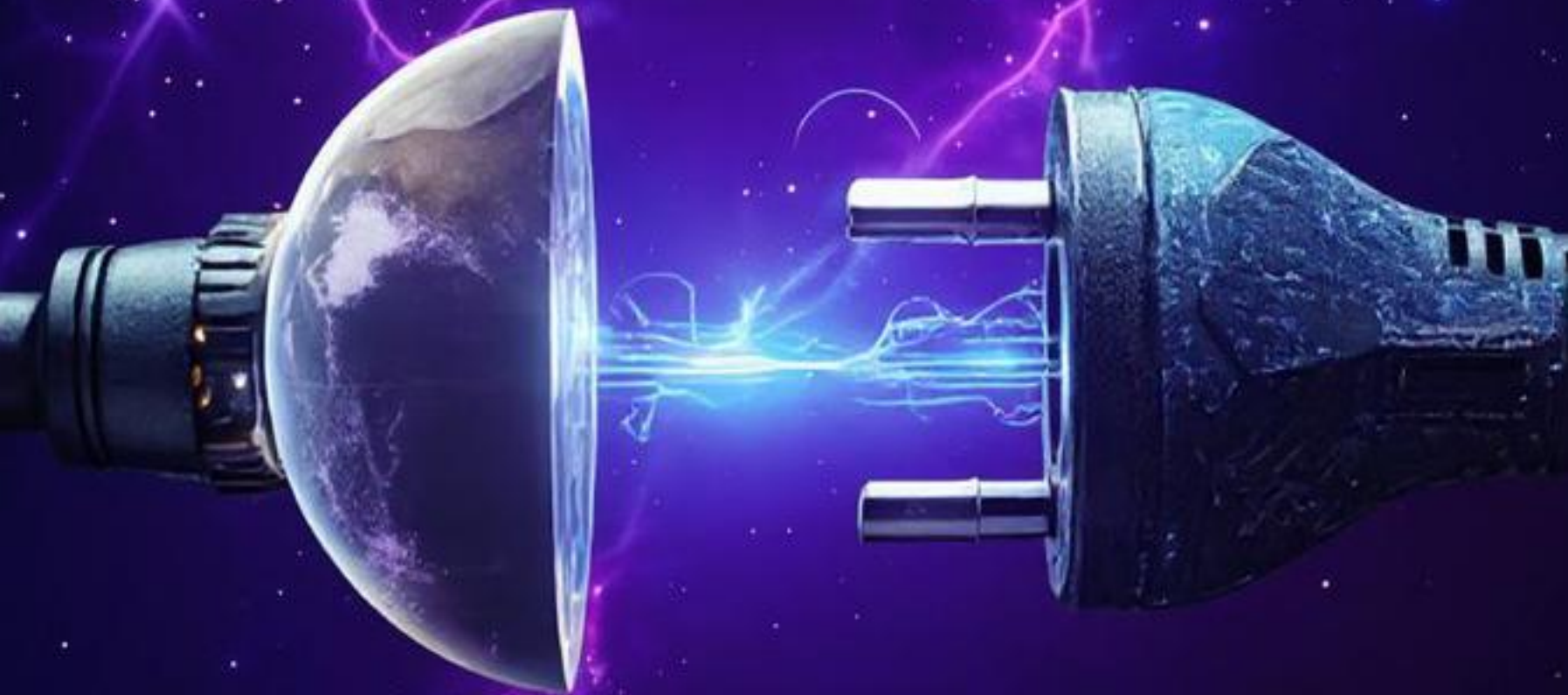
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The Importance of Soft Skills in AV Sales

Why relationships and understanding matter more than ever

In the audiovisual industry, technical expertise alone no longer guarantees success. Whilst product knowledge and understanding of cutting-edge technology remain essential, it is the mastery of soft skills that increasingly separates exceptional sales professionals from

nurtured relationships built over time. Decision-makers tend to work repeatedly with professionals they trust—those who have demonstrated not only technical competence but also reliability, integrity, and genuine commitment to solving problems rather than simply moving product.

may be technically impressive but fundamentally misaligned with actual needs.

Effective AV sales professionals operate more like consultants than traditional salespeople. They invest time understanding not just immediate technical requirements, but the broader context

in which the AV system will operate. What are the client's business objectives? How will different stakeholders use the technology? What are the pain points with current systems? What budget constraints exist? What is the organisational culture regarding technology adoption?

This consultative approach requires exceptional communication skills, including the ability to ask probing questions, interpret both verbal and non-verbal cues, and synthesise information from multiple sources. It demands emotional intelligence to navigate organisational politics

and identify true decision-makers. It requires patience to allow clients to articulate their vision, even when that vision may initially seem technically unfeasible.

When sales professionals genuinely understand these factors, they craft solutions that not only meet technical specifications but genuinely enhance how organisations operate. A conference room system that perfectly matches specifications but proves too complex for non-technical staff to operate is ultimately a failure. Conversely, a solution that may be slightly less ambitious technically but integrates seamlessly into existing workflows delivers far greater value.

The art of managing expectations

Another crucial soft skill is expectation management. The gap between client expectations and deliverable reality is where many projects

merely competent ones. The AV sector operates on a foundation of trust, relationships, and deep client understanding—qualities that cannot be programmed into a specification sheet or demonstrated through a product catalogue.

The relationship-driven nature of av sales

Unlike transactional industries with standardised products, AV solutions are inherently bespoke. Each project presents unique challenges, from corporate boardrooms requiring seamless video conferencing to educational institutions seeking lecture capture systems, and from houses of worship modernising audio infrastructure to hospitality venues creating immersive entertainment experiences.

This complexity means business in the AV industry is rarely won through cold calls or aggressive tactics. Instead, it flourishes through carefully

The long sales cycles typical of AV projects further emphasise the importance of relationship-building. Major installations may take months or years from initial consultation to final commissioning. Throughout this extended engagement, the sales professional serves as the primary point of contact, bridge between client and technical teams, and trusted adviser navigating inevitable challenges. Without strong interpersonal skills and the ability to maintain positive relationships under pressure, even the most technically sound proposals can falter.

Understanding before prescribing

One of the most critical soft skills in AV sales is the ability to truly listen and understand client needs before proposing solutions. Too often, sales professionals approach consultations with preconceived notions, leading to solutions that



encounter difficulty. Clients may have seen impressive demonstrations without understanding the limitations, costs, or infrastructure requirements involved.

Skilled sales professionals excel at bridging this gap through clear, honest communication. They set realistic expectations from the outset, explaining not only what is possible but what is practical given the client's specific circumstances. They educate clients about trade-offs, helping them understand how different choices affect cost, complexity, and long-term maintenance.

This transparency requires courage, particularly when it means acknowledging limitations or recommending against solutions that would gen-

commit to specifications that cannot be delivered within budget. The immediate relief of securing the contract quickly transforms into the nightmare of project delivery.

These compromised deals create a cascade of problems. Technical teams struggle to deliver against unrealistic expectations with insufficient resources. Quality suffers as corners are cut. Installation timelines slip, causing client frustration and eroding trust. The client receives a substandard solution that fails to meet their needs or requires additional unexpected investment to function properly.

The reputational damage extends far beyond the individual project. Dissatisfied clients share their

priorities. They must coordinate with multiple stakeholders, from IT departments to facilities managers to executive sponsors, each with their own concerns.

These situations demand adaptability, creativity, and emotional resilience to remain constructive under pressure. They require interpersonal skills to build consensus amongst parties with competing priorities and persuasive abilities to secure buy-in for necessary adjustments.

Building long-term value

The relationship-driven nature of AV sales means success is measured not just in individual project wins but in long-term client relationships. Satisfied clients return for additional projects, recommend colleagues, and provide valuable references. Conversely, clients who feel misunderstood, oversold, or abandoned post-installation become sources of negative reputation that can haunt professionals for years.

Soft skills are essential for nurturing these long-term relationships. Following up after installation, checking in on system performance, providing ongoing training and support, and maintaining regular contact all demonstrate commitment beyond the immediate sale. These behaviours transform one-time transactions into enduring partnerships.

Conclusion

As the AV industry continues to evolve, with increasingly sophisticated technology and more demanding client expectations, the importance of soft skills will only grow. Technical knowledge remains the foundation, but it is soft skills—the ability to build relationships, genuinely understand client needs, communicate effectively, manage expectations, solve problems collaboratively, and maintain long-term engagement—that determine who truly excels.

For sales professionals in the AV industry, investing in developing these capabilities is not merely beneficial but essential. The most successful careers belong not to those who know the most about products, but to those who understand people, build trust, and consistently deliver solutions that work as well in practice as they appear on paper. In an industry where business is built on relationships, soft skills are not supplementary—they are fundamental.



erate higher commissions. However, this honesty builds the trust that underpins long-term relationships. Clients appreciate professionals who protect them from expensive mistakes, even at short-term cost to themselves.

The dangerous spiral of deficient soft skills

When sales professionals lack essential soft skills, they often find themselves trapped in a destructive cycle. Unable to build genuine relationships or understand client needs deeply, they struggle to differentiate themselves from competitors. This leads to reliance on price as the primary competitive lever, inevitably resulting in aggressive negotiations focused solely on margins rather than value.

As desperation sets in—driven by mounting pressure to close deals and meet targets—these professionals become increasingly willing to make unrealistic promises or accept compromised terms. They agree to impossibly tight timelines, underprice complex installations, or

experiences within industry networks, damaging not only the individual sales professional's credibility but potentially their entire organisation's reputation. The short-term gain of closing a deal through aggressive negotiation becomes a long-term liability that can take years to overcome.

Problem-solving through collaboration

AV projects rarely proceed exactly as planned. Unexpected site conditions, evolving client requirements, supply chain disruptions, or integration challenges are common occurrences. How sales professionals navigate these obstacles often determines project success more than the initial design quality.

Effective problem-solving requires strong collaborative skills. Sales professionals must work closely with technical teams, translating between technical language and client-friendly explanations. They must negotiate with clients when changes become necessary, finding creative compromises that satisfy both technical requirements and client

Bengaluru

Hospitality

Designing the Sonic Identity of Madras Kitchen

An audio experience as thoughtful as the cuisine



Integrator: Qubix Technologies.
 Category: Hospitality
 Client: Madras Kitchen- Marriott Executive Apartments
 Contact: www.qubix.in

Madras Kitchen, a premium indoor restaurant housed within Marriott Executive Apartments, UB City, Bengaluru, presents South Indian cuisine through a contemporary and experiential lens. Serving hotel guests, destination diners, and private social gatherings, the venue required an audio solution capable of adapting to diverse settings ranging from calm, refined dining to lively DJ-driven evenings.

Qubix Technologies approached the project with a clear objective: to design a sound system that delivered uniform coverage, tonal balance, and control while blending seamlessly with the restaurant's architectural and interior design. The challenge was to achieve clarity and impact without compromising conversation or comfort.

The audio system is built around CSC Audio loudspeakers. The main DJ zone features four CF10 (10-inch) top loudspeakers paired

with two CR18 (single 18-inch) subwoofers, providing controlled low-frequency energy and dynamic headroom for high-energy performances. The bar and dining areas are supported by strategically positioned CC8 (8-inch) loudspeakers, ensuring consistent sound distribution across the space.

Careful system tuning eliminated acoustic dead zones and hotspots, allowing smooth transitions between ambient background music and high-SPL evening sessions from a single integrated setup. By aligning audio performance with the venue's character, Qubix Technologies has delivered a refined sonic environment that complements Madras Kitchen's culinary and social experience.

Assam

Government

Discreet AV Solutions at Assam Raj Bhavan

Technology designed for constitutional spaces



Integrator: Sree Krishna Sales and Service, Guwahati
 Category: Government
 Client: Raj Bhavan, Assam
 Contact: www.sksservices.in

The newly constructed Assam Raj Bhavan required a comprehensive audio-visual solution that reflected the stature, functionality, and architectural elegance expected of a constitutional authority's residence. Multiple high-profile spaces including a conference room, the Governor's office chamber, a recording studio, and outdoor garden areas needed reliable, high-quality AV systems that were technologically advanced yet visually unobtrusive.

Sree Krishna Sales and Service, Guwahati, executed the project with a strong focus on seamless integration and performance consistency. A key challenge was ensuring that all AV elements blended naturally with the refined interiors while delivering professional-grade clarity for official meetings, recordings, and ceremonial events.

The 42-seater conference room was equipped with a chairman and delegate discussion

system using the Audio-Technica ATUC series, enabling structured discussions with excellent speech intelligibility. In the Governor's office, BEC Akustik ultra-slim loudspeakers were deployed to preserve visual elegance while ensuring clear communication. The recording studio was configured for high-fidelity audio capture and playback.

Outdoor garden areas were supported with weather-resistant audio solutions, ensuring dependable coverage for official gatherings. Supporting brands included AtlasIED, Genelec, Tannoy, Lab Gruppen, Behringer, Purelink, Atlona, and Avonic. The installation has been widely appreciated for its clarity, reliability, and discreet aesthetics, reinforcing Raj Bhavan's operational excellence.

Pune

Corporate

F Lounge by FTV, Setting the Tempo

International club energy with precision sound



Integrator: Astys Audio Video Pvt. Ltd.
 Category: Club
 Client: F Lounge by FTV, Pune
 Contact: www.astys.in

Located at Phoenix Mall of the Millennium, Wakad, F Lounge by FTV brings an international club aesthetic to Pune's evolving nightlife scene. Designed as a high-energy lounge that seamlessly balances social conversations and dance-floor intensity, the venue demanded an audio solution capable of delivering power, clarity, and consistency across varied moods and crowd densities.

Astys Audio Video Pvt. Ltd. approached the project with a focus on immersive coverage and tonal balance. The objective was to ensure impactful sound during peak party hours while maintaining control and comfort across lounge seating zones.

The installed solution features Optimal Audio Cuboid series loudspeakers, including Cuboid 12, Cuboid 8, and Cuboid 6TX, strategically placed to deliver uniform sound distribution throughout the venue. Low-frequency

reinforcement is handled by HH Electronics TNA 2800S dual passive subwoofers and TRS 1800 active subwoofers, providing deep, controlled bass without overwhelming the space. The system is powered by LEA Professional amplifiers, managed through the LEA Connect Series Touch interface for precise tuning and control.

A Pioneer XDJ-RX3 DJ console anchors the performance setup, supporting professional DJ sets and high-energy programming. The result is a flexible, high-impact soundscape that adapts effortlessly from relaxed evenings to peak nightlife sessions, positioning F Lounge as one of Pune's standout club destinations.

Vizag

Corporate

Modern Meeting Design for Murugappa Group

Shaping the future of executive meetings



Integrator: Yexis Consulting
 Category: Enterprise Conference Suite
 Client: Murugappa Group
 Contact: www.yexisconsulting.com

Murugappa Group required a modern executive conference environment that could support high-level decision-making, seamless collaboration, and consistent performance across leadership meetings. The objective was to create a future-ready conference suite that combined simplicity of use with enterprise-grade reliability.

Yexis Consulting designed and delivered a next-generation Enterprise Conference Suite, engineered to elevate communication and engagement for both in-room and remote participants. The solution was built around intuitive workflows, enabling quick meeting start-up, effortless content sharing, and BYOD flexibility without operational complexity.

Powered by globally trusted brands such as Samsung, HP Poly, AMX, JBL, and Kramer, the system delivers premium video clarity, natural audio reproduction, and smooth platform integration. Advanced camera intelligence

ensures active speaker focus and balanced framing, while high-quality audio capture enables clear, uninterrupted conversations across the room.

The integrated AV ecosystem provides consistent performance across varied meeting formats, supporting board discussions, strategy reviews, and hybrid collaboration with ease. Careful system design and structured integration ensure reliability while maintaining a clean, professional environment suited to an executive setting.

Delivered within a compressed implementation timeline, the project reflects Yexis Consulting's commitment to creating intelligent collaboration spaces that enhance leadership communication, strengthen teamwork, and set new benchmarks for enterprise meeting environments.

Telangana

Corporate

Transforming Meetings at Covasant Technologies

Future-ready collaboration for the hybrid workplace



Integrator: AllWave AV Systems Pvt. Ltd.
 Category: Corporate
 Client: Covasant Technologies, Hyderabad
 Contact: www.allwaveav.com

Covasant Technologies required a modern video conferencing solution to support seamless collaboration between in-room and remote teams. The objective was to create a reliable, intuitive meeting environment aligned with global unified communications standards while remaining easy to use for everyday business interactions.

AllWave AV Systems Pvt. Ltd. delivered a native Microsoft Teams Room (MTR) deployment, focused on simplifying meeting workflows and ensuring consistent audio-visual performance. A key requirement was providing a plug-and-play experience that minimized user intervention while offering enterprise-grade reliability and scalability.

The conference room features a 55-inch 4K UHD professional display for clear visuals during presentations, content sharing, and video calls. A Poly Studio X72 all-in-one video

bar was installed, offering a 4K camera with auto-framing and speaker tracking, integrated stereo audio, and native Microsoft Teams functionality without the need for an external PC.

Meeting control is handled via a Poly TC10 touch controller, enabling one-touch meeting start, calendar integration, and intuitive call management. Poly USB table microphones with extension cabling ensure even voice pickup across the table.

All cabling and signal routing were executed to AVIXA standards, ensuring clean installation and long-term reliability. The solution delivers a high-quality hybrid meeting experience, enhancing productivity and meeting equity for Covasant Technologies.

Bengaluru

House of Worship

Clarity in Worship at City Harvest AG Church

Designing sound for spiritual connection



Consultant: Ansata Computer Systems Pvt Ltd.
 Category: House of Worship
 Client: City Harvest AG Church, Bengaluru
 Contact: www.ansata.net

City Harvest AG Church, Kothanur, is a space where music and spoken word play a vital role in worship and community connection. As the congregation grew, the church required an audio system that could deliver consistent clarity and impact across all seating areas, ensuring every worshipper experienced the service fully.

Ansata approached the project with a focus on acoustic balance and congregational engagement. The goal was to create a sound environment that supported live worship music while maintaining clear, natural speech without overwhelming the space.

The solution is centred on a d&b audiotechnik T-Series line array, selected for its compact design and controlled coverage. The main system includes four T10 loudspeakers per

side with an additional T10 centre fill, providing even sound distribution across the hall. For the balcony, d&b 8S loudspeakers were deployed as delay fills to maintain clarity and presence.

The system is powered by d&b 40D and 5D amplifiers, ensuring reliable performance and precise tuning. Mixing is handled through a Waves eMotion LV1 Classic digital console, offering detailed control over vocals, instruments, and spoken word. The result is a balanced, immersive soundscape that enhances worship and strengthens the church's connection with its congregation.

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