

# AV TODAY

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### SPECIALS

Start-up Story  
Women of AV

### FEATURES

Make in India  
Impact of AV  
on Education

### CASE STUDY

Prestige Experience  
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### PRODUCT REVIEWS

Sonance Speaker  
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Praful Francis +91 9809292524 | praful.f@cdmts.com | Kerala | Kumod Kr Singh +91 8882727582 | kumod.s@cdmts.com | Kolkata



*K. David Paul*  
Founder - AV Today

*It is my pleasure to announce the inaugural edition of AV Today magazine. At AV Today, we take pride in turning the spotlight on the Indian AV Industry through insightful features, interviews, technology news, case studies and much more.*

*Within these pages, you will discover compelling content that will inspire and keep you abreast of the global industry. This debut issue features an insightful story on the impact of AV on the Indian education system, new facets of today's evolving market, as well as the case study of Prestige Group's Experience Centre, which has revolutionised the way real estate is sold.*

*AV Today aims to focus on some of the challenges Indian AV is facing, which have been discussed in bits and pieces but never seriously explored. We have decided to take this up and share important insights to find possible avenues to address the issue.*

*Our "Women of AV" series interviews are intended to bring out the real challenges the*

*Women in leadership roles in the AV industry have gone through and are still going through. To start off the series, we spoke to Mrs. Sangya Gupta of Ask Consultants about her journey. We will continue to cover other leaders in the forthcoming editions.*

*We believe knowledge is strength. Hence, we wanted to share some relevant technology articles to help decision makers find the right solutions for projects. We are thankful to the consultants who shared their knowledge for the industry's benefit. We hope you will find it helpful to learn about Sound Masking, Projection Mapping, and LEDs that are replacing projectors.*

*In addition, our stories on start-ups, product launches, and installations will highlight the developments in our industry. We intend to include more such interesting stories in the upcoming editions. We hope the industry will support us in our journey as we grow together.*

---

*Kavita Phadnis*  
Consulting Editor

*Nishita Hanspal Kalita*  
Features Editor

*Suman Kher*  
Interview Moderator

*Mad Hat Communications*  
Video Production

*Hrishupal Singh*  
Magazine Layout

---

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Intelligent IT Solutions

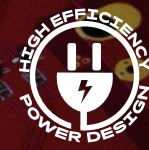


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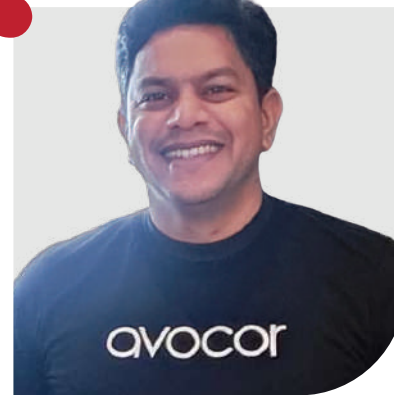
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+91 9324060109, +91 9820108048

# DISPLAY OF STRENGTH

*AK Rohit, the new Director of Sales at Avocor India, is a seasoned telecommunications, unified collaborations, and AV industry expert. He spoke to AV today on the exploding Indian display industry and his company's plans to take advantage of it.*

“



“Collaboration through Communication”—Avocor’s tagline exemplifies what it seeks to deliver through innovative interactive technologies.

“In 2019, I would have preferred to have this same interview sitting in a coffee shop,” says A K Rohit over a Zoom call, pointing out how collaboration through the speaker UCC (Unified Communications and Collaborations)s has leaptfrogged several notches in the post-pandemic workspace.

Avocor focuses on interactive displays and offers various touch technologies. Its 86-inch PCAP touchscreen display essentially replicates the responsiveness of an iPhone screen, says Rohit.

The company’s innovation is centred around interactivity, and it offers various touch technologies. Most of the world, including India, is talking about cost-effective IR or infrared touch technology. While Avocor also offers it, it is not limiting itself to the economical market but is open to exploring premium quality.

Innovation at Avocor extends to customisation, too. When Google wanted to develop a new all-in-one interactive display for their 6 million workspace users, they turned to Avocor. The Google Meet Series One Board 65 & Desk 27 bring together video conferencing, whiteboarding and more to address the increasing demands of the hybrid work model.

Collaborating with software-based UC providers like

Microsoft, Google, and Zoom and hardware-based unified collaboration players like Logitech, HP, and Jabra helps Avocor fill the gap for single, unified display solutions and complete the ecosystem. Their core competence lies in delivering these single all-in-one display solutions, and they remain focused on this without venturing into any other vertical.

#### **Bullish on the Indian market**

Rohit is bullish about the Indian display market, which he says is the second largest, just behind China. There has been impressive year-on-year growth of 85% in the interactive display space, and India is amongst the fastest-growing markets in the Asia Pacific region. Projections indicate a near doubling of sales this year.

Avocor plans to have an education vertical with relevant, cost-effective models. The Indian market is being fuelled largely by government-driven purchases in public education, he says.

**“The last year saw close to 300,000 displays being sold. This year, it’s projected to almost double.”**

#### **Avocor USP**

Committed to a customer-first approach, keeping in touch with the customer is a key focus at Avocor. This includes informing them about the existing displays, how to leverage their investment, selecting suitable

warranty options, and sending reminders about the warranty status. In a market where customers are often ignored after a sale, resellers are encouraged to remain connected with the customer throughout the life of the display product. In fact, they even have a reward for the reseller who follows this diligently.

Avocor offers a hotswap policy under its warranty. This means that in case of any issues when the display is removed and taken for servicing or repairs, a substitute standby display is mounted to ensure the customer faces no downtime or disruption of work.

While Avocor is among the few brands offering PCAP displays without peripheral units, with the addition of the right peripherals, the device can be scaled up from a 16-seater meeting to a 30-seater meeting, offering unmatched flexibility.

Enterprises and SMEs form the bulk of the target market, and an educational vertical is also on the cards. Rohit is also planning to explore opportunities to Make in India to be eligible to participate in government tenders.

*“Avocor is a leader in innovation. You can expect us to continue bringing groundbreaking product lines to market in the next 6-12 months and beyond.”, says Rohit.*



We **work** where your team **works**

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**Connection through Collaboration**

**avocor**

# MAKE IN INDIA

## The Growth Accelerator for the *Audio-Visual Sector*

The 'Make in India' initiative positioned India as a global manufacturing powerhouse and was designed to stimulate economic growth, drive innovation, and create employment opportunities. As far as the Audio-Visual (AV) sector is concerned, the impact has been a mixed bag of transformative success and persistent challenges. Three industry insiders -- Vipin Verma, Founder & CEO, Consultechpro; Ashwin Desai, Managing Director, A&T Video Networks; and Prashant Govindan, Director - India - Generation AV, share their thoughts.

### The AV industry ecosystem

The AV industry ecosystem is expansive and includes the corporate collaboration and training sector, where Pro AV technologies like video conferencing systems and interactive displays for effective communication and productivity are essential parts of modern workspaces. The industry is categorised into products such as displays, projectors, sound reinforcement and conferencing products, and services like installation, maintenance, and IT networking.

The AV industry supports an expansive ecosystem that encompasses various sectors, and Pro AV technologies such as video conferencing systems and interactive displays play pivotal roles in facilitating effective communication and bolstering productivity within work environments.

Within the AV industry, there are several distinct product categories, ranging from displays and projectors to sound reinforcement and conferencing products. Complementing these hardware offerings are essential services such as installation, maintenance, and IT networking support.

These diverse products and services cater to a broad spectrum of applications across residential, educational, governmental, and hospitality sectors. Facilitated by the industry's extensive distribution channels, they ensure seamless integration and support for AV solutions in various environments.

### The impact on the AV Sector: A mixed bag

The Production Linked Incentive (PLI) and Design Linked Incentive (DLI) schemes have encouraged

both domestic and foreign investments in the AV sector. This has led to an increase in manufacturing units and development centres across India.

Industry insider Vipin Verma, Founder & CEO of Consultechpro, says that the policies have spurred domestic manufacturing. "The initiative has resulted in more tenders accepting 'Make in India' products especially those with over %50 local contribution," he says. The PLI and DLI Schemes have encouraged Indian players to establish manufacturing units. FDI in the sector is on the rise, with international companies setting up development centres or forming alliances with local manufacturers. The initiative has helped elevate his own company's standing in international markets, particularly in the Middle East and Africa says Vipin. "Our journey from a systems integrator to a manufacturer underlines the transformative potential of 'Make in India' in nurturing homegrown AV innovation."

“



*“Opportunities are unfolding as Indian brands gain recognition, winning large projects internationally, particularly in the Middle East and Africa, driven by government policies albeit not AV-specific. These policies, alongside strategic industry-academia collaborations, are nurturing a talent pool that's increasingly aligning with the sector's evolving technological landscape,”*

*Ashwin Desai, Managing Director, A&T Video Networks.*



## RemoteCamUSB2E™ Platform

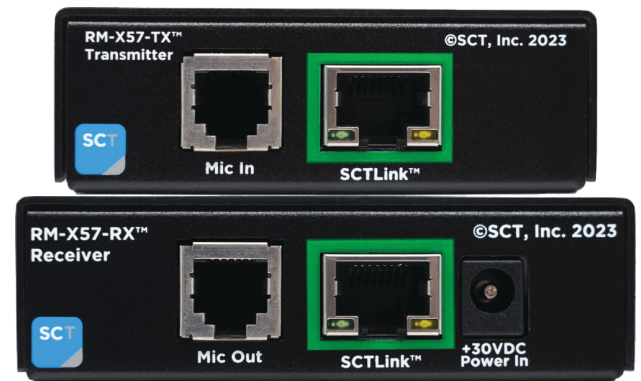
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## Increase in FDI

Between April 2014 and March 2018, the total FDI inflow was approximately USD 222.89 billion, with 18-2017 witnessing the highest-ever FDI inflow of USD 61.96 billion in a fiscal year. However, this has largely been in automotive and electronics manufacturing.

The FDI in the AV sector, specifically under 'Make in India', has been relatively limited, says Prashant Govindan, Director - India - Generation AV. "While global giants like Samsung, LG, and Sony have invested in India, these are largely for final assembly and testing. Components are still sourced from abroad." (Some notable exceptions include OEM/ODM models by Harman, Bosch, and Yamaha.)

"A clear and streamlined path for implementation is often lacking, leading to confusion among foreign entities and new entrepreneurs. As part of the larger electronics and IT sector, the AV industry has access to these incentives but lacks specific policies targeting its unique needs. Also, its reliance on imported components underscores a critical gap in the domestic supply chain," he says.

Transitioning from assembly to end-to-end manufacturing in India requires substantial investment, a challenge for many local players, says Vipin. "The sector struggles for recognition as a substantial contributor to mass employment and innovation, challenged by low product volumes and a lack of targeted R&D incentives. Addressing these hurdles is crucial for fostering competitive pricing and enhancing local value addition."

Significant hurdles remain in the 'Make in India' initiative. Bureaucratic delays, complex regulatory frameworks, insufficient infrastructure, and the slow pace of reforms in labour laws and land acquisition

processes continue to be obstacles to attracting foreign investment and enhancing domestic manufacturing capabilities.

## Skill development and R&D spending

A shortage of skilled labour in specialised manufacturing sectors, a lack of focus on education and skill development programs tailored to modern industry requirements and low spending on research and development (R&D) are all hindering the success of the 'Make in India' initiative. India's R&D spending remains low at about %0.6 of GDP, impacting the quality and innovation potential of the manufacturing sector. The Skill India program, aimed to address the skills gap, has not met its objective, highlighting the need for more integrated policies.

## Global competition:

India faces stiff competition from countries like China, Vietnam, and Bangladesh, which offer lower labour costs and better infrastructure. This necessitates significant improvements in competitiveness through technology adoption, quality enhancement, and process optimisation.

A multifaceted approach is needed to address these issues. Enhancing infrastructure, simplifying regulatory processes, increasing investment in R&D, ensuring the Skill India program is effective, fostering a more outward-looking trade policy and providing targeted support to MSMEs could significantly improve the 'Make in India' initiative's impact.

## Global competitiveness: An uphill battle but with a silver lining

The journey towards global competitiveness is fraught with challenges. Quality and finish, critical for international markets, remain areas where Indian

manufacturing needs to match or surpass global standards. As Prashant says, the AV sector's growth in India is comparable to sectors like telecom and IT. Yet, the path to achieving global competitiveness involves navigating regulatory challenges, managing production costs, and establishing quality benchmarks.

The silver lining is that the Indian government has been trying to address these complaints through measures such as digitising approval processes, simplifying tax regimes, and enhancing infrastructure. Efforts are being made to amend labour laws and streamline land acquisition processes.

Investments in R&D and partnerships with global brands are steps in the right direction, signalling a promising, if gradual, ascent to the world stage.

## Technological innovation: A path forward

Companies engaged in 'Made in India' operations are not just assembling but also innovating and tailoring products to suit both domestic needs and international standards. Investing in R&D to foster innovation, developing new products, and improving existing processes can help make Indian AV products more competitive globally. This dual focus on local relevance and global competitiveness could redefine India's stature in the AV manufacturing domain. Increasing government funding for research and development, especially in emerging technologies within the AV sector, can stimulate innovation and technological advancements. "The AV sector is rapidly growing, with significant infrastructure developments and new technologies making the industry exciting and full of opportunities. The sector's growth is expected to continue, driven by advancements in technology and increasing demand", says Vipin.



*"The AV sector is rapidly growing, with significant infrastructure developments and new technologies making the industry exciting and full of opportunities. The sector's growth is expected to continue, driven by advancements in technology and increasing demand."*

Vipin Verma, Founder & CEO, Consultechpro



*“There's an acute talent shortage in the AV sector in India. Collaborations between industry and academia, similar to the AVGC Centre of Excellence partnership between IIT and the government, are crucial in addressing this gap. However, there's a need for more concerted efforts to develop specialised training and education programs in AV.”*

*Prashant Govindan, Director - India - Generation AV*

### **Bridging the talent gap: Industry-academia collaboration**

Building a skilled workforce in AV is crucial. Besides education and training, collaborations between the government, academia, and industry to offer vocational training programs, internships, and workshops can help bridge the skill gap and create a workforce adept in modern manufacturing techniques and technologies. Prashant concurs, saying, “There's an acute talent shortage in the AV sector in India. Collaborations between industry and academia, similar to the AVGC Centre of Excellence partnership between IIT and the government, are crucial in addressing this gap. However, there's a need for more concerted efforts to develop specialised training and education programs in AV.”

Collaborations between industry giants like Samsung and educational institutions under the government's Digital India initiative are pivotal. Training programs and incubation centres could significantly mitigate this gap, fostering a new generation of innovators and technologists. Ashwin concurs, “Collaborations with academic institutions are pivotal, as they not only foster innovation but also create a skilled workforce attuned to the AV industry's evolving needs.”

Vipin adds, “AVIXA and CEDIA contribute to developing skilled manpower with various training programs. Regular training and product demonstrations are provided by many AV manufacturers, and several new roles are emerging in the marketplace, including jobs such as content creation, digital media, design engineering, system integration, and live events, reflecting the sector's growth.”

### **Local manufacturing for the AV industry**

Local companies, ranging from small and medium enterprises to larger corporations, manufacture parts, components, and complete products and provide a variety of AV solutions, including speakers, amplifiers, cables, and professional sound systems for both domestic and international markets. Success varies, with some firms carving niches in specific segments or technologies, often leveraging cost advantages and local market understanding. However, a detailed comparison of success with global counterparts would require specific financial and market share data.

In India, key players like Ahuja, Bosch India, and Harman (owned by Samsung) manufacture a range of products, from microphones and speakers to professional audio systems and conferencing solutions. While these companies have established a strong presence in the Indian market, their global success varies. Ahuja is well-regarded domestically for its reliable and cost-effective products, Bosch India benefits from its global brand's innovation and quality, and Harman, with its international footprint, competes effectively on a global scale. According to Prashant, Ahuja's Unisound and Peerless Fabrikken are examples of local ventures successfully manufacturing and exporting high-quality AV components. He adds that other Indian companies, such as Sonodyne, Stranger Audio, and Lloyd Lee, demonstrate true 'Make in India' spirit, using local capital and talent to cater to both domestic and international markets.

### **Encourage setting up strong R&D centres**

The 'Make in India' initiative encourages the

establishment of R&D centres by offering incentives such as tax deductions for R&D expenditures, simplified approval processes for research entities, and support for public-private partnerships in research. Strengthening IP rights and offering incentives for domestic production can also play a significant role in enhancing India's innovation ecosystem. Strengthening R&D capabilities requires collaboration between academia, industry, and government to foster innovation, skill development and technology transfer.

### **Conclusion: 'Make in India' - A work in progress**

The 'Make in India' initiative, particularly focussed on the AV sector, stands at a crossroads of opportunity and challenge. While it has already fostered an environment for manufacturing, drawing notable foreign direct investment and enhancing India's infrastructural and competitive edge globally, the full potential of the initiative can be harnessed with a focus on digital innovation, robust policy frameworks, and fostering an ecosystem conducive to research and entrepreneurship. This approach, coupled with strategic investments, can transform the AV sector, making India a pivotal player in the global market. The future beckons with promises of job creation, technological prowess, and a significant presence in international trade, positioning India not just as a market competitor but as a leader in the AV domain.

# THE STAPES INTELLIGENT CONFERENCE SYSTEM

*The system that delivers unmatched communication clarity and superior sound for flawless meetings and presentations.*



The Stapes Intelligent Conference System with Full Digital Array Type Tabletop Microphone is a comprehensive solution for professional conferencing, emphasising seamless communication and exceptional audiovisuals. Central to its functionality is the advanced "IRIN" chip, which ensures consistent and smooth operation during meetings, allowing participants to concentrate on the subject matter without being distracted by technical issues.

A key feature of this system is its array of 17 built-in 9.7mm gold-plated capacitive pickup head mic capsules. These components deliver superior sound quality and precise audio capture. The system design incorporates a unique cavity and integrated sound pickup steel mesh, enhancing audio clarity and ensuring the capture of even the faintest whispers with remarkable accuracy.

The ease of use of the system is underscored by its professional capacitive touch induction button, providing intuitive control and a user-friendly interface. Its construction with an all-aluminium alloy body and Mohs hardness level 6 touch glass panel ensures both durability and sophistication. Additionally, its waterproof and dust-proof features guarantee its reliability in various environments, adding to its longevity.

The system's wide sound pickup angle of 150° allows two delegates to be comfortably seated, and the inclusion of a 3.5mm headphone interface with volume control facilitates easy monitoring of proceedings. The system supports eight meeting modes and accommodates a variety of conference needs, including limited number FIOFI (First In, First

Out), LIFO (Last In, First Out), Request for Speech, voice control, limited-time speech, queuing speech and free discussion.

The system also features a high-definition camera with automatic speaker tracking, enhancing the visual aspect of meetings and presentations. Its capacity to connect up to 150 chairman units demonstrates its scalability, making it suitable for large-scale conferences.

A notable strength of the system is its exceptional anti-interference ability. It effectively isolates signal interference from sources such as mobile phones, radio waves, Bluetooth, and Wi-Fi. This ensures that conference calls remain free from noise and distractions, allowing participants to communicate clearly and focus on the discussion.

The Stapes Intelligent Conference System with Full Digital Array Type Tabletop Microphone sets a new benchmark for audiovisual excellence in professional conferencing. Its high-quality audio performance, combined with its intuitive design and advanced features, creates a superior conferencing experience.

The system is versatile and scalable, supports comprehensive meeting modes and has the ability to handle large numbers of chairman units, making it adaptable to various conferencing environments. Whether hosting a board meeting, a seminar, or a large conference, this system provides the necessary tools for successful communication and collaboration.

The inclusion of the 48KHz audio sampling frequency and a frequency response range of up to 30Hz-20KHz ensures that speech clarity is maintained throughout meetings. Additionally, the system's support for automatic gain control (AGC) optimises sound pickup according to varying audio environments, maintaining consistent audio quality.

Overall, the Stapes Intelligent Conference System with Full Digital Array Type Tabletop Microphone is a powerful tool that enables businesses and organisations to conduct meetings with confidence and precision. Its blend of advanced technology, ease of use, and robust construction make it a reliable choice for modern conferencing needs, ensuring successful and impactful presentations and discussions.



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# INNOVATION, PARTNERSHIPS AND GROWTH

*“We have started with small rooms as part of a scalable strategy. Later, we plan to expand the video bar to medium and large rooms by integrating with our DTEN Vue family of products, which will perform as complementary additions to the video bar” says Narendra.*

Narendra, Country Manager – INDIA & SAARC | DTEN



After many years as an all-in-one video conferencing solution leader, DTEN has recently decided to expand its solution portfolio. The brand new DTEN Video Bar, has been launched together with the award-winning meeting controller DTEN Mate as a complete Small Room Solution Kit.

The video bar, which comes with a 4K camera, a 12-microphone array, and 30-watt speakers, introduces a unique 360-degree flip capability. This allows flexible mounting above, below, or vertically, maintaining consistent aspect ratios and picture quality. This versatile placement enables users to position the bar between displays, facilitating a more natural eye-level view as well as visibility for both participants and shared content during meetings.

The bar is integrated with advanced AI technology that allows the system to distinguish human faces and movements from other objects. This capability also enables features like Smart Gallery and Intelligent Director on the Zoom platform and contributes to meeting equity and diverse presentation styles.

DTEN's current focus on small rooms aligns with its core vision of using cameras to augment existing systems. This approach enables users to leverage the power and AI capabilities of the original device while expanding room coverage.

“We have started with small rooms as part of a scalable strategy. Later, we plan to expand the video bar to medium and large rooms by integrating with our DTEN Vue family of products, which will perform as complementary additions to the video bar,” says Narendra.

Founded in 2015, DTEN is rapidly becoming a recognised international leader for innovation and accessibility in communication and collaboration. The company builds innovative communications technology that gives customers the right environment to communicate and collaborate. DTEN solutions boast of being all-in-one, with cutting-edge features and plug-and-play ease, offering high-quality performance at affordable prices.

The solution is compatible across multiple platforms and its appliances and integrated service subscriptions are certified for both Zoom and Microsoft Teams. Coupled with BYOD capabilities, it ensures seamless integration for users. DTEN also offers the option to incorporate its Orbit customer experience platform for streamlined remote management of all DTEN devices.

The company plans to launch more products this year to help customers have a seamless and better video conferencing experience.

Narendra's plans for DTEN include growth, of course, but it “is not just about growth,” he says. He is aiming for sustainable growth that comes from being strongly rooted in customer satisfaction and sustainable growth that comes from being strongly rooted in customer satisfaction and strategic collaborations. He sees his journey as one that goes well beyond just meeting market demands. His vision is to be a forerunner in setting the pace for the industry, becoming synonymous with innovation, reliability, and unparalleled customer-centric excellence.

A graduate in Computer Engineering from Mumbai University and an MBA holder from NMIMS, Narendra entered the professional arena armed with technical prowess and business acumen. His journey through renowned companies like Logitech, Poly, and Ingram Micro laid the foundation for a robust skill set in Retail, Channel Partnering, and Online and Enterprise Sales. It was his tenacity and strategic mindset that led him to become an integral part of the video collaboration industry a decade ago.

*“Empowering collaboration through innovation and strategic partnerships, we redefine possibilities at DTEN.” – Narendra, Country Manager – INDIA & SAARC |*

# DTEN Small Room Solution:

## DTEN Bar with DTEN Mate

### SOLUTION OVERVIEW

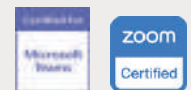


The DTEN Small Room Solution includes the new All-in-One **DTEN Bar** paired with the award-winning **DTEN Mate** Room Controller for professional and convenient video meetings that's intuitive to use, quick to set-up and simple to manage.

### Superior Quality, Innovative Design & Ease of Use

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- **Interoperability** - Capable of BYOD, Zoom Rooms Certified and Microsoft Teams Certified
- **Superior Audiovisuals** with AI Technology 4K Camera, comprehensive 12-microphone array, 30W speakers
- **Simplicity and Easy Deployment** with DTEN Orbit Service and Orbit Mission Control
- **Unmatched Extensibility** - with upcoming DTEN Vue Camera Systems



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Video Meeting  
Experiences



First Ever Vertical  
Mounting Options



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# PASSION DRIVEN BY INNOVATION

Anshuman shares his start-up journey  
with *AV Today*

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*“Explaining to your close family why you want to quit a well-paying MNC job and risk starting something on your own is the most difficult task,”*

says Anshuman.

Before he took the plunge, he had to reassure his parents and defend his decision to his eight-year-old son, who argued, “But I love Sennheiser headphones.”

When starting something new, fear and uncertainty are always present, says Anshuman. He completed the paperwork to register his company in 2020, but the pandemic changed everything for him. “COVID was learning time. I had a lot of time to think. I had completed 15 years in Sennheiser, and I finally made my decision.”

Sennheiser gave him a good farewell, and they parted on very respectful terms.

Anshuman had strong reasons to back his new beginning: the manufacturing industry was booming, and there was support from all quarters – the government, technical partners, distributors and dealers. “For years, we were just importing and selling. I wanted to look at local manufacturing,” he says.

Anshuman always had a creative streak. This is what led him to design attractive packaging for a product that his Taiwanese employers manufactured and a catalogue for Sennheiser, even when he was in sales and technology.

At his own company, Stapes, he introduced changes in the conference system he was selling, with a new slant, a nickel finish, and a blue colour. Stapes has a two-pronged focus—to make the product attractive and to make it in India. “It is difficult [to make in India], but we have to start some day,” he says.



As of now, Stapes is funded by himself and his wife. Interested investors do get in touch, says Anshuman, but founders and investors often don't agree on stakeholding and directorship matters.

Today, the company is focusing on the government and corporate sectors with its audio guides and conferencing systems. Stapes is in partnership with Look2innovate, a Luxembourg-based company for its audio guide product.

Audio guides, typically used by museums and tour operators for visitors, consist of a receiver and headphones that offer individuals access to pre-recorded information. At Sennheiser, Anshuman was heading the audio guide business and sold systems to 100 museums in 50 countries. However, in 2015, Sennheiser discontinued the product, believing that the mobile phone would make audio guides redundant. In India, on the other hand, where internet connectivity is still patchy, Anshuman felt that the vast majority at museums and even noisy factory shop floors would prefer to have a receiver in their pockets connected to headphones so they could listen to pre-recorded content.

*“It’s not just about selling the product. We have to consider ambient sound, where the user is standing, and the language of choice. The content can be pre-recorded or a combination of pre-recorded and real-time transmission. The device can be connected to a TV or videodisplay for synced audio. This is the part that we can do, and nobody is doing this in India,”* he explains.

In fact, it is a very complex system involving very difficult programming. Look2innovate is imported from Luxembourg but assembled in India. “We are not really manufacturing it here. That may take 6-5 years,” he admits honestly. But assembly is the first step towards learning how to manufacture – a fact that government organisations also appreciate.

Stapes is also looking at table-top conference systems in the Indian market. Both Sennheiser and Bosch, with their European market focus, have decided to discontinue all the table-top concept systems portfolio of products, saying they were

obsolete. But in India, Ahuja, the market leader, has been selling those for the last 80 years and continues to sell them, Anshuman points out.

“It [AV] is a difficult market. You can survive only if you do some R&D and change designs,” says Anshuman. European companies are now focussing on ceiling microphones. At Sennheiser, Anshuman suggested design changes to introduce colour and texture options. Europe, however, was a “black and white” market. In India, the option to customise is appreciated. Customers ask for colours to match the ceiling and for their logos to be printed on the product.

Stapes also sells the older table microphones. Though it is not a new concept, Anshuman created his own that can be shared by three people. “And people loved it,” he says. He has sold it to the Indian Army. He is also listening carefully to feedback and suggestions, such as adding camera control. “It takes time to add a process to change things. But companies who are receptive to feedback and make those changes will actually grow,” he says.

Anshuman finds himself in direct competition with MNC giants, including Sennheiser, in the market. “Stapes definitely competes on price,” says Anshuman. Sennheiser has great people, a great logo, and a great company culture. I respect them, and I will never say that I can better them on those values. So, it is their pricing that I am competing on.” The journey is not always smooth. Potential customers have questioned Anshuman about his background. They want to know if his products were really made in India or just bought from China and passed off as Indian. In such an environment, Anshuman finds his contacts and network from his earlier days truly helpful as he tries to establish his credentials. “Without a good network or good relationships, it is impossible to sell even a phone,” he says.

He is in touch with most of the leading integrators, dealers, distributors, and consultants. “Consultants play a big role, but they don’t want to switch overnight. I understand that. These things take time,” he says.

Stapes closed the year with revenues crossing one crore. In this upbeat mood, the company plans to increase the number of products before zeroing in on a “hero product.”

Stapes has hired a small factory to assemble the

products. “Sometimes, I have to stop myself from taking over and doing everything myself,” Anshuman laughs. He is learning to transition from a tech guy to a start-up founder. “I need to change and delegate work to people I hire,” he says.

Plans for the year include networking events and a presentation in Infocomm. Besides training shows for partners, Stapes is also making videos unboxing and demonstrating its products. Anshuman plans to make his website and social media marketing more professional.

More than anything, the start-up is very close to Anshuman’s heart. It gives him freedom. “When working for someone, your ideas and creativity never find their full potential,” he says.

*“And if your innovation and dreams are constantly being killed, at some point intime, you become content with the salary and the 9 to 5 working hours. Before you know it, you are too old to do anything,”* he says.

Anshuman ends the interview with an exciting secret—he is close to bagging a contract for his audio guides at a prestigious museum complex in Gujarat.

# AV TECH – A GAME CHANGER IN EDUCATION

## Is technology impacting education outcomes?

AV tech is transforming education in India. What is the real-world impact and the untapped opportunity in today's post-COVID era?

A classroom where tablets replace textbooks, stylus pens replace pencils, smartboards replace chalkboards, and students can join from anywhere. This is the modern classroom that is steadily becoming a reality in India.

Like everything else in our lives, technology is transforming education, opening up limitless possibilities that were unimaginable just a few years ago. Even before the COVID-19 pandemic, there was high growth and adoption of education technology. But there has been a surge in adoption ever since, a testament to the vital role these solutions play in enhancing the learning experience and shaping the future of education in India.

## A burgeoning market

Home to the largest population of young people aged 5-24, India presents a booming education market expected to reach a staggering US\$225 billion by FY25 (IBEF). Against this massive market opportunity, audiovisual (AV) solutions are not just tools but catalysts for change that are set to play a

crucial role in this growth trajectory, radically transforming the student learning experience to one that is interactive, engaging, and boundaryless.

"The market has almost doubled with a growth rate of more than 200% YoY, compared to the previous three years. Although the education sector has seen an increase in interactive panel usage, market penetration is still less than 5% in India, indicating a large growth potential," says Pankaj Jha, Sales Director, MaxHub India. "It is expected that the market will continue to grow by 200 times yearly for the next five years."

The Indian Government's NEP 2020 initiative endorses the use of technology solutions in government institutions, schools, and coaching centers, says Pankaj. "The active adoption of these technologies in both the government and private education sectors indicates a significant growth potential for the AV industry in the next five years," he adds.

Manikk Gupta, Managing Partner at Havi Design India LLP, explains that the government has taken steps towards digitization by replacing blackboards with smart boards in almost 40-50% of government schools. "This is a positive step towards digitization," he says.

## Tech interventions on the rise

The rising trend of AV technology interventions in classrooms and a growing awareness of its benefits in enhancing learning outcomes has been gathering steam for some time now.

Pankaj notes the trend towards interactive displays and two-way communication in education. According to him, Interactive Flat Panels (IFP) in the 75-inch size are the most popular in the education category, and their sales are doing well. "We also have a popular product with a built-in camera and microphone and a new upcoming Microsoft-certified product, which we believe has immense potential for growth in education."

Manikk cites three leading AV solutions that are popular with educational institutions. The first is digital signage solutions, which enable institutions to broadcast and schedule messages in advance across one or multiple campuses. The second is smart classroom solutions, which provide an interactive learning environment for students to collaborate with peers and faculty worldwide. "Collaborations among institutes globally are becoming more common and are a key trigger for large universities to invest in advanced systems and resources," he adds. The third is AV over IP, which broadcasts lectures to multiple classrooms, allowing

“



*“Although the education sector has seen an increase in interactive panel usage, market penetration is still less than 5% in India, indicating a large growth potential.*

*Pankaj Jha, Sales Director, MaxHub India*



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users to centrally control all audio and video distribution with a click of a button.

Srivatsa P.V., Assistant Director, RV Learning Hub, shares that they were initially skeptical about smartboard technologies since they previously used traditional methods and were unsure whether teachers could adapt. However, the pandemic forced teachers and students to use digital technologies, enabling them to use simulations and virtual reality to improve students' comprehension and overall learning experience. "The teachers have embraced this new technology, and it has greatly helped students understand concepts better," he says.

According to Srivatsa, AV solutions have equipped teachers with the necessary tools to deliver an enhanced student learning experience. "This has resulted in a steeper learning curve for students and a marked improvement in teaching and learning," he adds.

But what is the return on investment (ROI) on AV technologies? Srivatsa shares that their smart classrooms have become a unique selling point during admission interactions. "This has become our USP, which helps us with marketing and plays a vital role in the growth of our institution."

## Overcoming hurdles

Like with any new technology introduced to the market, there are challenges to overcome.

With increasing volumes, Pankaj explains that capital expenditure on acquiring assets like interactive flat panels was very high. However, with prices coming down over time, these panels will become more affordable.

Asked if schools and universities were widely

adopting this technology, Manikk said faculty members are always eager to learn about new upcoming technologies, but their main concern is the cost of implementation. "Government spending on smart classrooms is immense, with many colleges nationwide already installing them. Private universities also recognize the value of smart classrooms, but their budgets may be limited, which means they often implement the solution in phases."

Another challenge that Manikk cites is the limited size of interactive boards. While traditional classroom blackboards are usually at least 10 by 5 feet, interactive display boards still need to be larger. While a 110-inch display would be ideal, the cost is high. Thus, alternative options such as projection screens or simple blackboards are used sometimes, but they may not always be as effective. This is where Manikk feels there is room for improvement. Srivatsa, on the other hand, believes that having a traditional board size is difficult logistically in real-time scenarios. "Perhaps in the future, if a sleeker or thinner green board size with smart ports is available, it would be ideal," he says.

Regarding areas for improvement, Srivatsa shares that their content team currently loads modules manually. However, pre-loaded or helper factory-loaded modules would make the process smoother. "This would be particularly beneficial when we have poor internet connectivity, and it would save us time and effort," he added.

When asked about ease of adoption and potential limitations, Srivatsa says, "Adapting to new AV technologies was initially challenging, but we overcame it in time. Our vision is clear, and we are actively embracing new AV technologies in all our classrooms. As we continue to learn and adapt, there is a risk of students becoming too reliant on technology, causing distractions. But if we use AV

technologies wisely, distractions can be reduced, and we can enhance the overall education experience."

## The educators' tech wish list

### 1. A user-friendly interface

Users want an intuitive interface that is easy to use and navigate. A low learning curve will help them adapt to new technologies smoothly and create a more productive learning environment.

"When implementing new systems, users want a user-friendly simple interface that allows them to focus on delivering their lectures without encountering technical difficulties," says Manikk. "They want an interface that is easy to use and understand without an operator."

### 2. Security

Technology enhances the learning experience yet poses security risks if not implemented properly. Institutions want security measures such as access control and firewalls to maintain secure access and protect confidential information.

"Security is an important issue that faculty members raise while designing solutions. They want to ensure that the system is secure and that students cannot connect to it without the faculty's permission", explains Manikk.

### 3. Training and tech support

Technology is advancing rapidly, and learning your way around new systems can seem intimidating, but it does not have to be. Users look for the proper training, skills, and support to equip them to be familiar with and apply these systems effectively.



*"Collaborations among institutes globally are becoming more common and are a key trigger for large universities to invest in advanced systems and resources."*

*Manikk Gupta, Managing Partner at Havi Design India LLP*

Pankaj says that just like large-format mobile phones, these systems may take some time to get used to, but once you do, you start enjoying them.

*“We have a system where we train the teachers, and they can see their colleagues using it in their classroom, which motivates them to do better,” he says.*

**The future of learning is engaging, interactive, and equitable**

With the rapid pace of technological advancement, innovations in AV technologies are poised to change the future of the classroom and reshape education as we know it today.

Pankaj reveals that AI is the next big thing, and they plan to launch products that integrate AI technology in the near future. He cites an example of a classroom setting where teachers can analyze the focus areas for improvement, and the AV technology products will provide solutions to help educators equip themselves and their students with the necessary skills to be more informed in the future.

Quality is another critical dimension. “When it comes to schools and colleges, it is crucial to prioritize quality over simply acquiring assets as the value of education lies in its quality, not just the quantity of assets. As the market grows, education institutions will become more aware of the potential benefits and

realize that quality is more important than price,” says Pankaj.

Third, growing awareness about the real-world benefits of AV solutions in the education sector will be a crucial factor triggering greater adoption and scale. “It is becoming increasingly common for educators in B and C-class cities to offer their knowledge about specific subjects online. This is helping to bridge the digital divide and leading to increased access to education for students in B, C, and D-class towns,” says Pankaj. “While physical classrooms are still prevalent, online and hybrid classrooms are mushrooming due to the country’s size and the need for better-quality education in smaller towns. This increase in quality education will undoubtedly benefit India in the long run.”

Manikk explains that large institutions are already on board; however, there is still work to be done to create awareness among smaller universities and colleges about the potential of AV solutions. To address this, the industry needs to collaborate and create greater awareness and understanding of the benefits of integrating AV solutions into education.

“As technology becomes more efficient and hardware costs decrease over time, cloud-based solutions will become more prevalent and eventually make hardware obsolete,” says Manikk. This shift will make it easier and more affordable for institutions to implement AV technologies, and this will soon become a standard feature in every educational institution as the industry grows and awareness of AV

systems increases.”

Major global events not only disrupt the status quo but also have a way of driving rapid innovation, and the COVID-19 pandemic is a prime example.

As we navigate the new normal, we have yet to fully tap into the transformative power of AV technology solutions in India’s education sector. With the right interventions and innovations, AV technologies can be the catalyst that propels India’s education sector forward, opening up a world of possibilities and brighter futures for students and educators alike.



*“Adapting to new AV technologies was initially challenging, but we overcame it in time. Our vision is clear, and we are actively embracing new AV technologies in all our classrooms. Infact, Smart classrooms have become a unique selling point during admission interactions. ”*

*Srivatsa P.V., Assistant Director, RV Learning Hub, RV Group of Educational Institutions*

# GENERATION AV:

## *Providing market access in APAC and South Asia*

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Generation AV is a manufacturer's representation firm based in Singapore with a focus on establishing sales and distribution for western manufacturers in the APAC and South Asia markets. The focus for Generation AV is to enable manufacturers to access markets that would otherwise require establishing a sales and marketing office with permanent staff and infrastructure to setup distribution and service networks in these markets that are not only diverse and challenging but also present barriers in terms of language and culture. Generation AV thus serves as a bridge between manufacturers and customers by simplifying access, providing design support, application engineering and pre and post sales service.

Generation AV's entity in India was set up in January 2023 with the aim of helping grow our principal's business in India. Given the size and diversity of India, it made sense for us to approach the Indian market in a hybrid fashion, with some brands being distributed by Generation AV directly while also managing existing distribution relationships for some brands such as Martin Audio, Sonance, James Loudspeaker, IPORT. Brands such as Optimal Audio, Sonance Commercial, HH Electronics, LEA Professional, NST Audio and SurgeX were key candidates for being distributed directly as they need a high degree of technical support, including

pre-sales support through design, value engineering, and liaising with multiple stakeholders such as consultants, project management companies, end-users and system integrators.

Currently, with over 14 months of operations, Generation AV India has scored many firsts, including successful forays into tier-2 and tier-3 markets with HH Electronics, building solutions with invisible speakers for luxury high-street retail chains such as Giorgio Armani, Armani Cafe, Bvlgari and Zegna. The company has created bespoke sound systems across India with installs in the hospitality, restaurants, bars and lounges market; houses of worship including BAPS Swaminarayan Temples, ISKCON temples, churches across Kerala and Andhra Pradesh; and retail restaurant chains such as Beer Café outlets and several resto-bars such as The Spirited Spot, Nagpur; Bawri, Mumbai; Molecule, Gwalior; AMPM cafe, Kolkata and Bosco, Bhopal.

Other successful projects include Apple India for their cafeteria town-hall systems and general areas in their Bangalore and Hyderabad offices and background music systems at Taj Bhubaneswar and Hotel St. Regis, Mumbai.

Spurred by this initial wave of success and support from customers and partners, Generation AV India is

now looking at a foray into corporate AV markets and large hospitality chains. The high reliability and quality of our product lines have ensured repeat business. Our focus remains on service and support for both our partners and customers. Sales often happen organically through goodwill and word-of-mouth.

We are committed to providing the shortest turnaround time for product support and service, helping our partners achieve their growth aspirations and giving them deeper market access. We proactively support our partners on project designs, differentiated solutions, and superior product quality, which translates into better solutions and an overall fulfilling experience for our customers.

*“There's an acute talent shortage in the AV sector in India. Collaborations between industry and academia, similar to the AVGC Centre of Excellence partnership between IIT and the government, are crucial in addressing this gap. However, there's a need for more concerted efforts to develop specialised training and education programs in AV.”*

*Prashant Govindan, Director - India - Generation AV*



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# Women OF AV



Discovering the journey of Women Leaders in the AV Industry.

AV Today launches a video series with the spotlight on pioneering women leaders at the forefront of the AV industry. In the first episode, we feature Mrs. Sangya Gupta, CEO of ASK Consultants.

It's widely acknowledged that the Indian AV industry faces a notable shortage of women in leadership positions. Despite witnessing significant growth and establishing global AV integration companies in India, there hasn't been a proportional increase in female leadership roles. The exact reasons behind this disparity remain unclear. Is it due to a lack of confidence, support, acceptance by customers, or opportunities for advancement? Rather than leaving these questions to speculation, we've initiated conversations with women leaders in the industry to uncover the truth behind this disparity.

As technology and communication needs evolve, women's contributions to AV will remain crucial in driving progress and shaping the future of the industry. Their skills and experiences offer unique perspectives that enrich the field and create a more inclusive, innovative, and dynamic AV landscape.

By supporting and empowering women in AV through mentorship and professional development opportunities, the industry can continue to benefit from their diverse talents and ideas. Initiatives such as Women in AV (WAVE) help close the gender gap

and encourage more women to take on leadership roles in the field.

In summary, women's increasing involvement in the AV industry represents a positive shift toward greater inclusivity and innovation. By continuing to support women through networking, education, and opportunities for career advancement, the industry can harness the wealth of perspectives and talents that women bring to the table. This will drive progress and shape the future of the AV industry in a more diverse and equitable direction.

AV Today plans to feature interviews with women in the industry in every issue. The first in the series is a conversation with Mrs. Sangya Gupta, CEO of ASK Consultants, who has over three decades of combined industry experience. In an insightful interview, Ms Gupta shared her journey in the AV field, discussed the challenges she faced, and highlighted the vast opportunities available for women who choose to build a career in the AV industry.

ASK Consultants is one of India's leading technology infrastructure design and management consulting firms, specialising in low-voltage infrastructure,

including ICT, Wi-Fi and access control, audio-video, lighting, acoustics, telephony, security, and surveillance.

#### Highlights

*“As business leaders, we should help newcomers, especially the new generation of women professionals.”*

*“Colleges and universities, which currently offer AV as just a minor degree, need to look at offering specialised courses that reflect the changes happening in the world.”*

To access the complete interview, scan this QR code





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# REVOLUTIONIZING REAL ESTATE:

*How the Prestige Group redefined property showcasing*



The Prestige Experience Centre represents a milestone in innovation and customer engagement within the real estate sector. Initiated by the Prestige Group, a leading CRISIL DA1+ rated developer, this ambitious project was designed to transform how potential clients view and interact with real estate offerings. Collaborating with Tek-Innovate for innovative solutions and AUDISEE for AV integration, the initiative sought to convert traditional sales methods into vibrant, interactive experiences, enabling customers to visualize and connect emotionally with their potential future homes. This project was not just about displaying the developer's extensive project lineup across India but also about using cutting-edge technology to accentuate their vision, craftsmanship, and meticulous attention to detail, thus improving customer decision-making and overall satisfaction.

## **Project Overview**

Covering an extensive area of about 15,000sq. ft, the Prestige Experience Centre includes multiple areas such as a main immersive experience area and two additional collaboration rooms. Chandrashekhar Naik, Managing Director and Principal Consultant at Tek-Innovate Consulting elaborates, "The sophisticated audiovisual setup within a commercial experience centre and the meticulous strategic selection of equipment from various leading brands were intended to optimize the overall customer experience. The centre features advanced audiovisual technologies designed to create an engaging and interactive environment for visitors.

The objective of leveraging sophisticated audiovisual technologies from renowned providers was to construct a technically advanced and immersive

environment that could significantly elevate the level of interactive customer experiences. Chandrasekhar says, "Choosing Cisco was about leveraging a trusted relationship. Their conferencing solutions bring a sense of familiarity and reliability, crucial for large boardrooms. It is about ensuring seamless integration with existing systems, providing ease and efficiency for the company's technical team." He adds that the integration of these state-of-the-art technologies was strategically designed to facilitate seamless communication, foster emotional connections through interactive content, and enable personalized experiences. Tek-Innovate, together with Audisee, wanted to create a platform that could enhance informed decision-making, streamline the sales process, and distinctively position the brand in a competitive marketplace.

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For instance, considering the wide range of customers Prestige interacts with, it was important to ensure the systems implemented would enable seamless video switching and wireless presentation capability. Kramer's all-in-one video presentation system would allow presenters the ability to easily share content from multiple sources without the hassle of manual switching or dealing with cables.

It is also important to provide potential customers, whether they are in the room or joining remotely, with an equal meeting experience. This necessitated the need for a solution that is equipped with advanced microphone technology and a camera that can automatically adjust to the speaker. Concise audio coverage throughout the experience centre is essential for creating an immersive audio environment that complements the visual experience. The audio system, including 6 speakers, an amplifier and a DSP system by Bose, features a digitally steered array system to provide clear and concise coverage within the experience centre. Johann Wilson from Audisee says, "The setup encompasses two additional line arrays and a subwoofer positioned strategically in the corner to enhance sound distribution, supplemented by six speakers aimed at broadening audio coverage and another set of six dedicated exclusively to background

music (BGM), all arranged to maximize the acoustic ambience of the area." Chandrasekhar adds,

*"The Bose speakers were chosen for their brand recognition, aesthetic appeal and advanced features like software-configurable dispersion, ensuring tailored audio coverage. Their line arrays come with configurable drivers, allowing us to tailor the audio environment with precision. It is about delivering an audio experience that is as visually discreet as it is acoustically vibrant."*

Samsung was chosen for the Content management system. Samsung's cutting-edge screen technology and integrated content management solutions, like the MagicInfo software, simplify content updates and management on digital signage. Johann feels, "Samsung's integration was a no-brainer, given their reliable, high-quality displays and the intuitive MagicInfo software that simplifies content management. Their technology ensures that our digital signage is not only impactful but also effortlessly manageable."

## Challenges and Solutions

The primary challenge was developing a digital platform capable of effectively showcasing pan-India properties from the Bangalore centre, thereby enhancing the customer decision-making process. Tek-Innovate tackled this challenge by crafting an immersive experience to display various apartment types and amenities, employing a range of AV solutions to do so. Chandrasekhar adds, "Each brand we've integrated into this project brings a unique strength to the table, from Bose's sophisticated audio distribution to Xtreme's impactful displays. Our goal was to harmonize these technologies to create an environment that's not just technically advanced but also perfectly aligned with our client's vision for an immersive experience centre."

Audisee brought over a decade of expertise in the residential sector to this commercial venture. However, corporate clients have different objectives compared to residential clients, often focusing on brand presentation, customer engagement, and sales conversion. Audisee and Tek-Innovate realized that the success of the project hinged on overcoming the challenge of trust within a market saturated with diverse products and brands. It, therefore, focused on taking a proactive approach, including leveraging suitable temporary alternatives to address issues like the shortage of semiconductors, for instance, to

# CASE STUDY- PRESTIGE EXPERIENCE CENTRE

ensure the project remained on track.

## Execution and Innovation

The six-month project adhered to a structured approach that included concept development, detailed design, tender stage, execution, and testing and commissioning stages. The experience centre's digital wall and immersive audio systems were among the key innovative features that offered customers a dynamic and interactive way to explore properties. Tek-Innovate emphasized simplicity, user experience, and futureproofing, ensuring the technology supported functionality and could be easily upgraded. They used a 6m x 4m video wall – by Xtreme Media. Designed to deliver high quality imagery, this video wall enables you to see intricate details and experience vivid colours. You can swipe the content from a touch table or from an iPad. The brand Xtreme was selected for the display solutions, favoured for its cost-effectiveness and solid after-sales support.

Additionally, the integration of interactive technologies can provide organizations with valuable data on customer behaviours, preferences, and engagement levels. These insights can inform future marketing strategies, product development, and

customer service improvements. The use of sophisticated AV systems can not only streamline many aspects of the sales process but also serve as an invaluable tool for gathering critical analytics on customer behaviour and preferences, thereby informing continuous improvement and strategic marketing initiatives.

For the service providers, there were several key learnings throughout the process, including the need to focus on the scalability of solutions. Projects in the corporate sector typically require technologically sophisticated solutions that can scale across larger spaces and accommodate more users. Compared to residential solutions, managing the complexity and scale of corporate projects requires robust project management skills, including coordinating with multiple stakeholders, adhering to stricter timelines and managing larger project teams. Also, unlike residential setups, corporate AV solutions need to integrate seamlessly with existing IT infrastructures.

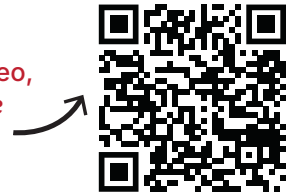
## Outcomes and Benefits

The experience centre successfully met its objectives of digitally displaying the Prestige Group's projects in an engaging manner and significantly enhancing customer engagement. This approach

facilitated quicker decision-making by prospective customers, positively impacting sales and customer satisfaction.

The project highlighted the importance of adaptability, proactive planning, and collaboration in overcoming challenges, particularly those related to equipment delivery timelines and stringent deadlines. From the project management and reporting systems provided by Tek Innovate to the learning curve experienced by Audisee, the project exemplifies a collaborative effort that resulted in a seamless handover. It met the objective of creating an environment that evokes emotions and leaves a lasting impression on potential customers while enabling them to take an informed decision facilitated by technologies that allow for comparisons and exploration of options.

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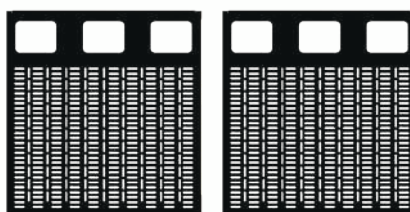
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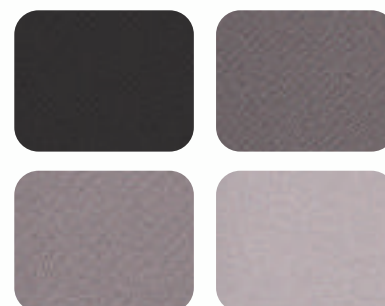
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# SONANCE INVISIBLE SERIES

*A designer's dream, an audiophile's delight*

*In this product review by the AV Today team, we take a deep dive into Sonance Invisible Series.*

Designed to integrate form and function seamlessly, the speakers fit into surfaces like walls and ceilings and easily blend in with standard architectural finishes. The Motion Flex technology allows a transducer-excited flat acoustical surface to produce sound, while the split speakers minimize distortion and deliver sonic transparency at levels that were previously impossible.

Headquartered in San Clemente in Southern California, Sonance was founded 40 years ago, when college friends, and AV Integrators, Scott Struthers and Geoff Spencer recognized the need for an audio solution that could deliver unsurpassed performance combined with minimal visual intrusion. It was this revelation that led them to invent the world's first architectural in-wall and in-ceiling speakers. Since then, Sonance has continued to innovate with state-of-the-art products that deliver best-in-class sonic performance, while being designed to blend into the environment.

Nothing speaks to Sonance's "Designed To Disappear" philosophy better than invisible speakers, however the category has always been somewhat of a compromise when it comes to sonic performance. Promises were often made by manufacturers that their invisible products sounded as good as regular speakers, however installers and clients alike would find themselves disappointed once they were installed and they heard the finished product. That is not the case with Sonance's latest generation of Invisible Series Loudspeakers.

Sonance's Executive Team challenged Todd Ryan, its Chief Speaker Engineer of three decades to, "Build the best sounding loudspeakers Sonance has ever made". With an open-ended budget and timeframe, Ryan was excited at the prospect in front of him ... And then came the catch "They have to be invisible".

Never one to turn down a challenge, Ryan set about designing Sonance's latest generation of Invisible Series, and the results are nothing short of outstanding.



The IS6T and IS8T, are a ground-up design, utilizing completely new technologies that deliver a level of fidelity that is unheard of in this category. High frequencies are achieved with Sonance's "Motion Flex Technology", which consists of a "Wave Flex Drive Unit" wide bandwidth driver with a bending wave diaphragm featuring a 1.75" (44mm) voicecoil, while the low frequencies are generated by an "Air Flex" Woofer with an air pulse diaphragm driven by either a 6" (165mm) or 8" (203mm) carbon fiber woofer. The result is a frequency response of 50Hz – 30KHz and 40Hz – 30KHz @ -3dB with 170 degrees of dispersion up to 10kHz – something not even a conventional commercial loudspeaker can achieve.

The IS6T and IS8T feature Sonance's Laminated Core Technology transformer (SLCT), delivering full-fidelity sonic performance in either 70V or 100V mode with tap settings of 30W, 15W, 7.5W and 3.8W (70V) and 60W, 30W, 15W and 7.5W (70V) respectively and a 6 Ohm bypass.

An integrated metal enclosure reduces sound spill into adjoining rooms, whilst also allowing for conduit connection in regions where it is required to meet code.

The range also includes several low impedance models where 70V/100V is not required. These include the IS6, IS8, and IS10 full range speakers and the IS10W, IS2-10W and IS15W subwoofers.

The new Sonance Invisible Series is designed to install flush into a ceiling or wall and be finished over with up to 3m of flexible material such as topping compound venetian plaster, wood veneer or wallpaper, to provide a completely invisible aesthetic.

Sonance's proprietary "D.I.S.C. System", utilizes a depth gauge (not unlike the technology used by automotive body shops to measure body filler), that allows the installer to accurately determine the thickness of topping material over the diaphragm to ensure optimum sonic performance is always achieved.

The new Sonance Invisible Series are perfect for retail boutiques, luxury automotive showrooms, museums and galleries, fine dining restaurants, corporate reception areas and boardrooms, or anywhere full-fidelity sound is required, with zero-compromise to the aesthetics of the space.

SONANCE

# SONANCE NEW INVISIBLE SERIES

**Exceptional Performance, Zero Compromise.**

Invisible Speakers are the pinnacle of the Sonance “Designed to Disappear” strategy. After a multi-year development process, the all-new Motion Flex Invisible Series line incorporates new breakthroughs in installation and audio quality, and firmly entrenches Sonance as the unrivaled leader in discreet performance audio.



Contact your Sonance Representative to learn more! [www.sonance.com/invisible-series](http://www.sonance.com/invisible-series)

# THE RISE OF ACTIVE LED

Videowalls in *India*



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Active LED videowalls are taking over the video market like a storm. The journey towards finding the perfect display solution took a leap forward with the evolution of direct LED videowall panels.

Active LED videowalls have successfully overcome the issues of the indirect light of projection systems or the distracting bezels of LCD and LED panels which characterised traditional projection systems, from plasma displays to LCDs to LEDs. Pixel sizes, too, have shrunk to as low as 0.8 mm, surpassing the

resolution of earlier LCD panels. Coupled with seamless integration and the flexibility to redesign in any shape, LED videowalls are popular not only for out-of-home (OOH) advertising but also for indoor applications.

One key factor driving the popularity of LED videowalls is their contrast and brightness capabilities. With brightness levels reaching up to 10,000 lumens, LED videowalls can effectively combat the brightness of daylight, making them ideal

for outdoor advertising.

The rise of LED videowalls has also impacted the indoor market, with traditional projectors facing stiff competition from increasingly large interactive flat panel (IFP) displays. The introduction of larger IFP displays, such as the 98-inch one, has led to a decline in the use of projection systems in meeting rooms and auditoriums.

In India, manufacturers are flooding the market, with

some genuine products and others rebranded white-labelled Chinese products. The abundance of options has made it challenging for integrators to select the right product for their applications, highlighting the importance of in-depth understanding of the underlying technology and components within videowall panels.

Despite these challenges, the market for indoor LED displays in India is projected to grow significantly, powered by demand from shopping malls and retail businesses to network operation centres (NOCs) and boardrooms.

### So, why are active LED videowalls becoming increasingly popular?

•**Seamless Integration:** Unlike traditional flat panel displays with visible bezels, LED videowalls offer a seamless viewing experience. With no visible lines or interruptions between the panels, the content appears continuous and immersive, enhancing the overall visual impact.

•**Design Flexibility:** LED videowalls provide designers with unparalleled flexibility in creating custom resolutions, shapes, and sizes. LED videowalls can be tailored to fit any space or application, whether it's a flat, curved, or even a concave or convex configuration. This versatility allows for more creative and impactful installations in

various environments, from retail stores and corporate lobbies to event venues and concert stages.

•**Superior Image Quality:** LED videowalls deliver exceptional image quality with vibrant colours, high contrast ratios, and wide viewing angles. The LED technology used in these displays produces bright, crisp images that remain consistent even in brightly lit environments. This makes LED videowalls ideal for both indoor and outdoor applications, where visibility and image clarity are paramount.

•**Energy Efficiency:** LED technology is more energy-efficient compared to traditional display technologies like LCD and plasma. LED videowalls consume less power while producing brighter images, resulting in lower operating costs and reduced environmental impact over time. This makes them a sustainable choice for businesses and organizations looking to minimize their carbon footprint.

•**Durability and Reliability:** LED videowalls are built to withstand the rigors of continuous use in various environments. They are constructed with durable materials and components that can withstand shock, vibration, and temperature fluctuations. Additionally, LED panels have a longer lifespan compared to other display technologies, reducing the need for frequent maintenance and replacement.

•**Dynamic Content Capabilities:** LED videowalls offer dynamic content capabilities, allowing for interactive and engaging experiences. They can display high-definition video content, live streams, real-time data feeds, and interactive graphics, making them ideal for advertising, branding, and informational purposes. This versatility enables businesses to create compelling and memorable experiences for their audiences.

The rising popularity of LED videowalls signifies a transformative shift in the video display landscape, implying a strong demand driven by a need for unparalleled performance, flexibility, and durability to meet the evolving needs of various industries across the country.



*Abdul Waheed is a prominent figure in the AV industry, and also the Managing Director at EYTE Technologies Pvt Ltd., a leader in India's AV, IT, IoT, and acoustic consulting sectors. An AVIXA CTS & CTS-I certification holder and member of AVIXA's Certification Committee, Abdul is deeply committed to delivering exceptional customer experience. As an industry veteran with over two decades of experience, Abdul is a strong supporter of technological innovations that support the growth of the industry.*

*Abdul Waheed, Managing Director EYTE Technologies Pvt Ltd*

# THE SCIENCE OF SOUND MASKING

*Designing Zones for **Optimal Performance***



In August 2018, I visited a large multinational corporation situated on the 24th floor of a towering skyscraper. The reception area was adjacent to a vast open working space from where I could hear the chaotic sounds of telephonic discussions and interpersonal conversations. I was later asked to wait in the lounge executive area, which offered a complete contrast. In the quiet, I could distinctly hear and understand discussions taking place inside the adjacent conference room, and I inadvertently overheard snatches of conversation that appeared confidential!

What the organization needed was a sound masking system. Sound masking systems are a solution to mask or cover the sound within a space. Interestingly, this is achieved by actively generating and adding some ambient noise to the environment. The sound masking system creates a sound similar to the A/C fan at a frequency that matches that of human speech. While speech from nearby sources remains clear, the extra noise serves to make human speech from further away less clear and therefore, less distracting.

Places that require quiet for focus or relaxation, like healthcare facilities, spas, and libraries, as well as noisy environments like call centres, retail stores, and courtrooms, can all benefit from sound masking systems.

Imagine the noise of the cutlery, plates, and conversations from other tables intruding into important luncheon business discussions. This happened to me in a 5-star restaurant in Mumbai which I have never visited since.



In workplaces, reduced noise fatigue has the added benefit of improved health of employees as well as increased productivity. Noise fatigue can drain energy levels whereas a quiet environment helps prevent that. Fewer noise distractions help employees concentrate more leading to increased productivity and better efficiency.

The system can help protect speech privacy. Sensitive boardroom conversations will remain within boardrooms and not inadvertently overheard.

A good sound masking system is only as good as its sound spectrum, sound levels, zoning, and uniformity of sound. The sound spectrum is usually

adjusted to the frequency of human speech and dictates the degree to which speech privacy can be maintained. An important aspect of a sound masking system is that the emitter will emanate a sound from this spectrum. Initially, when you enter the space, you will hear this sound just like you would hear the sound from a fan or an HVAC system. However, after a few minutes, you will stop noticing this sound.

In many spaces where sound masking is deployed, the occupants initially complain of this sound distraction from the emitters as they are unused to it. This may result in complaints directed to HR managers. However, organizations that successfully traverse the first week, go on to use sound masking

forever. Acclimatization typically occurs within a brief period. Once the occupants get used to the sound masking system, they find working without it quite discomforting.

The sound level of a sound masking system is ideally supposed to be around 48 dBA. To put this into perspective, a normal office conversation is about 60 dB and the sound of your HVAC at about 40-38 dB. Maintaining the uniformity and consistency of this sound is very important. A scientific approach in designing the various zones such as open workspaces, cabins, conference areas and corridors, is important to truly benefit from the deployment.

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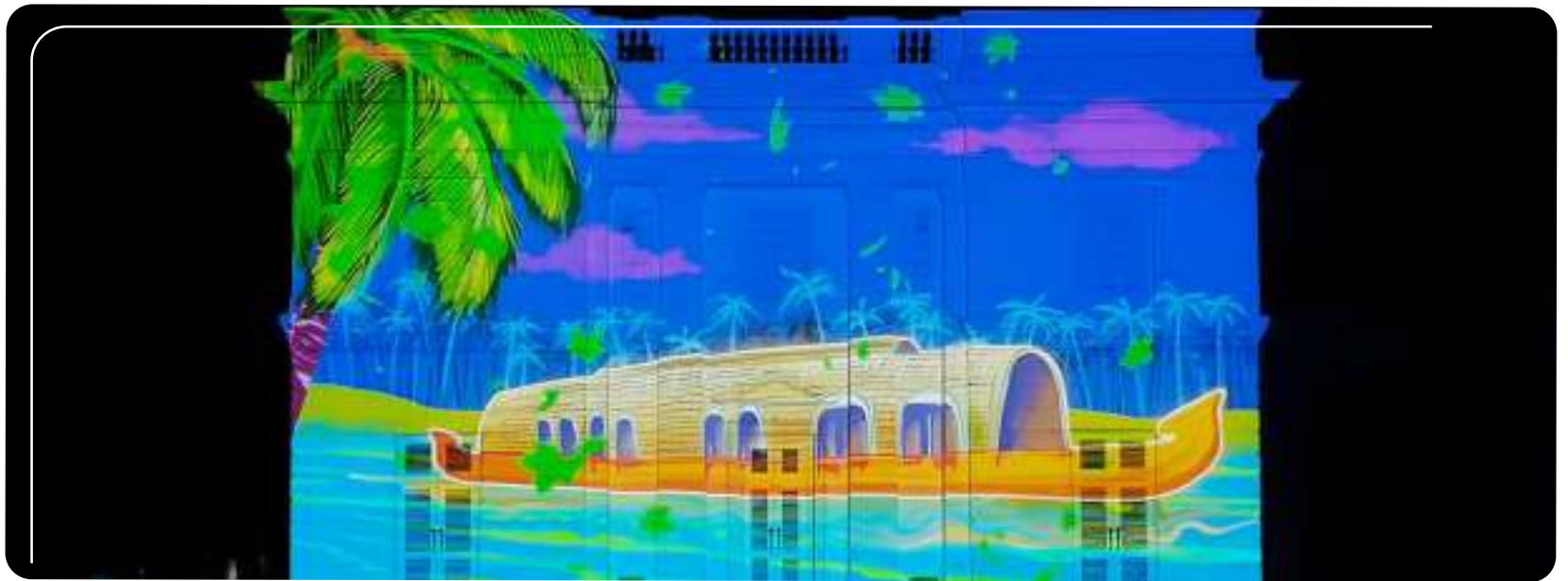


*Sachin K Jain, a leading technology architect in the ELV industry, throws light on the role of sound masking technology in enhancing productivity and employee well-being in busy, noisy workspaces. With his extensive experience in the Audio-Video, Electronic Security Surveillance, Smart Automation, IoT, Lighting, Data-Voice, IBMS and Life Safety (PA & Fire Alarms) space, Sachin is keenly interested in uncovering and enabling technology applications that contribute to efficient and safe work environments.*

*Sound masking – the science of creating an environment that is free of unwanted sounds – is a solution that has a range of benefits. A quieter workplace means greater speech privacy and lesser noise stress, which in turn helps foster better concentration and higher productivity among employees. Sachin K Jain uses his life experiences to drive home the point.*

# PROJECTION MAPPING

*A new medium of storytelling where **ART** meets **TECHNOLOGY***



At its core, AV spectacles especially Son-et-lumière is an intricate dance of light and imagery, where static facades become dynamic canvases and historical narratives unfold in mesmerising detail. Unlike traditional forms of visual media, which are often confined to flat screens, projection mapping leverages the three-dimensional surfaces of buildings, sculptures, and landscapes to create immersive environments that envelop viewers in a sensory journey through time and space. Through a careful orchestration of visuals, lights, lasers, sound and narrative, these once-static structures are transformed into living, breathing storytellers, engaging audiences in a dialogue that bridges the past and the present.

Central to the success of any Son-et-lumière, 2D/3D Architectural Projection Mapping endeavour is a deep appreciation for the architectural intricacies of

the chosen site. Each heritage monument, with its unique blend of history, culture, and design, presents a distinct set of challenges and opportunities for the architectural projection mapping artists. From the majestic contours of ancient palaces to the intricate carvings of mediaeval cathedrals, every surface tells a story, demanding a thoughtful approach to highlight its beauty and significance. Through meticulous planning and execution, projection mapping artists strive to honour the heritage of these iconic landmarks while breathing new life into their narratives for contemporary audiences.

Behind the scenes of every awe-inspiring son-et-lumière, projection mapping lays a dynamic interplay of artistic vision and technical prowess. Extensive research forms the foundation of this creative endeavour, encompassing both the thematic content and the logistical challenges inherent in the

chosen venue. At the helm stands the creative director, a master of both storytelling and technology tasked with translating abstract concepts into captivating experiences. They navigate the complexities of architectural projection mapping, seamlessly integrating narrative vision with practical execution. From meticulously selecting projector placement to orchestrating the synchronization of all the audiovisual elements i.e lights, lasers, sound etc every detail is meticulously curate under their guidance. The creative director's skill is pivotal in orchestrating a flawless show, seamlessly integrating a team of experts from both the worlds (Content Creation & Technological Experts)—including CAD designers, lighting designers, programmers, technicians, sound designers, video mapping specialists, audio-visual integrators, production professionals, storyboard artists, 3D artists, voice-over artists, music director and motion

graphics designers and list is go on & on. This collaboration results in an immersive storytelling experience, featuring stunning visuals that enchant the audience and linger in their memories well after the performance concludes.

Indeed, in the realm of any AV Spectacular whether it's museums, Son-et-lumière, immersive experiences, content reigns supreme. The narrative arc of the show must be carefully crafted to captivate and engage audiences, drawing them into the story unfolding before their eyes. Whether it is a historical re-enactment, a brand promotion, or an educational experience, the content must strike a delicate balance between entertainment and enlightenment, weaving together elements of spectacle and substance to create a truly immersive experience.

AV Spectaculars are not just about the visual spectacle or the narrative it conveys; it is a meticulous blend of technical precision and artistic creativity. The selection of equipment, the configuration of projectors, and the calibration of light, lasers and sound are all critical elements that can make or break a show. Each decision, from the choice of projectors to the placement of speakers, requires careful consideration to ensure a seamless and immersive experience for the audience. A slight miscalculation or oversight in any of these technical aspects can have disastrous consequences, detracting from the overall impact of the show. Therefore, meticulous planning, thorough testing, and expert execution are essential to achieving the desired level of excellence in any AV Spectacular. It is this delicate balance between technical expertise and creative vision that elevates any show from a mere spectacle to an unforgettable experience that

resonates with audiences long after the show is over.

Moreover, this form (AV Spectaculars) of storytelling is not confined to the realm of entertainment alone. It has found its place in a diverse array of industries and applications, showcasing its versatility and transformative power. In the realm of branding, the blend of different technologies i.e projection mapping, sound, lights, lasers, pyros even LED screens etc offers a unique opportunity to create unforgettable experiences that resonate with consumers on a visceral level. From product launches to promotional events, brands are harnessing the power of these technologies to captivate audiences and leave a lasting impression. Similarly, in the realm of education also, the new era technologies specifically projection mapping, interactive displays, kiosks, touch screen, Led Screens etc has emerged as a powerful tool for immersive learning experiences.

From interactive museum exhibits to historical re-enactments, educators are leveraging new technologies to bring subjects to life in ways that were previously unimaginable. By engaging multiple senses and creating memorable experiences, these new era of technologies has the potential to revolutionise the way we teach and learn, making education more engaging, accessible, and impactful.

AV Spectaculars especially museums and son-et-lumière also holds significant potential in the realm of cultural preservation and heritage conservation. By transforming historical sites into interactive multimedia experiences, the use of modern technologies with artistic flavour allows visitors to engage with the past in a dynamic and

immersive manner. The celebration of cultural traditions, or the exploration of archaeological sites, the blend of art and techno offers a powerful means of fostering a deeper appreciation for our shared heritage and history.

In conclusion, whether it's content or high-end technology, the amalgamation of both offering a glimpse into the boundless possibilities of creative expression. As we marvel at the breathtaking displays brought to life through projection mapping, let us not forget the intricate craftsmanship and technical wizardry that make it all possible. In this extraordinary blend of art and technology, the past is illuminated, and the future of entertainment is forever changed. With its ability to captivate, educate, and inspire, the amalgamation of both the worlds stands as a testament to the enduring power of human creativity and innovation.

“



*I've been fortunate enough to contribute to some remarkable projects, each holding a special place in my heart and offering invaluable lessons. Take, for instance, the Son et lumière at Travancore House in New Delhi. As the creative director hailing from a Punjabi background, working alongside a scriptwriter from Odisha, orchestrating the music with a Malyali Music Director and presenting a show for the Kerala state, it exemplifies the beauty of unity in diversity. Together, we poured our talents into crafting a masterpiece that earned accolades from the Chief Minister of Kerala, esteemed dignitaries, and the audience alike. That's why I'm driven to embark on numerous future projects brimming with innovative ideas.*

*Aman Arora, Creative Director, Magical Theatre*

## Hyderabad

## Visitor Attraction

### Where Sound and Sight Harmonize: Mesmerizing *Hussain Sagar Lake*



**Consultant :** *Aura Lights Pvt Ltd*

**Integrator :** *Pink Noise Professionals Pvt. Ltd*

**Category :** *Light and Sound Show*

**Location :** *Hussain Sagar Lake, Hyderabad*

**Hussain Sagar Lake**, a prominent landmark in Hyderabad, underwent a revitalization project to enhance visitor experiences and leisure activities. Central to this transformation was the addition of a professional sound setup for its musical fountain.

**Challenge:** The project aimed to transform Hussain Sagar Lake into a premier destination by blending sight and sound for an immersive experience.

**Solution:** Pink Noise professionals and Aura Bright Lights Pvt Ltd executed the project under Shri Narendra Naidu's expert guidance. They integrated high-quality sound equipment such as EAW MKD, MKC, EAW Subwoofer, and UXA Amplifiers, harmonizing the sound setup with the musical fountain's visual display.

**Outcome:** The revitalization project was a success, with the professional sound setup greatly enhancing visitor experiences. The blend of sight and sound drew tourists and earned praise from the local community. Hussain Sagar Lake now serves as a benchmark for future urban development, highlighting the impact of innovative sound solutions.

**Conclusion:** The revitalization of Hussain Sagar Lake demonstrates the importance of professional sound setups in public spaces. The project has revitalized the landmark, redefining leisure activities and setting new standards for urban development.

## Bengaluru

## Education

### Cutting-Edge Auditorium : Experience *immersive sound excellence*



**Consultant :** *Blitzkrieg AV & TW audio India Pvt ltd*

**Integrator :** *Blitzkrieg Audio Visual Private Limited*

**Category :** *Auditorium*

**Location :** *Kristu Jayanthi College, Bengaluru*

The 1000-seater auditorium at Kristu Jayanti College in Bangalore is a key facility designed for events ranging from academic seminars to cultural performances. It boasts a cutting-edge audio system featuring the TW Audio Vera 10 Line Array System paired with Powersoft amplifiers, all controlled through an Allen & Heath mixing console.

The TW Audio Vera 10 Line Array System offers outstanding sound quality and consistent dispersion, making it a perfect fit for this venue. Its line array setup provides uniform sound coverage throughout the auditorium, delivering clear and immersive audio to the entire audience, whether they are near the stage or at the back.

The system includes efficient and reliable Powersoft amplifiers that

supply sufficient power to the speakers, ensuring crisp and distortion-free audio even at high volumes. The setup is managed with an Allen & Heath mixing console, which allows sound engineers to fine-tune audio levels, apply effects, and handle inputs smoothly.

These components combine to create a powerful audio environment that enriches the experience for performers and audiences alike. Whether it's a concert, play, or lecture, the auditorium is well-equipped to provide excellent sound quality and reliability, enhancing the impact of events within the college community and beyond.

Chennai

Corporate

## O2K Pioneers a New Era of AV Experiences with The Beyonders Centre



**Integrator :** OFFICE 2000 (O2K).

**Category :** Experience Center ( Beyonders Centre)

**Company :** Office 2000 (O2K) , Corporate office

O2K is transforming the AV industry with The Beyonders Centre, a revolutionary concept that prioritizes immersive experiences in learning and collaboration. This innovative space goes beyond showcasing products, providing visitors with a hands-on environment to engage with AV technology in real time and envision the possibilities for their workspaces.

The Beyonders Centre embodies O2K's belief in experiential learning, acting as an AV lab where guests can explore what their workspace could become. From digital signage to executive cabins with portable room kits, each zone demonstrates O2K's dedication to excellence.

The center features nine distinct zones, including door-mounted digital signage, MTR room setups

with smart furniture, remote monitoring hubs, professional studio setups, and projection mapping zones. These areas highlight O2K's advanced technology and design expertise.

CEO Ms. Prabha Lakshmi underscores The Beyonders Centre's ability to adapt to each client's unique needs. Continuously evolving with changing technology and demands, the center invites visitors to explore, experiment, and shape their ideal AV journey. Guided by O2K's expertise, The Beyonders Centre opens up limitless possibilities for those seeking exceptional immersive experiences.

Idukki, Kerala

House of Worship

## Elevating the Spiritual Experience: A Journey of Faith with Crystal-Clear Sound



**Integrator :** ZACS AND PHILS.

**Category :** Church

**Name of Church :** St Sebastians Major

Archi-Episcopal Pilgrim Forane Church Nedumkandam

St. Sebastian's Major Archi-Episcopal Pilgrim Forane Church in Nedumkandam, Idukki, Kerala, boasts a rich history since its founding on January 1952. A major milestone occurred on September 2018, when Bishop Mar John Nellikunnel of the Idukki Diocese laid the foundation stone for the new church. On January 18, 2024, Major Archbishop Mar Raphael Thattil blessed the newly completed church, granting it Major Arch Episcopal Pilgrimage status.

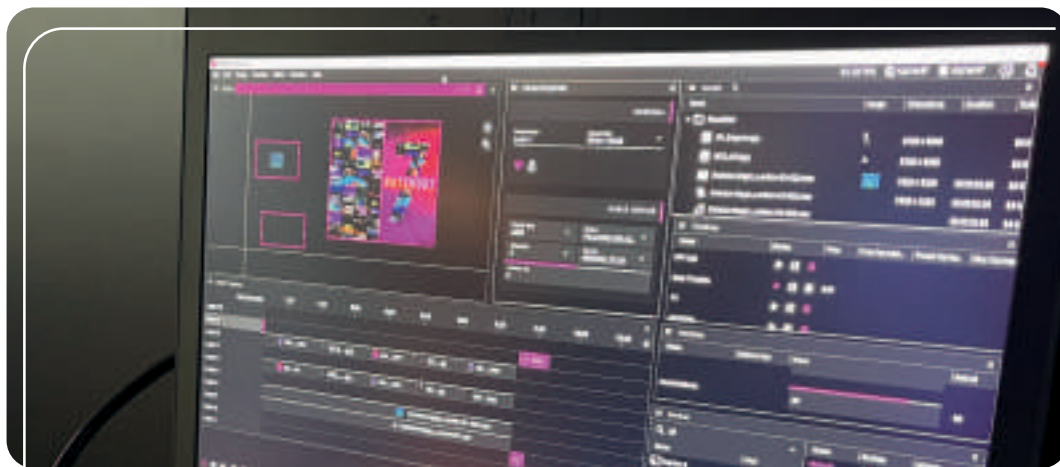
This occasion marked the first installation for Zacs and Phils in a hill station. The church now features state-of-the-art audio systems from renowned brands such as Tannoy, Audio-Technica, Turbosound, Lab Gruppen, and Yamaha Professional Audio, ensuring clear sound and enhancing the spiritual experience.

Despite challenges with reverberation and minimal acoustic treatment, the installation team employed innovative solutions and advanced technology, including FAST-equipped VLS arrays. The Altar and Bema were equipped with Turbosound Milan 12 powered systems, while Audio-Technica microphones and Behringer PK108A were strategically placed.

Tannoy VLS 30 speakers provided clear, impactful sound throughout the congregation area. Feedback from priests and the church council praised the installation's clarity and quality. Archpriest Rev. Fr. James Shouryankuzhi emphasized the importance of intelligibility and expressed gratitude for resolving speech clarity issues, enhancing the sacred space for future generations.

# DATATON LAUNCHES WATCHOUT 7

*and expands media server range*



Dataton, the pioneering force in media server technology, is thrilled to announce a major new release of its WATCHOUT show composer software and the launch of WATCHPAX 30, a compact addition to its media server product lineup. Version 7 of WATCHOUT delivers more power to the programmer with smart workflows and seamless optimization, greater collaboration for teams with the new asset manager, and significantly enhanced performance across the board. With WATCHPAX 30, Dataton continues its tradition of engineering innovation, delivering a versatile and robust unit to the media production industry.

#### **Dataton WATCHOUT now in version 7**

"WATCHOUT is the go-to for show makers worldwide with applications ranging from mammoth one-off happenings to in-house conferences," says Trond Solvold, Sales Director, Dataton.

*"We have a very active and highly skilled customer base in India where*

*some of the most impressive WATCHOUT shows are created. The arrival of version 7 represents something of a quantum leap for all WATCHOUT users. Our development team has worked hard to maintain familiar aspects such as WATCHOUT's feel and ease of use, and at the same time giving a really snappy workflow."*

The new video and audio engines in WATCHOUT 7 pave the way for even more spectacular shows, while new workflows for assets management, auto-calibration and nodes, for example, will streamline the programming process. The new version includes HDR support, up to 12 bit color depth, bi-directional NDI and support for high-quality file-formats such as NotchLC and H265. The new version was rolled out gradually in order to actively incorporate feedback from users with the

first general release in February 2024. The tempo for release updates has also been increased with features and improvements added on a regular basis. In the March release, for example, the number of pixels supported per computer was increased significantly, to 8 × DCI 4K.

#### **Dataton WATCHPAX 30 media server**

Four-channel WATCHPAX 30 is a robust addition to Dataton's media server family, designed for effortless deployment and operation. With its compact and lightweight form factor, WATCHPAX 30 is extremely easy to transport and can be mounted behind displays, streamlining the setup process. WATCHPAX 30 is backed by Dataton's decades of experience in the media server industry, ensuring reliable performance in demanding environments. As a dedicated unit, WATCHPAX 30 offers peace of mind to users, allowing them to focus on creating captivating visitor experiences.

#### **Talk to the experts at Info Comm India**

The Dataton Academy training program for version 7 will be available in India shortly. Users will also have the opportunity to find out more about both WATCHOUT 7 and WATCHPAX 30 at InfoComm India in September, booth A30. Book a meeting with Ashok Sharma - Dataton's regional sales manager for APAC at [ashok.sharma@dataton.com.to](mailto:ashok.sharma@dataton.com.to) discuss how our latest innovations can enhance your projects and elevate your visual experiences."

*"Building upon a legacy of excellence, Dataton's Watchout has been a beloved tool for creators worldwide for over two decades. With the introduction of Watchout 7 and Watchpax 30, Dataton continues to innovate and set new benchmarks in the industry. We're confident that users will embrace these new releases with open arms, as they empower creators to push the boundaries of visual storytelling like never before."*

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### REGISTER TO EXHIBIT.

If you wish to exhibit and showcase your products & technologies to the rapidly growing Indian Pro AV market, write to us at [exhibit@av-icnx.com](mailto:exhibit@av-icnx.com)



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Experience live demos and immersive mapping features

**This exhibition is only open to industry professionals aged 18 years old or above. The organizer reserves the right to refuse the admission to individuals at its sole discretion.**



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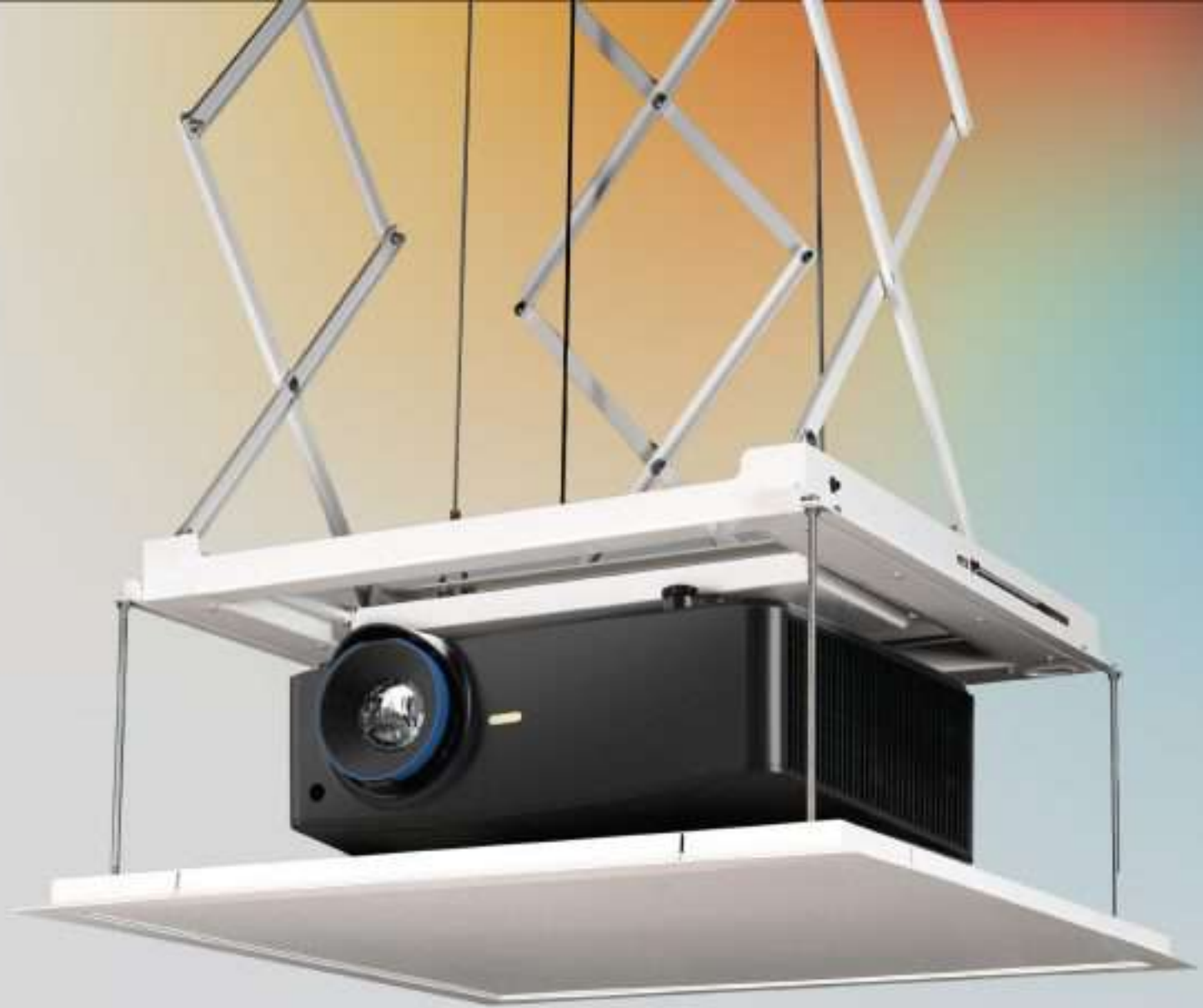
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**W** www.dumo.in