

# AV TODAY

TECHNOLOGY · PEOPLE · EXPERIENCES

## The Retail Magic

How AV creates immersive experiences for modern shoppers



### FEATURE:

- The Rise of Immersive Retail

### CASE STUDIES:

- Lagardère Travel Retail
- Christ University

### TECHNOLOGY:

- AI Impact
- Beyond Pixels
- ePaper Revolution
- New Technologies

### SPECIALS:

- Podcast
- The Content Imperative
- Product Review - Avocor

## Insightful Conversations



**Raja S. Prabhu**

Director of Operations,  
IhD Ltd



**Raguvaran P**

Founder, Principal  
Consultant, MetaHive



**Venkatesh Sanjeeva**

Founder,  
Managing Director,  
Radiant Synage

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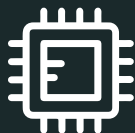
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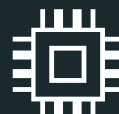
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## Founder's Note

Dear Readers,

As we find ourselves at the midpoint of 2025, it's incredible to reflect on how quickly the year is unfolding. We believe some of you would have just returned from an energising stint at InfoComm USA and already preparing for the upcoming InfoComm India – a reminder of how fast-paced and exciting the AV industry truly is.

This edition of AV Today is one we're particularly proud of. We've taken a deep dive into **retail environments**, exploring how AV technology is reshaping consumer experiences. From India to the UAE, the stories featured in this issue highlight how brands are embracing immersive solutions to enhance customer engagement. One of the standout pieces is a **compelling case study from the UAE**, offering a glimpse into how global retail trends are unfolding through advanced AV integration.

We've unpacked the **key elements driving transformation in retail**, including the evolving role of **display technologies**, the growing importance of **strategic content**, and a peek into **what's next for AV in this space**. A special highlight is our feature on **ePaper displays**, a disruptive innovation that's quietly making a strong impact in the world of digital signage.

Another exciting first in this issue is our **video product review** of Avocor's H Series and S Series displays. Just scan the QR code to watch – it's informative, visual, and definitely worth your time.

We're also thrilled to spotlight two inspiring business journeys in this edition. The **startup story of MetaHive**, where Ragu and Arun are redefining AV consulting with fresh thinking and innovation, and the **Corporate story of Radiant Synage**, where Venkatesh and Murali are bringing global best practices to streamline AV delivery for clients across India.

For those who missed it, we've included a glimpse into our **first-ever AV Today event**, held in Bangalore on May 1st – an electrifying gathering that left attendees inspired and excited about the future of AV.

Lastly, you'll find some fascinating **installation features** from across India, showcasing how AV technology continues to bring spaces to life, from concept to execution.

Thank you for being a part of this journey. We hope you enjoy reading this issue as much as we enjoyed putting it together. We'll be back soon with our **InfoComm India special edition**, packed with insights, innovation, and inspiration from the heart of the industry.

Warm regards,

K. David Paul Sudhakar



**K. David Paul Sudhakar**  
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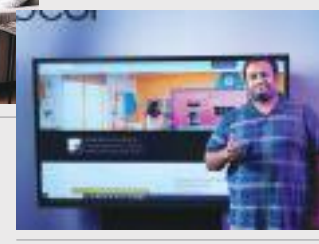
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VISUAL IDEAS

# From Cricket Fields to Control Rooms

The story of MetaHive, where two visionaries are reshaping AV consulting through innovation and integrity

*This is the compelling story of MetaHive Design Consulting Pvt Ltd, a dynamic startup that has taken a distinctive and purposeful path in India's sophisticated AV consulting landscape. More fundamentally, it's the inspiring story of Raghuvaran and Arunkumar—two visionary individuals whose unconventional entrepreneurial journey has demonstrated a refreshing alternative approach to building a successful AV consultancy from the ground up, combining technical expertise with creative vision and client-focused service delivery.*

*Their story represents more than just business success; it's a testament to the power of innovation, dedication, and the belief that exceptional service and technical excellence can create lasting impact in an industry that shapes how people experience spaces, communicate ideas, and connect with technology in their lives.*

Every transformative story has an unexpected genesis, for Raghu—as his friends and colleagues profoundly call Raghuvaran—it began on the cricket pitches of Tamil Nadu, where he competed at state level before transitioning to audiovisual technology—a

shift born from necessity, curiosity, and an unwavering commitment to excellence.

In 2005, Raghu joined Genesis IT Innovations as a field technician, mounting CRT projectors and troubleshooting systems with primitive tools.



But in those early days, he was developing an understanding of AV technology from the ground up, learning how every component contributed to the final user experience. "I had no formal design training," Raghu recalls, "but I had the willingness to get my hands dirty and understand how things actually worked."

This approach resonated with industry veterans and senior professionals who recognized exceptional potential. Under the mentorship of respected leaders and experienced practitioners, Raguvaran evolved from technician to designer, eventually becoming part of Genesis's core design team, unlocking his creative potential and setting the foundation for his entrepreneurial journey.

Meanwhile, Arunkumar was carving his own path in the AV industry. Beginning his professional journey in backend support roles with Reliance in the early 2000s, Arun learned the value of troubleshooting and system-level thinking. In 2010, he stepped into AV by joining Crestron as a technical trainer, eventually expanding into techno-commercial roles. He handled major projects including the massive Sun TV lighting integration in Chennai and was instrumental in setting up Crestron's Chennai office, overseeing operations across Tamil Nadu, Kerala, and parts of Hyderabad. Despite being perceived as a video expert, Arun was fundamentally an audio aficionado—a passion that would profoundly influence MetaHive's technical approach.

## Where two minds met

In 2015, both founders' paths converged at Lightware Visual Engineering India. Both shared genuine commitment to clean execution and aversion to industry superficiality. Their chemistry was cemented by mutual passion for audio-video technologies, with both known for technical advocacy—digging deep into product capabilities and tailoring innovative applications for consultants and integrators.

At Lightware, they proved their philosophy worked. Even amid COVID-19's global semiconductor crisis, they quadrupled the business by focusing on complex projects demanding precision and creativity. While others struggled with disruptions, they thrived by delivering solutions clients couldn't find elsewhere.

Success at Lightware ignited an entrepreneurial vision that both partners had been nurturing. What possibilities would emerge from creating

their own consultancy built entirely around innovation and design excellence? Could they establish a practice that would allow them to explore the full creative potential of AV consulting while delivering transformative solutions for clients?

## The birth of a vision

The seeds for MetaHive were planted during COVID lockdown in 2020, when travel restrictions sparked demand for home studios and hybrid AV setups. The duo experimented with new design solutions, sparking the question: Why not build something of our own?

In what Arun recalls as a "one-hour decision," they chose to embrace entrepreneurship and launch MetaHive. Their bold move was powered by decades of combined experience, unwavering confidence in their vision, and the financial foundation they had built through their successful careers. In June 2023, MetaHive Design Consulting Pvt Ltd was officially launched with a mission that perfectly captured their aspirations: deliver AV consulting that prioritizes innovation, client success, and design excellence above all else.

With no marketing budget or sales team, MetaHive relied entirely on work quality to build reputation. Within their first year, operating purely on referrals, MetaHive consulted on projects worth over 140 crores—validation that the industry hungered for genuine, independent consulting.

Their inaugural major assignment established MetaHive's signature approach. A leading technology company's 40 crore innovation lab became an eight-month journey in meticulous planning, user experience design, and technical excellence. Every decision reflected their commitment to serving end users' needs with creative solutions.

## Engineering the extraordinary

One of MetaHive's most visible achievements came through their work on Bangalore

International Airport's Terminal 2. The project involved consulting on Asia's largest LED wall—a staggering 112-meter display capable of playing large content in seamless flow. Equally significant was their eight-month journey with Innovation lab project, where meticulous planning and user experience thinking drove every decision. Both challenges extended far beyond AV specifications.

This project required collaboration with civil engineers, spatial planners, architects, and digital content creators to ensure not just technical functionality, but visual harmony and structural integrity. More than half the design effort went into understanding heat dispersion, structural loading, and aesthetic integration—proving that modern AV consulting has evolved far beyond traditional boundaries.

***What truly sets MetaHive apart isn't just its project credentials—it's the culture of purpose it's building. In a field often influenced by hierarchy and credentials, MetaHive has chosen a people-first, engineering-led approach***

***Arunkumar Anandhan***  
*Co-Founder, Principal Consultant*



In Karnataka, they designed a professional-grade studio for high school education with a 10 lakh budget, delivering the complete implementation for only 8 lakhs while achieving broadcast-quality online education capabilities. This project exemplified their core philosophy: exceptional AV environments become accessible and scalable through thoughtful design.

From experience centers for the Indian Air Force to corporate spaces for Infosys, PWC, Renault Nissan, Alphawave, and General Motors to name a few, each MetaHive project reflects the same underlying principle: design with integrity, execute with empathy.

## Creating a culture of impact

What truly sets MetaHive apart isn't just its project credentials—it's the culture of purpose it's building. In a field often influenced by hierarchy and

credentials, MetaHive has chosen a people-first, engineering-led approach. Arun's philosophy of technical depth over brand names or specs has shaped the firm's DNA, ensuring every client engagement is solution-focused and impact-driven. Rather than following conventional hiring practices, MetaHive deliberately recruits fresh talent, often from diverse backgrounds, and invests significantly in comprehensive training. Their selection process values curiosity over credentials, potential over polish. They maintain inclusive hiring practices and provide intensive

***You can spend a crore in 100 square feet or a lakh in 1,000 square feet. The size of the room shouldn't define the scope of intellectual work required.***

**Raguvaran P**  
Founder, Principal  
Consultant



mentorship, creating an environment where talent flourishes regardless of background.

This ethos, rooted in the founders' personal experiences, emphasizes humility over polish and potential over pedigree. Gender-balanced hiring, a strong mentorship ecosystem, and a deep focus on ethics and user impact define their work culture. As Raghu puts it, "We don't just train engineers to design systems—we help them understand what those systems mean to the people using them." With a team now operating almost autonomously, MetaHive stands as a model for how values can drive innovation.

## **Redefining consultant value**

MetaHive also represents a broader argument about the role and value of AV consultants in the industry ecosystem. In a sector where consultants are often viewed as dispensable or interchangeable, Raghu and Arun are pushing for fundamental cultural change.

They reject square-foot billing models, arguing that consulting should be based on complexity, effort, and innovation rather than physical space.

"You can spend a crore in 100 square feet or a lakh in 1,000 square feet," Raghu observes. "The size of the room shouldn't define the scope of intellectual work required."

This philosophy doesn't always align with traditional procurement practices. Many clients are accustomed to fixed pricing models and resist paying for design thinking and creative problem-solving. But those who engage MetaHive quickly understand the value proposition. Several have become repeat clients, choosing to bypass typical bidding processes in favor of the trust, transparency, and reliability that MetaHive consistently delivers.

## **Staying students of the craft**

Despite growing recognition and success, both founders remain dedicated students of their field. Their approach to professional development exemplifies this mindset. At industry gatherings and technical conferences, they prioritize deep

learning over networking—focusing on understanding new technologies and engaging with technical experts who can share practical insights. Their philosophy centers on quality over quantity, preferring focused, meaningful conversations that enhance their technical expertise.

They draw inspiration from diverse market segments, particularly valuing collaborative approaches, results-oriented thinking, and operational excellence wherever they encounter it.

## **Thoughtful evolution**

MetaHive isn't attempting to dominate the industry through aggressive expansion or flashy marketing campaigns. Instead, they're staging what might be called a quiet revolution—one where values matter more than valuation, and reputation is earned through outcomes rather than awards. For them, success is not defined by flashy launches but by lasting impact, technical excellence, and building a sustainable team.

In doing so, they're taking on the responsibility of healing an industry that too often fails its best talent. They approach AV consulting as a sophisticated craft requiring clarity,

independence, and relentless focus on user experience. They invest in talent development, continuous learning, and ethical practices.

As MetaHive enters its Third year, their focus remains on purposeful evolution rather than growth for its own sake. They're exploring XR integrations, developing long-term AV planning models for hybrid workplaces, and fostering tighter collaboration between spatial design and content creation.

But at the foundation of all future plans remains the same belief that launched the company: design excellence must be backed by ethical practice, and real innovation lies not in tools but in intent. In an industry often chasing trends and noise, MetaHive has found a way to be quietly powerful.

## **A model for success**

The MetaHive story represents entrepreneurial vision and leadership rooted in humility, experience, and purpose. For emerging AV professionals entering this dynamic field, MetaHive offers an inspiring example: a blueprint for practicing consulting with excellence. MetaHive, under Arun's technical leadership and Raguvaran's design vision, exemplifies modern AV consulting at its finest. It's a vision born from extensive hands-on experience, passion for audiovisual innovation, and deep belief that exceptional consulting begins with exceptional listening—something both founders have always demonstrated.

The journey from cricket fields to control rooms shows how transformative leaders can emerge from unexpected paths. Their success demonstrates that the AV industry rewards those who build their practice on strong values and unwavering quality commitment. The most impactful approach often lies in consistently delivering excellent work with complete integrity.

As the Indian AV industry continues expanding and maturing, MetaHive represents something inspiring: a demonstration of how consulting can be practiced with vision and purpose. In an industry full of opportunities, they're pioneers, thoughtfully building the future one project, one team member, and one excellent decision at a time.

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# The Rise of Immersive Retail

## How AV is reshaping customer experiences

In a world where one can buy almost anything with a mere click, the experience in itself is becoming the true currency of retail. Today, brick-and-mortar stores are no longer just points of sale; they are evolving into enticing and immersive environments that offer customers a medley of sights, sounds, and sensations. As this revolution in retail unfolds, we draw on expert insights from India and the Middle East to explore this shift and the role AV technologies are playing in shaping these novel shopping experiences.

Venkatesh Sanjeeva, Founder, Managing Director, and CEO of Radiant Synage Pvt. Ltd., emphasizes this transformation, stating that retailers aspire to craft a heavenly experience that feels “as if angels were all around.” Retailers want to attract customers with rich content and unique themes that set their outlets apart from others.”

Andrew John, Director at Integration One, attributes this shift towards immersive retail to increased affordability and awareness. Using Delhi as a prime example, he notes, “Today, Delhi has a plethora of shopping malls, and along with a large expat community and high disposable incomes, people have the means to go out and spend money on retail experiences.”

Turning our focus to the Middle East, Nita Odedra, Director of Strategy at Blue Rhine Industries in Dubai, highlights the trend of brands investing in regional and international flagship retail stores. “These stores are strategically placed in high-traffic, high-visibility locations like the iconic Dubai Mall. Brands realize that they still need to have these experiential retail spaces as part of a successful omnichannel strategy.”

Finally, Sonia Chauhan, Director at Vison Technologies, further emphasizes that the rise of online retail has pushed offline stores to innovate and take a step forward. “The whole idea of retail has now shifted towards creating a unique customer experience, which online retail cannot fully replicate. This shift is driving retailers to explore various AV technologies to engage and attract customers.”

### Key trends shaping immersive retail

#### The rise of phygital experiences

“The Middle East has a thriving retail landscape,” says Nita, highlighting that malls are not just shopping centers; they’re family-centric leisure and entertainment hubs. “Within shop walls, you have plenty of entertainment options, alongside beautiful stores offering experiential, digital retail. There’s no concept of a high street here because it’s very hot, and people tend to spend six to eight hours in malls, resulting in high dwell times.” She also highlights the rise of phygital experiences, noting that most major malls in the region have mobile apps, which means the digital experience starts at home.

#### The allure of Instagrammable screens

Social media is the perfect playground for brands to build customer connect, and retailers are not far behind in riding this trend. “People love Instagrammable screens,” says Nita, as she highlights a recent example of the longest digital screen in the Middle East - a 418-meter-long outdoor LED installation at the Dubai Mall promenade designed to keep the energy alive during the Dubai Fountain renovation.

Andrew adds, “Visuals are more impactful when it comes to attracting customers. So, retailers are creating Instagram corners, where customers can strike a pose and showcase the

establishment in their posts.”

#### It’s creative content that captivates

“You can put all the whistles and bells into a retail outlet, but more often than not, it’s ultimately the content that drives customer engagement,” emphasizes Andrew. On the same note, Nita highlights the importance of keeping content fresh, creative, and engaging.

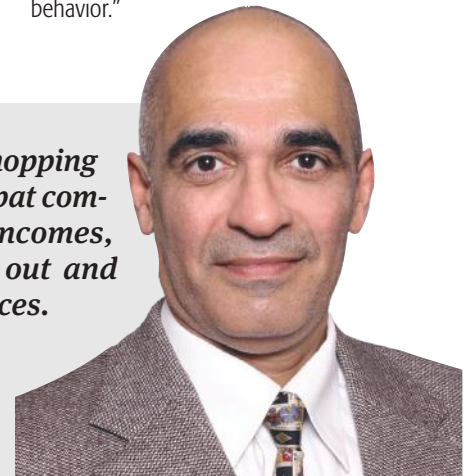
#### AI, data, and hyper-personalization

Nita discusses the use of AI in programmatic marketing, highlighting its role in advertising and merchandising through computer vision technology. “When a user approaches a screen, the system identifies their gender and age group, and then displays tailored content.” She adds that AI analyzes data from the store, including information from AV assets and customer dwell times, to “help us make smarter decisions about displaying more relevant and personalized content to customers on AV systems.”

Hyper-personalization also presents great potential within the omnichannel experience, says Nita. “To give you an example, when a customer uses the retailer’s app at the store, an omnichannel experience kicks in. If I’ve opted in, the system knows it’s me through facial recognition, and when I approach the screen, it greets me and displays products based on my previous browsing behavior.”

***Today, Delhi has a plethora of shopping malls, and along with a large expat community and high disposable incomes, people have the means to go out and spend money on retail experiences.***

Andrew John  
Director at Integration One





### Sensory elements

Drawing on his global experience, Andrew shares that sensory elements can significantly enhance the retail environment. “The aroma of freshly baked bread, when you walk into the bakery section, or the rich scent of coffee, can create an enticing and inviting atmosphere for customers and have them leave with something,” he says, adding that retailers are just beginning to realize new innovative avenues like these to explore and amplify in-store customer experiences.

### Immersive Augmented Reality (AR)

Nita highlights the potential for AR to transform in-store experiences, especially in smaller retail spaces, like kiosks in transit areas. These spaces would allow customers to browse and try on products virtually when they have a few minutes to spare. In addition to reducing reliance on sales assistants by leveraging data to offer customers personalized recommendations, these spaces would make shopping more convenient and optimize the use of retail spaces.

### Greater Integration

Looking to the future, Nita says, “We will see more and more integration,” as omnichannel experiences gain momentum, with enhanced software-based personalization and improved integration between screens and inventory management systems.

### Innovative use cases in retail

Innovative technologies, like RFID ‘Pick ‘n’ Learn’ smart touchscreens and light sensors are

becoming popular in modern retail. Explaining how these have been used at the ‘Under Armour’ store in Dubai, Nita says, “These smart functionalities help customers view product information by just picking up an item or comparing two items.” She also mentions RFID-equipped screens implemented at the ‘THAT Concept Store’ in Dubai, which allow shoppers to request clothes of different sizes or colors to be delivered to their fitting rooms. Another concept is the “butler’s drawer,” where sales assistants place items for customers to collect without human interaction. Nita also tells us about how Automatic Number Plate Recognition (ANPR) technology helps customers easily locate their parked cars in malls.

Andrews points out that visual engagement is more impactful than audio in retail settings. “For example, when you walk into a shopping mall, you’ll see that most people ignore announcements on the PA system, but are drawn to visuals with engaging content. It plants a seed in their mind and creates interest in exploring further.”

Sonia offers a unique perspective on the Indian market. “To differentiate the experience from online shopping, stores are using various technologies like virtual try-on software, interactive product displays, invisible speakers, digital shelves, transparent LED screens, and AI-powered product comparison screens.” She shares that retailers like Decathlon have introduced self-checkout stations, like the one in Gurgaon, where customers can scan barcodes, pay, and then leave.

“Technology has evolved so much

that you now have flexible modules and even angular cabinets,” says Venkatesh, taking the example of the Kia Beat 360 experience center, where they installed an impressive semicircular video wall on a hard-cased module.

Discussing how retail organizations are experimenting with new concepts, Andrew cites the example of the DS Group, which has expanded into upscale food retail through its acquisition of Le Marché, which are “stylish food halls featuring hidden music systems and creative product displays.”

He continues, “If you walk into any of the well-established hypermarkets in Singapore, you’ll notice that the shopping experience is more informative. For example, the PA system announces messages like, “Check out the sale in the meat section!” Some stores even have DJs in a mini radio station atmosphere. “I haven’t seen this level of engagement in India yet, but I believe we are moving in that direction. Ultimately, we are embedding more technology into retail.”

***There’s no concept of a high street here because it’s very hot, and people tend to spend six to eight hours in malls, resulting in high dwell times***

*Nita Odedra,  
Director of Strategy,  
Blue Rhine Industries*





## Opportunities in the offing

Drawing on his 30 years of experience in the industry, Andrew discusses the gap between deploying technologies in retail spaces and the lack of effective execution and promotion to fully utilize these technologies to enhance the customer experience. "After investing heavily in advanced AV systems, how do we add value? When a project starts, there are a billion ideas, and everyone is excited, but if they don't materialize as planned, it leads to lost opportunities," he notes.

Another spot of opportunity is the potential to harness data. Nita explains that while most retailers analyze data in-house, there is room for improvement. "I don't think that 95% of retailers

are even using this data effectively, not even for personalization."

Sonia observes that most new AV applications in retail are still relatively new to India, and there are challenges like limited availability and the high costs of importing them from regions like Dubai. "People are asking for these applications, but very few are offering these solutions. We have a huge opportunity to make these technologies more accessible, especially in airport retail, high-end malls, and luxury stores in India."

It's no surprise that retail shopper behavior differs across geographies. By gaining a deeper understanding of these differences, retailers have the opportunity to curate retail environments that better resonate with consumers in specific markets. Speaking about the Indian shopper, Venkatesh highlights the high level of engagement. "In other places, people often just take a fleeting glance at displays and move on. But, in India, you'll see customers standing captivated and engaged in front of video displays; they actually pay attention and tend to purchase the products showcased, demonstrating a clear return on investment (ROI)," he explains, adding that

***In India, you'll see customers standing captivated and engaged in front of video displays. They actually pay attention, and when they enter the store, they tend to purchase the products showcased, demonstrating a clear return on investment (ROI).***

**Venkatesh Sanjeeva**  
Founder, Managing Director,  
Radiant Synage

the Indian consumer approaches shopping as an experience.

## Best practices from other markets

What can we learn from other regions like Dubai, which is rapidly embracing immersive and experiential environments while actively leveraging innovative technologies to elevate the customer experience many notches higher? Nita shares some interesting insights.

First, she highlights that mall operators in the Middle East adhere to specific signage guidelines and work with approved vendors to ensure a consistent and superior experience. "The malls guarantee that the quality of the screens meets standards, and their Retail Design and Delivery (RDD) team oversees the design approvals for all retailers. When a store opens, this team reviews the design and may also recommend partners based on quality requirements."

***People are asking for these applications, but very few are offering these solutions. We have a huge opportunity to make these technologies more accessible, especially in airport retail, high-end malls, and luxury stores in India.***

**Sonia Chauhan**  
Director, Vison Technologies



She also emphasizes Dubai's focus on sustainability, where the government mandates promote sustainability goals. "Major mall operators are reducing energy consumption and setting aggressive targets for developers and operators. Hence, retailers are looking for sustainable products and solutions," she says, emphasizing that they integrate green practices into manufacturing and daily operations to stay ahead of industry standards.

The world of experiential retail is evolving fast, and how! As this shift gains momentum, it's clear that the opportunity lies in crafting immersive, unforgettable brand experiences that stick. Retailers who can leverage and innovatively apply the full power of advanced AV technologies to curate connected, memorable, and personalized shopping experiences for their customers will be the ones successful in keeping them coming back for more.

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# Where Travel Meets Immersion

## Lagardère Travel Retail: A digital oasis at Abu Dhabi's terminal A airport

Nestled within the bustling Terminal A of Abu Dhabi International Airport (AUH), Lagardère Travel Retail stands out as a brilliant fusion of commerce, culture, and storytelling, creating enhanced duty-free shopping experiences for millions of passengers every day. Spanning 5,200 square meters, this duty-free retail hub features 18 outlets, offering a diverse range of shopping, food, and beverage options. Seamlessly integrating digital technologies into the retail experience, Lagardère delivers a functional and engaging shopping experience for travelers.

To support the design and delivery of a comprehensive AV solution for this duty-free operator at AUH airport, Blue Rhine Industries was chosen based on their strong references, capabilities, and

in-house fabrication skills. Nita Odendra, Director of Strategy at Blue Rhine Industries, begins by telling us: "We worked with them on this project for about four years, from concept to final delivery, and we did face some delays due to the COVID-19 pandemic." She also highlights the company's extensive experience in travel retail, saying, "We have been working on travel retail projects for about 12 to 13 years now."

### A uniquely cohesive experience

Inspired by the vast, golden sand dunes of Abu Dhabi's desert landscape, the architecture of Terminal A features flowing curves that echo the natural formations of the dunes. In harmony with this

design, Lagardère Travel Retail aimed to create a duty-free retail environment that complemented the Terminal's aesthetic. Nita explains, "The client wanted a digital signage solution that was not only functional but also aesthetically pleasing and engaging for travelers. A seamless integration of technology was crucial to deliver clear and consistent messaging throughout the entire duty-free area."

### An integrated digital canvas

The comprehensive AV solution at Terminal A serves as an integrated digital canvas, delivering an enhanced traveler experience underpinned by convenience, functionality, and luxury. "Combining curved LED digital facades, synchronized digital elements, ambient audio, and intelligent control systems, the result is a visually stunning and engaging retail space that is both operationally efficient and flexible while harmoniously blending in with the Terminal's architecture," explains Nita.

The main AV elements include three double curved LED screen facades at storefronts with seamlessly integrated LED strips placed below the curved LED screens, a flexible 4mm pixel LED ticker running within the store that's used for promotional offers and information, 3D facade fabricated out of aluminum sheet with animated lighting, interactive screens, and advertising video walls.

### An experiential and immersive space

The centerpiece of the installation is a one-of-a-kind egg-shaped LED fascia screen. Nita explains, "The entrance to the store has a half-circle, tight-pitch LED that is elegantly curved both vertically





and horizontally, like part of a sphere. Below the main screen, the lower part over the entrance uses a series of thin LED strips that become part of the overall content once activated, allowing for synchronized ambient and experiential visuals with both the main screen and the strips.”

Towering at 11 meters, the three custom-designed double-curved screens are 1200 nits, much brighter than most indoor screens, which typically are at 800-nit brightness. Seamlessly integrated into the storefront design, these double-curved screens stand tall, harmoniously blending with the architecture to create a striking visual focal point for passengers walking by.

These fascia screens use Philips professional display LCDs with embedded System-on-Chip (SoC) technology by RYARC, eliminating the need for separate media players. This sleek setup has fewer cables, simplifying installation and reducing maintenance requirements.

Nita adds, “As you walk into the duty-free area, we have a 4mm pixel LED ticker that runs all through one section of the store. The back of the display is clad in gold to hide the LED modules, cabinets, and any cabling. Approximately 80 meters long, this flexible LED strip is used to showcase dynamic promotional content while also acting as a wayfinding system and emergency alert notification system.”

A user-friendly, cloud-based content management system (CMS) oversees all digital touchpoints within the duty-free area, including LED fascia screens, LED strips, audio, lighting, and music. Nita emphasizes, “Everything is time-synchronized for a flawless content experience, ensuring real-time updates and cohesive messaging

throughout the space.”

Nita highlights that their solution goes beyond just displays. “We designed and manufactured an illuminated 3D aluminum facade for the storefronts, custom-made with several different shapes that combine to form a beautifully captivating entrance.” The team also took charge of the entire signage for the space, which included all category signs, shop front signs, as well as animated lighting and a centrally or individually operable Background Music (BGM) system. The installed BGM systems include JBL Control 16C/T Two-Way 6.5” Coaxial Ceiling Loudspeakers, Yamaha MA2120 power amplifiers, the Yamaha DCP1V4S Digital Control Panel, the Dante DTRA-2 I/O box, and the Netgear ProSAFE FS108S Ethernet Unmanaged Switch.

## **Redefining retail experiences**

The Lagardère retail experience exemplifies how technology can enhance passenger experiences and revolutionize the way we travel, shop, and engage with retail environments. But how exactly have these cutting-edge AV solutions created value for passengers, retail brands, and the duty-free operator?

One significant benefit is the reshaping of perceived wait times. Research tells us that digital signage can reduce the perception of wait times by up to 35% in environments like Lagardère, a crucial factor in making the travel experience more enjoyable for passengers on the go.

Moreover, in busy departure terminals, where time is of the essence, capturing travelers’ attention in an already lively duty-free area can be a

challenge. Here, the striking design elements at Lagardère, like the double-curved LED and fascia screens, with an impressive 1200 nits of brightness, draw the attention of travelers, boosting promotional visibility and encouraging longer dwell times. In retail zones, this heightened engagement can potentially lead to increased impulse engagement and higher sales. The egg-shaped screen and the LED ticker also serve as unique platforms to showcase brands and products in the retail space. The innovation in design not only enhances luxury and prestige within the duty-free space but also amplifies brand visibility, helping Lagardère stand out from the competition.

Additionally, the integration of SoC technology within the egg-shaped screen simplifies operations and reduces maintenance costs, which is valuable in a fast-paced airport environment like Terminal A. Lastly, the technology’s modular design and integration capabilities promise scalability and flexibility. As business needs evolve, the digital signage network can be easily expanded or adapted to different areas of the Terminal, positioning Lagardère for continued innovation in the future.

Nita concludes by emphasizing, “Terminal A of the AUH airport is a global gateway, catering to about 11,000 passengers daily. Our endeavor in this project wasn’t just to enhance this space with visuals; it was about innovating with precision to elevate the entire passenger travel experience at Lagardère.” Today, Lagardère is more than a retail store; it is a destination for the international traveler, one that combines innovation, digital technologies, and appealing aesthetics to create unforgettable travel experiences that will shape the future of travel retail.

# The Display Whisperers

## How Radiant Synage revolutionized India's digital display ecosystem

The Indian digital signage market has been experiencing rapid growth driven by increasing retail modernization and the country's digital transformation initiatives. However, the industry has long been plagued by fragmentation, with retailers forced to navigate a complex ecosystem of hardware vendors, software providers, installation teams, and content creators—often with little coordination between them. This fragmented approach not only increased costs and deployment timelines but also created accountability gaps that left retailers struggling with technical issues and inconsistent brand experiences across locations. It was into this challenging landscape that Radiant Synage stepped in, offering a fundamentally different approach to digital display solutions.

### Identifying the opportunity

The story begins in 2015, when Venkatesh Sanjeeva, a former software entrepreneur and HCL support head, noticed a glaring gap in the market. "Retailers were struggling to coordinate multiple vendors just to set up their display ecosystem," recalls Venkatesh. From sourcing screens and media players to managing brackets, installers, software, and content—the process was fragmented, time-consuming, and prone to finger-pointing when things went wrong.

Armed with his engineering background and hands-on industry experience, Venkatesh began consulting independently to better understand the market dynamics. The response was overwhelmingly

*In the cluttered landscape of India's AV industry, where retailers often juggle five to six different vendors for a single store setup, Radiant Synage Pvt. Ltd. emerged as a beacon of simplification. Founded in 2016 by Venkatesh Sanjeeva and later strengthened by co-founder Murali Krishna in 2017, this Bangalore based company transformed a simple observation about market inefficiencies into one of India's most trusted names in turnkey digital display solutions.*



positive, leading to the formal launch of Radiant Synage in April 2016.

The company's early success was nothing short of remarkable. Within just six months of operations with a lean three-member team, Radiant clocked revenues of 2 crores—a testament to both market demand and their execution prowess. Their first major projects came through word-of-mouth referrals from industry giants like Reliance and Future Group.

### A partnership that transformed

The turning point came in 2017 when Murali Krishna, Venkatesh's former colleague from HCL where Murali had headed Sales while Venkatesh led Support, joined as co-founder. Their shared professional history at HCL had already established mutual respect and understanding of each other's strengths. Murali brought over three decades of industry experience in sales and Synage software, along with crucial expertise in cloud-based Synage systems and large-scale deployments from his work with Scala a global leader in digital signage software.

The partnership was synergistic from day one. Venkatesh's hardware expertise and execution capabilities perfectly complemented Murali's software knowledge and sales acumen. Together, they addressed the industry's most significant pain point: fragmented ownership and accountability.

"Our shared ethos was simple," explains Murali. "Deliver value, not just equipment. Every customer wants to feel special—and our job is to make sure they do."

## Technical excellence

Radiant's technical capabilities truly shone during the LED revolution that hit India around 2017. While many companies struggled with the transition from backlit displays to active LED technology, Radiant embraced it with characteristic rigor and innovation.

One of their standout projects was the KIA Motors experience center in 2018 in Gurgaon, featuring an impressive 80 ft. x 20 ft. curved LED wall with over 8K resolution. The project involved integrating high-end graphic systems, custom-built touch overlays, and VR-enabled OMEN desktops imported from the US—setting new benchmarks for immersive retail experiences in India.

Perhaps even more groundbreaking was their 2018 project for Pantaloons, where Radiant pioneered India's first arch LED installation. Executed across 40 locations, the arch design seamlessly blended architecture with digital media, showcasing their creative engineering capabilities and in-house design expertise.

## Software-driven transformation

Under Murali's guidance, Radiant revolutionized content management for retail clients. Traditional pen-drive updates were replaced by sophisticated cloud-based management systems, enabling centralized content distribution across hundreds of screens in real-time.

Today, Radiant manages over 12,000 screens for major brands including Taco Bell and Pantaloons, ensuring seamless content distribution, consistent brand messaging, and operational efficiency across multi-location retailers. As exclusive partners for digital signage software solutions like Smart Player and RYARC, their managed services have transformed digital signage from simple display tools into powerful retail instruments capable of delivering analytics-driven playback and interactive customer experiences.

Recognizing that not all clients have internal creative teams, Radiant established its own content studio, extending their value proposition to include content creation and quality assurance.

## Sustainable progress

What sets Radiant apart in a price-sensitive market is their unwavering commitment to



ethical business practices. "If you give credit, you should have the ability to collect," states Venkatesh, reflecting their cautious yet strategic growth approach.

The company steadfastly refuses to engage in race-to-the-bottom pricing wars, instead focusing on delivering exceptional value through reliability, transparency, and comprehensive long-term support. This principled stance has earned them the trust of premium clients who prioritize quality over cost-cutting.

## Innovation and future vision

Radiant's commitment to staying ahead of industry trends is evident in their active participation in major AV and retail technology exhibitions worldwide. This continuous learning approach keeps them future-ready while strengthening their internal innovation culture.

The company has also invested heavily in solving India-specific challenges, such as developing high-brightness, modular LED displays specifically designed for environments with excessive ambient light a common problem in Indian retail spaces.

Their technical teams are trained not just in display installation but also in anticipating and preventing electrical load issues, network disruptions, and content syncing problems before deployment ensuring smooth operations from day one.

## Scaling for the future

From its humble beginnings in Bangalore, Radiant has grown to over 50 employees with a pan-India presence. The company has set an ambitious target of crossing 100 crores within the next two to three years.

But beyond the numbers, Radiant's vision

extends to becoming India's most trusted name in retail display technology. They're actively exploring AI-powered content management, retail analytics, and expansion into government and institutional projects.

The company is also expanding its internal training programs to develop a deeper bench of AV technicians, project managers, and digital content specialists. By fostering a knowledge-sharing culture, Radiant aims to scale smartly while maintaining their hallmark consistency in quality.

## The Radiant difference

From Aditya Birla's Forever 21 to Times Zone flagship stores, Radiant understands PMC's language as it's their favourite. Radiant continues to redefine what's possible with digital displays in India's dynamic retail sector. Their journey from a three-person startup reflects not just business success but a fundamental transformation in how the AV industry approaches client relationships. Beyond retail, Radiant has forayed into the government sector under its own brand, Radiant Synage, aligned with the Viksit Bharat initiative.

As the digital signage market continues to evolve, Radiant Synage stands as a testament to the power of integration, innovation, and unwavering customer focus. In an industry often characterized by fragmentation and price competition, they've proven that there's immense value in being the single point of accountability for complex AV solutions.

Radiant isn't just selling screens—they're delivering clarity, connectivity, and consistency, one pixel at a time. In doing so, they've not only built a successful business but have also elevated the standards of service excellence in India's AV industry.

# From Cables to Crops

## An AV expert's journey to his roots



**I**n a world where specialization often means sacrificing breadth, Raja S. Prabhu, Director of Operations at IhD Ltd and Lead Consultant for AV, Acoustics, ELV, Security, and IT, exemplifies the power of authentic living. With over twenty years in the AV industry and eight years as a natural farmer, he has perfected the art of excelling in two seemingly distinct fields, creating immersive experiences through technology and fostering life through sustainable agriculture.

Raja's journey into AV was not by choice, but his approach to mastering it was intentional. Starting as a support engineer in 2002, he faced an industry that required patience, discipline, and careful skill development. "Six months of only cabling," he recalls, "before they'd let you touch a soldering iron. Eighteen months before, you could even switch on an amplifier."

This rigorous foundation-building approach, now largely abandoned in favor of quick certifications, shaped Raja into the consultant he is today. While others claim expertise after months, Raja spent years learning every aspect, from cable dressing to VGA soldering to rack management. This methodical progression created not just technical competency but a deep understanding of how systems truly work.

As Raja evolved into consulting, he discovered that AV work transcends technical specifications. This creativity extends beyond designing systems; it involves understanding client psychology, spatial acoustics, and the delicate balance between vision and budget. Raja learned that true consulting means educating clients about possibilities while respecting their constraints, a skill that requires both technical mastery and emotional intelligence.

His international project experience reinforced that while technology evolves rapidly, the fundamental challenge remains: translating human needs into technological solutions that enhance experience rather than complicate it.

What sets Raja apart isn't just his technical expertise, but his unwavering commitment to ethical practice. "I can be best in only one state, I cannot be best everywhere," he emphasizes. "Live and let others live." This philosophy, illustrated through the story of an elderly woman who reflects a deeper understanding of community and sustainability.

Around six years ago, Raja embraced natural farming as a way of life, and he started his six-acre farm in Tirupur two years later. He practices closed-loop sustainability: groundnuts are turned into oil, which feeds cows, and their dung fertilizes the fields. This approach highlights his belief in interconnectedness and minimizing waste.

Managing both AV consulting and farming requires extraordinary discipline and team trust. Raja splits his time: fifteen days in Bangalore handling client meetings and project management, fifteen days on the farm designing systems while tending crops. His clients know about his dual life and respect it, perhaps because they see how farming grounds his approach to technology.

This integration isn't about work-life balance;

it's about life coherence. The same attention to detail that makes him analyse the acoustic characteristics of spaces helps him understand soil health. The systems thinking required for complex AV installations applies equally to farm ecosystem management.

Raja's story offers a blueprint for professional authenticity in an age of surface-level expertise. His advice to newcomers is simple yet profound: "Learn what you are supposed to learn in the right way and deliver what you are supposed to deliver."

Whether debugging audio systems or nurturing seedlings, Raja demonstrates that mastery comes through patience, ethics come through community thinking, and fulfillment comes through authentic engagement with both our technological and natural worlds.

In Raja's dual expertise lies a powerful message: we don't have to choose between professional success and personal meaning. We can cultivate both, letting each inform and strengthen the other, growing roots deep enough to support any kind of meaningful work.



**To access the full podcast, scan the QR code.**

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## Proud moment - Growing with HARMAN

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We're proud to announce that we have been honored with the "Market Driven Sales Excellence for Install Business" award by HARMAN Professional Solutions India & APAC

This recognition is a testament to our team's dedication, customer-first approach, and collaborative spirit. It was a pleasure to be among such inspiring professionals and industry leaders at the award ceremony.

## palmexpo

sound ▶ light ▶ audiovisual

We had a successful presence at PALM AV-ICN EXPO Mumbai 2025. Thank you to all the professionals, partners, and visitors who contributed to making it a memorable event.



# LOGIC PODS

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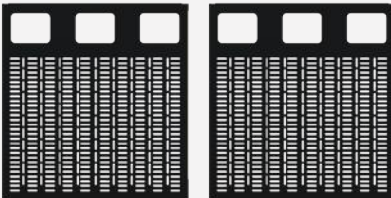
### Camera

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### Completely Customisable Solutions

Equipment Racks



### Available Colors



## Effortless Collaboration

Streamline Meetings with The Logic Pods



### Customer Experience Centre

#22, 1st Floor, Nagarabhibridhhi Bhavan,  
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Bengaluru, Karnataka - 560038, INDIA

### Customer Support Centre

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For Services & Support : [servicesupport@logicav.in](mailto:servicesupport@logicav.in)  
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# A Front Row Experience

## AV takes center stage at Christ University's spectacular new auditorium

*Christ University opens doors to its new 500-pax multi-purpose auditorium in Yeshwanthpur, Bangalore. We spoke to Felix Remedios, Managing Director & Founder, Reynold's Sound & Lighting Services about designing an integrated sound, lighting, and visual experience that serves the University's diverse requirements. Nishita H. Kalita reports.*



**E**stablished as 'Christ College' in 1969, Christ (Deemed to be University) is a recognized educational institution renowned for its holistic approach to education. Staying true to their motto, 'Excellence and Service,' the institution has been growing steadily, focusing on providing well-equipped infrastructure for students' academic and cultural activities while offering a diverse range of academic courses and programs.

When inaugurating their sprawling new Yeshwanthpur, Bangalore campus in 2022, the University turned to Reynolds' Sound & Lighting Services to design AV systems for their 500-seater auditorium on the second floor of the main building.

### **A trusted partner from the start**

"This was a brand new campus built from the

ground up," explains Felix Remedios, Managing Director & Founder, Reynold's Sound & Lighting Services, adding that AV systems were installed in two lecture halls in the first phase, after which work started on the auditorium. Taking about a year and a half to complete, the project started in 2022 and culminated in early 2024 when the team successfully handed over the auditorium to the college.

From the outset, collaboration between



Reynold's Sound & Lighting Services and the architect was crucial. "Since this was a new campus, we worked closely with the architect from day one, considering various site angles and operational details. We also coordinated with multiple specialized teams responsible for air conditioning, decor, curtains, and lighting. "So, it was a highly coordinated effort, and everything went smoothly," Felix recounts.

The entire AV system was strategically assembled as the project construction progressed. "We installed the lighting fixtures and managed all the cabling early on. Only the final fixtures were installed in the last month, along with accommodating installations of the seats, curtains, and adjustments to the AC ducting. Finally, the project turned out to be a great success."

Discussing the opportunity to work on this project, Felix reflects on his long-standing relationship with Christ University over the years, having first worked with them as a rental supplier for AV systems at their main Koramangala campus. "Although we had never worked with them on a project installation before, they were well aware of our capabilities. We had shown them our work on past projects, and they were impressed," he explains. Thus, when the University started this

new campus from scratch, Felix and his team were there right from the beginning when the foundation was laid.

### **An integrated sound, light, and visual experience**

What were the client's expectations at the start of the project? Felix highlights that the quality of sound and the ability to adapt to different requirements, for any occasion, were important. "The client wanted a good sound system that delivers exceptional sound for various events, whether it's a simple presentation, a debate, a theatrical performance, or a live band playing," Felix explains. Simplicity of use was another factor at play. "We ensured that whatever we installed would be easy to use, allowing for a plug-and-play experience," he emphasizes. Equally important was the integration of lighting and video. Felix elaborates on why it was important for the lighting and video to complement the overall experience. "We used a range of moving lights, creating a stage that looks really good, like a professional event. When the lighting and video are managed well, we can pull off even professional-level events. I think the client got much more than what they expected."

### **Superior audio at every seat**

The auditorium, designed with a stadium-style seating arrangement, is outfitted with a d&b audiotechnik sound system. It has twelve d&b Ti10L line array loudspeakers, ensuring clear and powerful sound distribution throughout the space, and four front-fill d&b 44S flush mount loudspeakers placed strategically to enrich the audio experience for the audience.

Felix elaborates on the setup: "The front-fill d&b 44S speakers are flush mounted, with two on each side integrated into the lip of the T series speakers. These are suspended from the left and right ends of the proscenium, forming a nice semicircle that optimizes sound delivery to the audience. The system also includes four d&b Vi-GSUB subwoofers, two on each side of the auditorium, all powered by a d&b 40D amplifier."

Discussing the selection of the speakers, Felix says, "In addition to price management, the client was clear they didn't want to cut any corners. We were familiar with d&b through our rental applications, and felt that, given the specifications and size of the auditorium, d&b was the best choice for this project."

Elaborating on the microphones, Felix says, “All the microphones are from Shure, including the wireless receivers, handheld microphones, wireless belt packs, lapel microphones, headset microphones, the antenna, and the antenna distribution system. This was a preference that came from the client, and since they were already using Shure, it was an easy choice for us,” he explains, adding that the system uses an Allen & Heath Avantis mixer platform.

“One of the really good things personally for me is that anywhere you walk in the auditorium, thanks to the d&b’s ArrayCalc simulation software, you get exactly the same level of audio output throughout,” says Felix. “In a live environment, like a two or three hour concert, it’s not easy to gauge this because there are people everywhere, and you can’t move around, but in a project like this, you have the time to move around the auditorium, sit in different seats, and hear the audio from different positions. So, it was amazing that it sounded so accurately the same in every corner.”

## Lighting up the stage

Felix then discusses the auditorium lighting setup: “We installed a complete lighting solution from Stagetrionics, a brand we’ve used often in many of our projects earlier. The lights are all LED-based, so the running cost is low because they don’t need to be changed often. The Front of House (FOH) lighting bar was placed about 20 to 25 feet in front of the proscenium, while the other three lighting bars were positioned inside the stage area. For controls, we have an NX2 lighting controller from Obsidian Control Systems.”

The auditorium houses a Christie D23WU-HS 23,650 lumen projector with eight Stagetrionix cyclorama light fixtures for the backdrop. “This setup works well because we have used Christie’s short-throw projector lens. We wanted to avoid a projector hanging from or near the audience area, so we mounted the short-throw projector as close as possible, within the proscenium and inside the first frill curtain. With this positioning, we got optimum brightness while ensuring that the lens matched the screen size on the main stage,” he adds.

## A multi-purpose auditorium space

Felix reflects on some of the challenges in the completion phase of the project. “As we worked

towards getting everything ready by a certain date, there were a few hiccups: for example, the AC duct was coming into the stage area, making it feel smaller, but this is a common issue, and the AC technicians resolved it quickly.”

Today, the Yeshwantpur Christ University auditorium is used multiple times a day, and their in-house team completely manages everything. “It’s a plug-and-play system, and they manage it on their own because it’s so easy to set up; you just switch on and everything works,” says Felix. “Different streams at the University can book and use the auditorium, so it has become multi-purpose; they use it for Q&A, drama, performances, cultural programs, debates, and presentations.” Sharing his perspective on the dynamics of student-led events at colleges and campuses, he adds, “Unlike in professional settings, it’s different here because students are usually involved in running the events in the auditorium, and the in-house electrician is in charge of the equipment.”

Speaking about the client’s experience, Felix shares that “in the last year, we have hardly received a single call for support. The results speak for themselves, and I’m happy that the fathers are pleased with the overall AV experience.”

## Turning learning into an immersive experience

In conclusion, Felix, who has extensive experience in AV within higher education and other sectors, shares his insights on the increasing use of AV in large-scale educational venues. “During the pandemic, one had no choice but to adapt to remote learning and meetings, as in-person gatherings were just not possible. It took some time, but a lot of training and teaching started taking place online.” He highlights how this shift also marked the rise of applications like Zoom, now a household name, and major companies like Google and Microsoft have developed similar applications. “Remote learning has become the de facto, and technology has made it easy for everybody to access remote learning through streaming devices.”

Continuing to highlight this shift, Felix notes that people now understand that technology is here to stay. “After the pandemic, we see a demand for higher-quality experiences, whether it’s lectures, performances, or other events,” he explains. With internet access on their fingertips, people have now become more aware of what’s happening around the world, and are expecting that same level of quality in their experiences.” Felix points to the Indian concert market as an example of this trend. The market has boomed over the past two years because people seek immersive experiences and want to be present at a venue rather than



watching remotely from home.

The demand for a certain level of technology has also skyrocketed, notes Felix. Today’s audiences expect much more than before, creating a ripple effect across the industry. “Before, organizing a concert with AV on a rental basis would cost as low as 10 lakhs, but now the same concert can cost two to three times that amount because people want and expect much more today. This is also what the colleges are trying to offer: better auditoriums, lighting, and audio because students are very aware; they know and want that level of experience, and this is the direction in which the industry is heading.”

# Product Review – Avocor

By Nikhil Shenoy

## Avocor H Series Interactive Display

The Avocor H Series delivers exceptional performance for modern workplaces seeking premium interactive display solutions. Available in 65", 75", and 86" configurations, these displays feature stunning 4K resolution with support for up to 1.07 billion colors, ensuring crisp visuals and vibrant presentations ideal for detailed work like architectural plans or complex data visualization.

**Technical Excellence:** The standout technical specifications include a sleek 4mm ultra-thin bezel design that creates an almost edge-to-edge viewing experience. The 60Hz refresh rate and impressive 5000:1 contrast ratio deliver smooth motion and sharp detail from any viewing angle. Advanced PCAP touch technology supports up to 40 simultaneous touch points, enabling seamless multi-user collaboration with both finger and active pen input.

**Connectivity & Integration:** Comprehensive connectivity options include HDMI, DisplayPort 1.4, and a powerful 100W USB-C port. Easy-access USB ports accommodate AV video bars, while Intel OPS PC and Lenovo ThinkSmart Core mounting ensures effortless setup.

**Software Platform:** The integrated UIQ interface provides access to collaboration tools including Montage wireless content sharing, Rise Vision digital signage, and LucidSpark whiteboarding. FUSE remote management software enables enterprise-wide deployment and maintenance.

**Build Quality:** Optical bonding technology ensures durability and responsiveness, while the professional aesthetic complements any workspace. The displays excel in hybrid work environments, supporting both in-person and remote collaboration seamlessly.



[View the video review here](#)

**Verdict:** The H Series combines cutting-edge technology with practical

functionality, making it an excellent investment for businesses prioritizing collaboration and visual quality.

## Avocor S Series Interactive Display

The Avocor S Series represents a compelling education-focused solution that transforms traditional classrooms into dynamic, interactive learning environments. Purpose-built for schools seeking affordable yet powerful technology integration, this display excels at converting passive lessons into engaging collaborative experiences.

**Technical Performance:** Featuring a crisp 4K UHD panel, the S Series delivers vibrant, high-resolution visuals that capture student attention across any classroom size. The advanced infrared (IR) touch technology provides fast, smooth, and accurate response with zero lag, eliminating the typical learning curve associated with interactive displays. This responsive touch experience feels natural whether teachers are annotating content or students are collaborating directly at the board.

**Android Integration & Connectivity:** Running on Android OS, the display offers seamless app integration with built-in whiteboard functionality accessible with a simple tap. Comprehensive connectivity options ensure compatibility with existing



classroom infrastructure, while robust remote management capabilities simplify IT deployment and maintenance across educational institutions.

Educational Software Suite Pre-loaded educational applications support lesson planning, real-time collaboration, and effortless content sharing. Direct access to Google Drive, Classroom, and Meet, plus built-in Google Play Store compatibility, allows teachers to expand their digital toolkit instantly without additional hardware requirements.

**Build Quality & Design:** Engineered for demanding educational environments, the S Series features flexible mounting options to accommodate various classroom layouts. The durable construction withstands daily student interaction while maintaining consistent performance.

**Verdict:** The S Series successfully balances affordability with functionality, delivering enterprise-grade interactive capabilities specifically tailored for educational settings, making it an excellent investment for forward-thinking schools.

**AVOCOR S Series comes with a 5 year hot swap warranty**



[View the video review here](#)

**Visionary AV leader transforming India's audiovisual landscape through strategic innovation and client-centric solutions. As Founder of Digital Futurist, Nikhil bridges cutting-edge technology with business growth, delivering future-ready AV ecosystems across enterprise, education, and experience sectors. His expertise in unified communications and workplace automation drives measurable impact for clients nationwide.**

**Nikhil Shenoy - Founder and Principal Consultant @ Digital Futurist**

# Smart Retail Revolution

## How AI-powered AV is transforming customer experiences

The days of one-size-fits-all retail experiences are rapidly fading into history. Today's consumers enter stores expecting personalized interactions, instant access to information, and seamless integration between their digital and physical shopping journeys. Meeting these elevated expectations requires more than traditional retail strategies—it demands a complete reimagining of how stores operate, communicate, and connect with customers.

Enter the revolutionary convergence of AI and AV technology, where smart systems transform ordinary retail spaces into responsive, learning environments. This isn't simply about installing more screens or upgrading security cameras; it's about creating intelligent ecosystems that observe, interpret, and adapt to human behaviour in real-time. Modern AV professionals are at the forefront of this transformation, deploying sophisticated solutions that blur the lines between digital innovation and physical retail experiences.

From interactive displays that recognize individual customers to analytics platforms that decode shopping patterns, AI-powered AV systems are rewriting the rules of retail engagement. These technologies don't just capture attention—they

*The retail landscape is experiencing a fundamental transformation as artificial intelligence meets audiovisual technology. Traditional brick-and-mortar stores are no longer competing solely on product selection or pricing—they're reimagining the entire shopping experience through intelligent AV systems that respond, adapt, and learn from every customer interaction.*

*This convergence represents more than technological advancement; it's a complete paradigm shift from passive retail environments to dynamic, data-driven ecosystems. Modern stores are becoming intelligent spaces that observe customer behavior, interpret preferences in real-time, and deliver personalized experiences at unprecedented scale.*

create meaningful connections, drive purchasing decisions, and generate actionable insights that transform how retailers understand and serve their customers.

### Beyond static displays

The evolution from traditional static signage to AI-powered dynamic displays marks a revolutionary leap in retail communication. These intelligent systems leverage advanced facial recognition and demographic analysis to create personalized content delivery that responds instantly to who's viewing the display.

When a young professional approaches a fashion display, the system recognizes demographic indicators and presents trending styles relevant to their age group and preferences. Meanwhile, families browsing nearby receive targeted promotions for household essentials or children's products. This level of real-time personalization transforms casual browsers into engaged customers while dramatically

improving advertising effectiveness and return on investment.

The technology extends beyond individual displays to create orchestrated experiences across entire retail environments. In large department stores and shopping centers, interconnected signage systems coordinate content delivery based on real-time demographic mapping, ensuring consistent and relevant messaging throughout the customer journey.

### Decoding customer behavior

While personalized signage captures attention, AI-powered analytics systems provide retailers with unprecedented insights into customer behavior patterns. Advanced AV integration combining

high-resolution cameras, sophisticated microphone arrays, and edge-AI processors creates comprehensive behavioral mapping without compromising privacy.

These systems track customer movement patterns, measure engagement time with specific products, and analyze emotional responses through subtle facial expression recognition. The resulting data reveals insights far beyond traditional point-of-sale analytics, showing retailers which areas generate the most interest, how customers navigate the space, and what triggers purchasing decisions.

Real-time visualization dashboards transform this behavioural data into actionable intelligence. Store managers can optimize product placement, adjust staffing levels during peak periods, and redesign layouts to improve traffic flow and conversion rates. The system's ability to correlate physical behavior with external factors like weather patterns, time of day, or ongoing promotions reveals trends that manual observation would never detect.

### Conversational AV





Today's consumers expect immediate access to information and assistance, driving the evolution of AI-enabled interactive AV systems. Smart kiosks, interactive video walls, and voice-activated assistants are revolutionizing customer service delivery through rich audiovisual experiences.

These conversational platforms handle product inquiries, guide customers through available inventory, and provide virtual try-on experiences through immersive 3D visuals and augmented reality overlays. Natural language processing capabilities enable these systems to communicate in multiple languages and dialects, ensuring inclusive experiences for diverse customer bases.

The automation of routine inquiries and basic assistance allows human staff to focus on complex customer needs and high-value interactions, improving overall service quality while reducing operational costs.

## Intelligent security

AI-powered AV integration is transforming retail security from reactive monitoring to proactive protection. Advanced surveillance systems analyze behavior patterns in real-time, identifying suspicious activities and triggering appropriate responses before incidents occur.

These intelligent security platforms can distinguish between employees and customers, monitor compliance with store policies, and detect anomalies such as abandoned items or unusual traffic patterns. The systems provide automated alerts for security personnel while maintaining customer privacy through sophisticated data processing that focuses on

behavioural patterns rather than individual identification.

Enhanced security capabilities not only reduce inventory shrinkage but also create safer environments for customers and staff, building trust and confidence in the retail brand.

## Unified experiences

The integration of AI-powered AV technology serves as the crucial bridge between digital and physical retail channels. Interactive displays can access customer app activity and online shopping history, creating seamless transitions from digital browsing to in-store experiences.

Smart signage systems recognize returning customers through mobile device integration, displaying personalized greetings and recommendations based on previous online interactions. QR codes and NFC technology enable instant connections between physical displays and digital platforms, allowing customers to save items, access detailed specifications, or complete purchases through their preferred channel.

This omnichannel integration ensures consistent brand messaging and customer experience across all touchpoints, meeting modern consumers' expectations for seamless shopping journeys.

## Key considerations

Successful deployment of AI-driven AV systems requires careful consideration of multiple factors that can impact both effectiveness and compliance. Privacy regulations such as GDPR (General Data Protection Regulation) and India's Data Protection Act must guide the implementation of facial recognition and behavioural tracking technologies, ensuring customer trust while maximizing system capabilities.

Infrastructure requirements including adequate bandwidth, power supply, and processing

capabilities are essential for real-time data analysis and content delivery. The technology must integrate seamlessly with existing retail systems including point-of-sale, customer relationship management, and enterprise resource planning platforms to provide unified insights and functionality.

Building the right vendor ecosystem through partnerships with AV specialists, AI developers, and retail strategists ensures smooth deployment and optimal return on investment. These collaborations provide the technical expertise and industry knowledge necessary for successful

*This isn't simply about installing more screens or upgrading security cameras; it's about creating intelligent ecosystems that observe, interpret, and adapt to human behaviour in real-time.*

implementation.

## The future

The next evolution in AI-powered retail AV will shift from reactive systems to predictive intelligence platforms. Future stores will anticipate customer needs based on historical data, seasonal trends, and real-time behavioural analysis, preparing personalized content, optimizing staff deployment, and adjusting inventory before customers arrive.

This predictive retail model creates closed-loop intelligence networks where AV systems continuously gather data, analyze patterns, and refine operations. Stores will function as adaptive organisms that sense environmental changes, respond to customer needs, and evolve continuously to deliver exceptional experiences.

The convergence of artificial intelligence and audiovisual technology is not just changing how retailers operate—it's redefining what shopping can become. As these systems mature and predictive capabilities advance, the retail environment will transform into an intelligent ecosystem that anticipates, adapts, and delivers personalized experiences that were once impossible to imagine.

# Beyond Pixels

## How advanced display solutions are reshaping the Indian retail industry

The traditional role of retail displays as simple information carriers has evolved dramatically. Today's Indian consumers, particularly the digitally native younger demographic, expect immersive, interactive experiences that rival their online shopping journeys. This shift has prompted retailers to reimagine their physical spaces as experiential destinations rather than mere transaction points.

Leading brands are pioneering this transformation. Adidas Originals' Delhi flagship features responsive LED walls and digital ceiling panels that adapt content based on foot traffic patterns and customer demographics. Meanwhile, Reliance's Jio World Drive employs ultra-high-definition video walls for product demonstrations that simulate real-world environments, creating compelling narratives around their electronics offerings.

The modern Indian consumer doesn't just shop, they experience. Display technology has become the bridge between digital convenience and physical immersion.

### LED technology-the backbone of retail innovation

LED displays have emerged as the cornerstone technology driving this retail renaissance. The convergence of declining costs, improved pixel density, and enhanced energy efficiency has made LED solutions accessible to retailers across various scales and budgets.

Large-format installations are becoming commonplace in premium retail environments. Lulu Mall in Lucknow exemplifies this trend with massive LED displays at entrances and atriums, broadcasting everything from brand campaigns to live events and real-time promotional content. This infrastructure creates a dynamic ecosystem where multiple retailers can leverage shared digital signage for instantaneous, precisely targeted messaging.

The scalability of LED technology has proven particularly valuable in the Indian market, where retailers must navigate diverse venue sizes and ambient lighting conditions. High-brightness specifications address the challenging lighting environments common in Indian malls and street-facing stores, while modular configurations allow for flexible deployment across different store formats.

### Interactive technology-personalizing the physical experience

The integration of interactive display technology is revolutionizing customer engagement strategies. Touch-enabled kiosks, gesture-controlled interfaces, and mobile-connected screens are introducing personalization capabilities previously exclusive to e-commerce platforms.

Fashion retailers are leading this interactive revolution. Zivame and Van Heusen have deployed smart mirrors and fitting room displays that enable customers to browse inventory, request different sizes, and receive style recommendations without leaving the changing area. This seamless integration of digital convenience within physical spaces significantly enhances the customer journey.

The beauty sector has embraced augmented reality-enabled displays with particular enthusiasm. Nykaa Luxe stores feature AR units that allow virtual makeup trials, effectively bridging the gap between digital exploration and physical purchase decisions. These implementations require sophisticated integration between AV systems and retail technology platforms, including CRM and inventory management systems.

### Retail media networks- monetizing attention

The emergence of Retail Media Networks (RMNs) represents a paradigm shift in how retailers view their display infrastructure. These networked digital platforms transform display real estate into revenue-generating assets by selling advertising space to third-party brands.

Reliance Smart Bazaar has successfully implemented this model across its metro city locations, using networked digital signage to promote both private-label products and third-party brand advertising. This dual-purpose approach maximizes the return on display technology investments while creating additional revenue streams.

Display technology is enabling retailers to





function as media owners. Retailers are simultaneously engaging customers and monetizing the attention they bring to their space.

## Integration challenges and technical considerations

Despite the compelling opportunities, deploying sophisticated display technology in Indian retail environments presents unique challenges. High ambient light levels in many Indian malls and street-facing locations necessitate high-brightness displays, increasing both initial costs and ongoing power consumption.

Power infrastructure limitations and thermal management concerns in densely packed urban stores require careful system design and robust support infrastructure. AV integrators must account for power fluctuations and develop thermal management strategies that ensure consistent performance in challenging environmental conditions.

System integration complexity represents another significant challenge. Modern retail environments require seamless connectivity between legacy POS systems, mobile applications, and real-time inventory databases. Content management

systems must be robust, cloud-connected, and secure, particularly given increasing concerns around customer data privacy and protection.

Standardization across multiple locations remains a persistent concern for retail chains. Retailers often deploy different display systems and technologies in different locations, creating fragmented customer

experiences that can dilute brand messaging. Implementing consistent content strategy and display architecture across all outlets not only improves brand recall and creates a unified customer experience, but also reduces long-term maintenance costs by streamlining technical support, content management, and hardware procurement processes.

## Expanding beyond metro markets

While metropolitan cities like Mumbai, Delhi, and Bangalore have seen the most sophisticated implementations, Tier 2 and Tier 3 cities represent the next growth frontier. Rising disposable incomes and increasing mall penetration in cities like Jaipur, Indore, Coimbatore, and Lucknow are driving demand for display-enhanced retail experiences.

Local integrators, often supported by national AV consultants, are developing solutions tailored to smaller footprints and tighter budgets. These adaptations include modular LED panels, streamlined content management platforms, and shared display networks between retailers within complexes.

Non-metro retailers are leapfrogging traditional

formats and jumping directly into smart display ecosystems. This approach mirrors India's mobile revolution, where intermediate technologies were bypassed in favor of cutting-edge solutions.

## Sustainability and energy efficiency

Environmental consciousness is increasingly influencing AV procurement decisions in the Indian retail sector. Display manufacturers are responding with innovations in low-power LED backlighting, automatic brightness sensors, and recyclable materials.

Retailers are implementing intelligent scheduling systems to optimize power consumption, ensuring displays operate only during peak hours and adjust brightness based on ambient conditions. This approach not only reduces operational costs but also aligns with corporate sustainability commitments, particularly among international brands operating in India.

## Future outlook

The convergence of falling display costs, improving integration capabilities, and maturing content strategies is accelerating adoption across all retail segments. From boutique fashion outlets to large-format electronics chains, retailers are recognizing display technology as essential infrastructure rather than optional enhancement.

The transformation extends beyond visual appeal to encompass fundamental changes in customer engagement, operational efficiency, and revenue generation. As retailers continue to blur the boundaries between physical and digital experiences, display technology will remain central to this evolution.

For AV professionals, this retail transformation represents unprecedented opportunities for innovation, collaboration, and growth. The sector's rapid evolution demands technical expertise, creative solutions, and deep understanding of retail dynamics.

The Indian retail sector has moved decisively beyond traditional static signage toward dynamic, intelligent, and interactive display ecosystems. In this new landscape, success depends not just on what retailers sell, but on how effectively they can engage, inform, and inspire customers through the power of visual technology.

# Ink Without Paper

## How ePaper is transforming retail AV

*The AV landscape in retail is experiencing a quiet revolution. While the industry has long focused on high-impact LED walls, dynamic digital signage, and interactive displays, a new player is emerging that challenges traditional AV thinking, electronic paper or ePaper displays. Far from being a simple replacement for static signage, ePaper technology is reshaping how retailers approach visual communication, operational efficiency, and customer engagement.*

ePaper or Electronic paper displays operate on fundamentally different principles than conventional AV solutions. Rather than emitting light, ePaper reflects ambient illumination, creating a paper-like visual experience that's easy on the eyes and highly readable in various lighting conditions. This bistable technology only consumes power when changing content, making it exceptionally energy-efficient compared to traditional backlit displays.

For AV professionals, this represents a paradigm shift. Where conventional digital displays require constant power and active cooling, ePaper solutions can operate for months or even years on minimal power sources. This ultra-low power consumption opens installation possibilities in locations where traditional AV infrastructure would be impractical or cost-prohibitive.

### Electronic shelf labels – ESL

The most widespread application of ePaper in retail is Electronic Shelf Labels (ESLs), which are revolutionizing price communication and inventory management. These small displays, typically ranging from 1.5 to 7 inches, connect wirelessly to central management systems, enabling real-time price updates across entire store networks.

From an AV perspective, ESLs represent a massive distributed display network that operates seamlessly in the background. Unlike traditional price tags that require manual updates, ESLs can synchronize pricing changes across thousands of locations simultaneously. This capability is particularly valuable for retailers managing dynamic pricing strategies, flash sales, or inventory clearance events.

The deployment scale is impressive. Major leading international retailers have equipped their entire store networks with ePaper ESLs, creating distributed AV networks that span hundreds of locations. This scale of deployment demonstrates the technology's reliability and the confidence retailers have in ePaper as a long-term AV solution.

### Beyond pricing

While ESLs dominate current ePaper implementations, the technology's AV applications extend far beyond shelf pricing. Large-format ePaper displays are increasingly deployed for wayfinding, promotional messaging, and information displays throughout retail environments.

These installations offer unique advantages for AV integrators. ePaper displays can be mounted in challenging locations—such as freezer doors, outdoor kiosks, or areas with limited power access—without the infrastructure requirements of traditional digital signage. Their thin profile and flexible mounting options provide design freedom that conventional displays cannot match.

In shopping centers and transit retail environments, large ePaper installations serve as dynamic information hubs, displaying schedules, directions, and announcements while maintaining readability in bright ambient conditions. The displays' ability to retain content during power outages ensures continuity of critical information, a reliability factor that traditional AV solutions cannot provide.

### Integration challenges and opportunities

For AV professionals, ePaper integration presents both opportunities and considerations. The technology requires different expertise than traditional display systems, particularly in wireless communication protocols and power management. However, this creates a competitive advantage for integrators who master ePaper deployment and management.

The integration process involves establishing robust wireless networks capable of supporting hundreds or thousands of ePaper displays



simultaneously. Unlike traditional AV networks that handle high-bandwidth video content, ePaper networks prioritize reliability and low-latency communication for frequent, small data updates.

Content management systems for ePaper also differ significantly from conventional digital signage platforms. The focus shifts from video processing and playback to template-based content generation, real-time data integration, and synchronized mass updates across distributed networks.

## The sustainability imperative

Environmental considerations are driving significant changes in retail AV specifications, and ePaper technology aligns perfectly with sustainability goals. The dramatic reduction in power consumption compared to traditional displays translates directly to lower operational costs and reduced carbon footprint.

For retailers operating thousands of displays across multiple locations, the energy savings compound significantly. A typical ePaper ESL consumes less than 1% of the power required by an equivalent LCD display, making the technology attractive both economically and environmentally.

The elimination of printed materials represents another sustainability benefit. Traditional retail environments generate substantial paper waste through frequent price tag updates, promotional materials, and signage changes. ePaper displays address this waste stream while providing greater flexibility and responsiveness than printed alternatives.

## Data integration and smart retail

Modern ePaper systems are evolving beyond simple display functionality to become data collection and analysis platforms. Advanced ESLs incorporate sensors that monitor customer interaction, product movement, and environmental conditions. This sensor integration transforms ePaper displays from passive information devices into active components of smart retail ecosystems.

The data collected by ePaper systems provides valuable insights for retailers and creates new opportunities for AV professionals. Integration with analytics platforms, customer relationship

management systems, and artificial intelligence engines enables personalized content delivery and dynamic pricing strategies.

This intelligence capability positions ePaper as a crucial component in the Internet of Things (IoT) retail environment, where displays, sensors, and data systems work together to create responsive, adaptive retail spaces.

## Future developments and market potential

The ePaper market is rapidly evolving, with new form factors, improved refresh rates, and enhanced connectivity options expanding application possibilities. Color ePaper displays are becoming more prevalent, offering greater visual impact while maintaining the technology's core efficiency advantages.

For AV professionals, the ePaper market represents significant growth potential. As retailers increasingly prioritize operational efficiency, sustainability, and customer experience, ePaper solutions address all three priorities simultaneously. The technology's scalability makes it suitable for everything from small boutiques to large retail chains.

The integration of ePaper with existing AV infrastructure creates opportunities for comprehensive retail communication systems. Hybrid approaches combining ePaper for static or semi-static content with traditional displays for dynamic video content optimize both impact and efficiency.

## Strategic considerations for AV professionals

The rise of ePaper technology requires AV professionals to expand their expertise and service offerings. Understanding wireless communication protocols, power management, and content management systems specific to ePaper becomes essential for comprehensive retail AV solutions.

The technology's reliability and low maintenance requirements change the traditional AV service model, shifting focus from reactive maintenance to proactive system optimization and content strategy support.

## Conclusion

ePaper displays represent more than just another display technology—they're reshaping the retail AV landscape by prioritizing efficiency, sustainability, and intelligent integration over pure visual impact. For AV professionals, ePaper offers new opportunities to deliver comprehensive, scalable



solutions that address the evolving needs of modern retail environments.

As the technology continues to mature and expand, ePaper will likely become a standard component in retail AV specifications, working alongside traditional displays to create more efficient, responsive, and sustainable retail communications systems. The quiet revolution has begun, and forward-thinking AV professionals are already positioning themselves to lead this transformation.

# Operational Efficiency and Data-Driven Decisions in the Retail Segment

**How AV and data technologies are reshaping retail performance and customer experiences.**

**E**very decision must be swift, and every operation must be streamlined; this is the mantra of a successful business. In alignment with this mantra, operational efficiency and data-driven decision-making have become fundamental pillars for retailers striving to stay ahead. As customer expectations continue to evolve and market pressures intensify, the role of intelligent technology, particularly in the form of advanced AV systems, has expanded well beyond backend automation or basic in-store displays. The retail sector is entering a new era where the integration of AV technology with real-time data is transforming both internal workflows and the overall customer journey.

## The new face of operational efficiency in retail

Traditionally, retailers focused on physical infrastructure, inventory systems, and sales tracking as the backbone of operational excellence. However, modern efficiency is defined by speed, personalization, responsiveness, and seamless integration between digital and physical shopping experiences. AV technology is increasingly central to achieving this new type of operational agility.

High-resolution digital displays are no longer static promotional tools; they are now dynamic communication assets capable of real-time updates. Retailers use these displays to guide foot traffic, automatically adjust pricing, deliver targeted offers, and assist with queue management during busy hours.

Interactive kiosks empower customers to search for product details independently, place orders, or provide feedback. These actions not only speed up service but also reduce the need for manual staffing. Moreover, these systems often integrate



with backend databases, maintaining accuracy and consistency in real-time.

Camera-enabled AV systems are now employed for shelf monitoring. Instead of relying on periodic manual checks, these systems can instantly detect low stock or disorganized shelves, alerting staff accordingly. This enhances inventory visibility, reduces the chances of missed sales, and ensures that popular products remain available to customers.

## The rise of data-driven decisions

While AV technology enhances task performance, data-driven decision-making introduces a new dimension by helping retailers understand why certain strategies succeed or fail. The true power lies in how AV tools and smart analytics collaborate.

Video analytics now provide retailers with insight into customer movement patterns, product interaction

points, and demographic profiles. This data can be visualized as heatmaps to highlight areas that attract the most attention, resulting in more effective product placement and store layout design.

Beyond physical movement, AI-based AV systems can evaluate customer sentiment by analyzing facial expressions and engagement levels. A promotional screen might detect how long someone watches an ad or whether they smile, frown, or remain indifferent, and adjust its messaging in real time. These behavioural insights offer store managers a much clearer picture of what resonates with shoppers.

AI-powered systems that monitor real-time inventory levels and integrate with point-of-sale transactions can assist retailers in predicting which items are likely to run out or which products are trending upward. Accurate forecasting not only minimizes losses from overstock or unsold items but also improves customer satisfaction

by ensuring timely product availability.

With digital signage now able to capture engagement metrics, retailers can assess how effective a promotional message is based on customer interaction. This feedback loop enables brands to experiment, compare versions, and optimize campaigns based on real-time data rather than guesswork.

## Real-world applications: AV meets data in retail

These technological advancements are not just theoretical. Globally and in India, forward-looking retailers are already reaping the benefits.

Leading retail chains are investing in facial recognition and AI-powered surveillance not only to improve security but also to analyze visitor demographics and tailor store experiences accordingly. In high-end lifestyle and sportswear stores, large-scale video walls, RFID-enabled fitting rooms, and immersive AV environments are creating personalized and engaging journeys for shoppers.

At the same time, major players in the mid-range segment are adopting digital pricing systems, automated checkout stations, and kiosk-based assistance to enhance efficiency and gather valuable behavioural data.

## Unified retail experiences through AV and data

This merging of physical and digital touchpoints brings us to the growing importance of creating unified or omnichannel retail experiences. Today's shoppers expect consistency, whether they are browsing online, using a mobile app, or walking into a brick-and-mortar outlet. AV solutions have become instrumental in connecting these channels.

A digital signage screen in-store might display QR codes that lead to personalized online offers. Smart mirrors can help customers visualize outfits and then prompt them with similar suggestions through the retailer's app. Even customer support is evolving, as touchscreen terminals in stores now enable real-time conversations with remote service agents, reducing wait times and expanding support capabilities



but also to interpret data insights and apply them to everyday decisions. Without buy-in from the staff, even the most advanced technologies can fall short of their potential.

## The role of AV integrators and tech consultants

without crowding physical space.

The rich data collected through all these channels, visual analytics, interaction logs, sales conversions, and sentiment analysis can be centralized and analysed for deeper customer insights. Retailers can use this intelligence to tailor recommendations, predict trends, and build long-term loyalty through relevant, responsive service.

## Challenges in implementation

Despite the clear benefits, transitioning to AV-driven and data-enabled retail operations comes with challenges.

The cost of implementing AV infrastructure can be high, particularly for smaller retailers who may struggle to justify the upfront investment. This makes scalable and modular systems increasingly appealing, enabling businesses to start small and expand as the value becomes apparent.

Data privacy is another concern. As retailers gather more behavioral and biometric information, they must ensure ethical use and compliance with data protection laws, such as India's Digital Personal Data Protection (DPDP) Act or the European Union's General Data Protection Regulation (GDPR). Transparent communication with customers and secure data handling practices are essential.

Integration challenges also arise when connecting legacy systems with modern AV platforms and cloud-based analytics tools. Many traditional POS and ERP systems were not designed with interoperability in mind, so solutions must include middleware, APIs, or even system overhauls to ensure seamless functionality.

Ultimately, the human element is vital. Employees must be trained not only to operate new technologies

This is where AV integrators and consultants come in. Their role goes beyond installation and technical support. They work closely with retailers to understand business objectives, tailor AV strategies accordingly, and ensure alignment with broader digital transformation goals.

Increasingly, these integrators are offering AV-as-a-Service models that minimize capital investment and provide ongoing updates, making it easier for retailers to adapt without large upfront costs.

## Future outlook: Predictive retail powered by AV and AI

Looking ahead, the fusion of AV, AI, and data science is set to create a new kind of retail: one that is predictive, adaptive, and deeply customer-centric.

Stores may soon adjust lighting, music, and messaging automatically based on who walks in. Promotions may shift dynamically based on real-time trends or even emotional cues captured through visual analytics. As machine learning becomes more sophisticated and devices become more connected, the boundaries between technology and human experience will continue to blur, to the benefit of both retailers and consumers.

## Final thoughts

The future of retail lies in how effectively businesses can marry operational precision with intelligent decision-making. AV systems and data analytics are no longer nice-to-have technologies; they are the strategic levers that will define who leads and who lags. Retailers who act now with thoughtful implementation, trusted technology partners, and a clear focus on customer value will be better positioned to adapt, compete, and thrive in the years ahead.

# WAVE 2025

India's first and largest Church AV event redefines excellence in worship technology



# WAVE 2025

Bengaluru, May 1, 2025 – With an atmosphere charged with innovation and purpose, WAVE 2025, presented by AV Today, unfolded as a landmark event for India's worship and AV community. Hosted at the elegant Leela Bharatiya City in Bengaluru, this exclusive one-day event brought together Church AV professionals, musicians, technicians, and ministry leaders from across Karnataka, India, united by a common mission to transform worship experiences through cutting-edge AV technology.

The event, proudly recognized as India's first and largest Church AV event, was more than just a tech showcase. It was a platform designed to educate, inspire, and elevate the standards of sound and

visual production within church settings. From the outset, it was evident that the event was curated with deep sensitivity to the challenges and aspirations of modern church AV teams. Whether through training sessions, live demos, or keynote insights, every segment of WAVE 2025 carried a tangible sense of purpose.

The day began with immersive technical workshops, where participants from over 50 churches in Bangalore and Mysore engaged directly with industry veterans in hands-on learning

experiences. The band, led by Ebenezer Premkumar and his team, created a perfect worship atmosphere for the attendees. The first session, presented by Ebenezer, focused on how to establish the ideal worship experience

in the church through a balanced use of instruments. His explanation was accompanied by a brief demonstration of each point discussed, allowing trainees to gain practical insights.

One of the standout moments occurred during the second session of the workshop series, which focused on live audio mixing and acoustic balancing. This session included a series of demonstrations by audio expert Michael Williams. Trainees were actively engaged, testing

microphones, balancing vocals, adjusting instrument levels, and working with room ambiance. Rather than simply increasing volume, the emphasis was on achieving clarity. Participants learned how the size and shape of a church affects sound behavior and how to tune a mix that serves both the band and the congregation.

Instructors guided the trainees through the nuances of sound transitions, teaching them to pay attention to the space as much as the equipment. Michael also addressed questions from the audience and provided effective solutions, which greatly engaged participants from various churches. Following this session, everyone enjoyed lunch.

This session wasn't just about theory; it was AV in action. A short video clip captured the intensity and concentration of the participants as they ran mic checks, EQ'd vocals, and dialed in levels on digital consoles. What stood out was the balance between technical precision and spiritual intentionality; every fader move and frequency cut had a purpose, not just in achieving good sound but in creating a space where message and music could connect more deeply.

The participants quickly returned for the next session of the Professional Lighting Workshop led by lighting expert Noel Prashant. His sessions explored how lighting can influence the spiritual and emotional flow of a service. From subtle shifts that mark transitions between prayer and praise to bold lighting sweeps that enhance moments of celebration, attendees were introduced to the art of storytelling through light. Noel emphasized that lighting in churches isn't just about visibility; it's about creating atmosphere. In his words, "Lighting gives a visual voice to what's being sung and said."

As the day transitioned into evening after a high tea, the mood shifted to one of inspiration and storytelling. Attendees gathered for a series of powerful presentations and live performances that showcased real-world applications of the tools and techniques explored earlier. The session began with an introductory speech by David Paul, the Founder of AV Today, who briefed the audience on how AV Today connects people through media channels. Following his speech, the session featured product presentations by the event sponsors. The first presentation was by Cherian George from Fohhn Audio, followed by Leslie Lean and his team member from Ansata.

A standout in this session was the case study presented by Dean Stracey of New Life AG Church in Hyderabad, which captivated the audience as he explained their ministry's journey from a small space to their current facility, highlighting how the entire AV setup was managed by their in-house team of volunteers. This chronicled their path in scaling AV systems for hybrid ministry. Their story of trial, innovation, and triumph resonated deeply with many in the room facing similar challenges. He also answered several questions from the audience, making it a compelling session. After the case study, Shiva Prakash from 4 Square Technologies presented his products and solutions. This was followed by a presentation from Gangasagar of Absen, and the final presentation was by Rohan Tadke on Vizrt and PTZ Optics.

Another highlight of the evening was a focused session by Prashant Govindan, Director at Generation AV and an audio and acoustics expert, who addressed the critical, yet often overlooked, subject of church acoustics. Using relatable analogies, he explained how the right balance of reflection, absorption, and diffusion is key to achieving clarity in worship spaces. He warned that over-dampening a room kills the natural ambiance essential to spiritual environments. "It's not a studio; it's a place of worship. You need to feel it," he emphasized, urging churches to design acoustics that support both the sound and the soul of the service.

Throughout the venue, the energy was palpable, and conversations flowed between sessions. Attendees connected over shared experiences, challenges, and creative solutions. Exhibitor booths featuring global AV brands like Absen, Alpha Acoustics, Belden, DPA, Waves, and Fohhn Audio were displayed by their respective distributors: Ansata, 4 Squares Corporation, CDM Technologies, Alpha Acoustics, and Sreeram Infotech. The event also had the support of popular AV integrators like AVFx Solutions and Vesta Consultant, adding another layer of engagement. From compact mixers to dynamic lighting arrays, the tools on display made one thing clear: the future of Church AV is here, and it's accessible.

At the heart of WAVE 2025 were the people who brought it to life, a team of seasoned experts who generously shared their knowledge and passion

for ministry. Mike Williams led the charge in audio mixing, focusing on balancing tone and energy. Ebenezer offered deep insights into worship band arrangement, guiding attendees on how to build cohesive sonic experiences. Liben Tom, with his expertise in live drumming for worship, shared rhythmic strategies that elevated the groove while remaining true to the moment. Together, these leaders represented not just technical excellence but also a passion for mentorship and collaboration.

The closing moments of WAVE 2025 were marked by a high-energy live band performance, which served as both a celebration and a demonstration, a chance to witness the culmination of the day's learnings in a fully produced worship set. Lights danced, mixes were tight, and the crowd responded not just with applause but with the unmistakable sense that something meaningful had been built together.

The participants remained in their seats until the end of the show, many of whom had been present since 11 AM and, upon request, took a break for dinner.

In reflection, WAVE 2025 was not merely an



event; it was a movement. It redefined what is possible when technology meets ministry with intentionality. More importantly, it validated the role of AV professionals as ministry enablers, not just technical support. From foundational skills to visionary thinking, and from balancing sound to shaping atmosphere, every element of WAVE 2025 advanced the standard for church AV in India.

As one participant aptly remarked, "We didn't just learn how to run better sound; we learned how to build better experiences."



**Scan  
for Video**

# The Content Imperative

## The make-or-break factor in Indian retail AV investments

*In the rapidly evolving landscape of Indian retail, content has emerged as the single most critical factor determining the success or failure of AV technology investments. While retailers across India have embraced sophisticated display systems, projection mapping, and interactive technologies, the true differentiator lies not in the hardware itself, but in the strategic content that brings these systems to life. This article explores why content is paramount in retail AV deployments and how it directly impacts return on investment.*

**M**odern retail spaces are increasingly defined by their digital experiences, yet many retailers fail to recognize that content is the primary driver of customer engagement and conversion. AV systems, regardless of their technological sophistication, are merely vessels for delivering compelling narratives that influence purchasing decisions. The importance of content becomes evident when examining consumer behaviour in digitally-enhanced retail environments. Shoppers don't respond to screens; they respond to stories, emotions, and relevant information presented through those screens. Quality content transforms passive displays into active sales tools, creating emotional connections that drive business outcomes.

Industry data reveals that stores with strategically crafted, regularly updated content

**Shoppers don't respond to screens; they respond to stories, emotions, and relevant information presented through those screens**

experience 25-40% higher engagement rates compared to those using generic or static displays. This engagement

directly translates to increased dwell time, higher conversion rates, and improved customer satisfaction scores.

### The content-ROI connection

The relationship between content quality and return on investment is both direct and measurable. Content serves as the bridge between AV technology investment and business results,

making it the most crucial element in the entire digital retail ecosystem.

Revenue impact demonstrates the power of quality content, with retailers investing in professional content creation and management reporting revenue increases of 15-30% from their AV-enabled stores. This improvement stems from content's ability to communicate value propositions effectively, showcase products compellingly, and guide customers through the purchase journey.

Cost efficiency represents another critical advantage, as quality content maximizes the utilization of existing AV hardware investments. Rather than requiring additional technology purchases, well-crafted content can dramatically improve the performance of current systems, delivering better ROI without capital expenditure.

Brand value creation through strategic content builds brand equity by creating consistent, memorable experiences that differentiate retailers from competitors. This intangible value often exceeds the direct sales impact, contributing to long-term customer loyalty and brand strength.

### Content challenges in Indian retail

Despite its critical importance, content remains the weakest link in most Indian retail AV implementations. The lack of comprehensive content strategy represents the most significant challenge, with many retailers approaching content as an afterthought while focusing primarily on hardware selection and installation. Without a



comprehensive content strategy aligned with business objectives, even the most advanced AV systems fail to deliver expected results.

Resource allocation presents another fundamental problem, as retailers typically allocate 70-80% of their digital retail budgets to hardware and installation, leaving insufficient funds for ongoing content creation and management. This imbalance fundamentally undermines the entire investment, creating expensive systems that cannot fulfill their potential.

The skills gap in the Indian retail sector further compounds these challenges, with a significant shortage of professionals who understand both retail business objectives and content creation for AV environments. This deficit results in content that may be visually appealing but fails to drive business outcomes, creating a disconnect between creative execution and commercial results.

Content stagnation represents a widespread problem, with many retailers using the same content for months or even years. Stale content quickly loses its effectiveness, essentially transforming expensive AV systems into decorative elements that provide minimal business value.

Current content providers often excel in either creative production or technical implementation but rarely demonstrate deep understanding of retail business dynamics. This limitation results in content that may be technically proficient but fails to align with sales objectives, inventory management, or customer journey optimization.

## Ownership and management

Marketing departments own brand messaging but lack AV technical knowledge and real-time content management understanding. IT teams manage infrastructure but lack creative expertise for content strategy, while visual merchandising teams understand product presentation but not digital platform capabilities. External agencies provide content services but need clear direction and ongoing management.

Successful implementations require dedicated Content Experience Managers who bridge these disciplines. These managers ensure content strategy aligns with business goals while leveraging full AV technology capabilities, combining marketing insight, technical understanding, and creative vision for effective digital display management.

## Emerging technologies

Advanced technologies like magic mirrors, holographic displays, and interactive installations are expanding in Indian retail, amplifying content complexity and demanding specialized expertise. Magic mirror content requires sophisticated programming combining product information, personalization, and interface design, while

holographic content demands specialized creation techniques and 3D presentation knowledge to prevent novelty from fading quickly.

Gesture-controlled systems need touch-free content with clear visual cues and intuitive navigation for varying user comfort levels. All these technologies require content creators who understand both technical capabilities and retail objectives. This will ensure the right content is delivered that engages the customers while driving the desired business outcomes.

## Best practices for content success

Successful retail AV content implementation requires adherence to several critical principles that ensure both creative excellence and business effectiveness. Audience-centric design forms the foundation of effective content, requiring development with specific customer segments in mind while considering demographics, shopping behaviours, and cultural preferences relevant to each store location.

Business alignment ensures that every piece of content serves a clear business purpose, whether driving sales, building brand awareness, or improving customer experience. This alignment prevents content from becoming merely decorative and ensures that creative decisions support commercial objectives.

Dynamic refresh cycles maintain content relevance through regular updates based on performance analytics, seasonal changes, inventory levels, and promotional activities. This will prevent content stagnation while ensuring AV systems continue delivering value over time. Performance measurement through continuous monitoring of content effectiveness using analytics, customer feedback, and sales correlation data provides essential insights for ongoing optimization and strategy refinement. This will create a comprehensive approach to content management that adapts to changing retail conditions and customer preferences.

## Looking ahead

The future of retail AV content lies in intelligent, data-driven systems that automatically optimize messaging based on real-time inputs including customer demographics, inventory

levels, weather conditions, and performance data. AI-powered content creation will enable personalized content at scale for different customer segments while maintaining brand consistency, democratizing high-quality content creation and enabling sophisticated personalization strategies.



Predictive content deployment will use machine learning to determine optimal timing, placement, and messaging through comprehensive data analysis, maximizing impact while minimizing management resources. Integrated content ecosystems will connect AV content with e-commerce platforms, inventory systems, and CRM tools, creating seamless omnichannel experiences that support customers throughout their entire journey.

## Conclusion

In competitive Indian retail, content quality has become the primary differentiator between successful and unsuccessful AV technology investments. Hardware capabilities alone cannot deliver customer engagement and sales results—it's the quality, relevance, and strategic deployment of content that determines whether AV investments generate positive returns or become expensive disappointments. The evidence is overwhelming, hardware enables, but content delivers.

As Indian retail continues digital transformation, retailers who prioritize content strategy, invest in quality creation, and establish robust management processes will define the future of customer engagement. The time for treating content as secondary to technology has passed—content isn't just important, it's absolutely essential for maximizing AV investments and creating compelling experiences that drive business growth.

Mumbai

Hospitality

## Sound Reinvented

### Permit & Co. levels up with Audio Technik



Integrator: Audio Technik  
 Category: Clubs & Resorts  
 Client: Permit & Co. by Gymkhana 91  
 Contact: [www.audiotechnikindia.com](http://www.audiotechnikindia.com)

Audio Technik's relationship with the team behind Permit & Co. began nearly a decade ago, when they first installed a premium Bose system at the former venue, Gymkhana 91. That initial collaboration laid the foundation for a trusted, long-term partnership grounded in technical excellence and dependable service—even through challenging periods like the pandemic.

When the venue was rebranded and relaunched as Permit & Co., the client once again turned to Audio Technik for a complete audio overhaul. The goal was to install a versatile sound system that could handle both low-volume, ambient music during the day and high-energy DJ performances at night.

To meet these requirements, Audio Technik deployed a robust system centered around the Optimal Audio Cuboid series. The setup includes Cuboid 15 and 12 loudspeakers, an HH Electronics active subwoofer and monitor, a LEA Professional power amplifier, and HH's DSP and analogue mixer for fine-tuned control.

The result is an immersive, high-fidelity audio environment that enhances the venue's ambience and energy, reinforcing Audio Technik's reputation as a reliable, long-term partner in delivering sonic excellence.

Kerala

House of Worship

## Sacred Sound, Timeless Space

### The acoustic revival of St. Joseph Church



Integrator: ZACS AND PHILS  
 Category: House of Worship  
 Client: St Joseph Church, Kuriachira, Thrissur  
 Contact: [www.zacsandphils.com](http://www.zacsandphils.com)

St. Joseph Church, Kuriachira—established in 1931—recently underwent a remarkable renovation, not only restoring its architectural splendor but also reimagining its acoustic experience for a new era of worship. With a capacity of over 2,500, the church required more than just aesthetics; it needed an audio solution that could deliver crystal-clear speech and rich musicality throughout the vast, circular sanctuary. Zacs and Phils was entrusted with this challenge, bringing a combination of engineering precision and deep reverence for the space.

The church's unique architecture presented considerable acoustic difficulties—reverberant surfaces, high ceilings, and a rounded layout that complicated sound dispersion. Zacs and Phils approached the project with detailed

simulations, 3D modeling, and technical foresight to ensure optimal results before installation began.

The final setup featured Tannoy's VLS 30 column arrays, discreet front fills, subwoofers, Audio-Technica microphones, Lab.gruppen amplification, and Behringer monitoring systems, all calibrated via a Symetrix DSP and controlled through a Behringer X32 Compact mixer.

The result is a sanctuary that now pairs its visual grace with sonic clarity, offering worshippers an immersive, feedback-free, and spiritually uplifting experience—where every word and note truly resonates.

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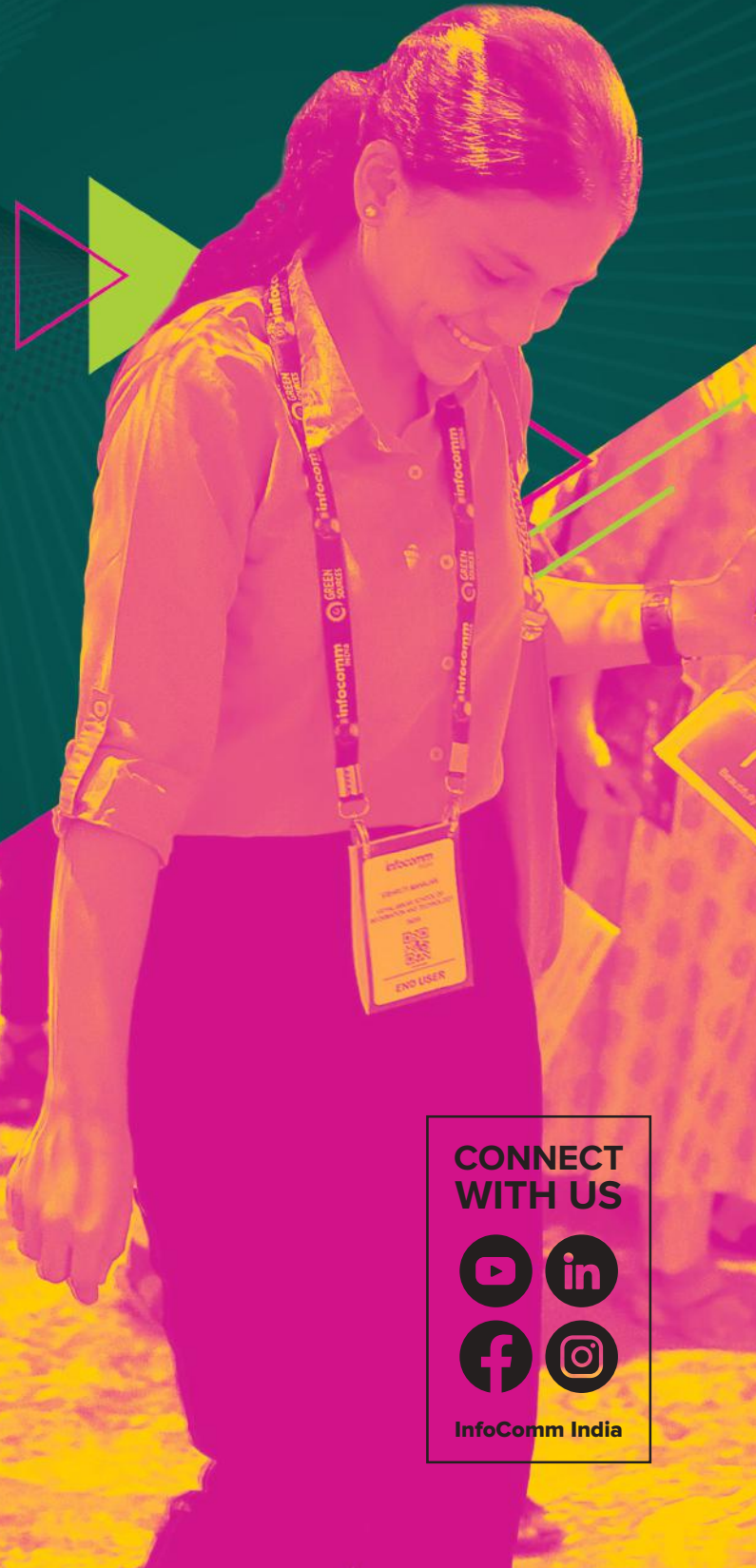


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Gurugram, Haryana

Hospitality

## Transforming Soundscapes

### The audio journey of Koca Club



Integrator: VMS, Delhi  
 Category: Clubs and Resorts  
 Client: KOCA, Gurugram  
 Contact: [www.alphatec.co.in](http://www.alphatec.co.in)

The newly launched Koca Club in Gurgaon—a luxurious culinary venture by cricketer Yuvraj Singh—demanded a premium audio experience to match its high-energy ambiance and refined aesthetics. To deliver on this vision, Alphatec (equipment provider) and VMS Delhi (system integrator) collaborated to install a high-performance audio solution that seamlessly blends form and function.

Faced with architectural challenges like low ceiling height and strict interior design requirements, the teams curated a dual-zone solution for indoor and outdoor spaces. CODA Audio's HOPS 8i, G308 PU, G18-SUB, and G15-SUB were deployed indoors, powered by Linus 6.4i and Labgruppen amplifiers including D40:4L, D120:4L, and IPX2400. Outdoor

zones featured Tannoy's VX15HP, VX12HP, VX12, and VSX218 subwoofers, paired with AMs 8dc, D120:4L, PD3000, and NX4-6000.

The system was rounded off with Pioneer DJ gear to elevate entertainment. The result is a dynamic, clear, and non-intrusive audio environment that transforms Koca Club into a multisensory experience—where sound, space, and cuisine come together in harmony.

Mizoram

Education

## Redefining Learning Spaces

### The AV Journey of RIPANS with Vallect



Integrator: Vallect  
 Category: Clubs and Resorts  
 Client: RIPANS (Regional Institute of Paramedical and Nursing Sciences), Aizawl  
 Contact: [www.vallect.com](http://www.vallect.com)

Vallect was chosen as the trusted technology partner to design and implement a comprehensive AV solution for the RIPANS campus, aiming to elevate the quality of education through seamless communication and immersive visual experiences. At the heart of the installation is a 1,000-seater auditorium equipped with a fully integrated HD video conferencing system, enabling real-time interaction with guest lecturers, remote medical panels, and other academic institutions. A powerful 5000-lumen WUXGA projector ensures vibrant large-format visuals that enhance presentations and lectures.

The audio system features a trapezoidal arrayable point source loudspeaker setup, delivering consistent and uniform sound coverage across all seating zones. Stage monitors

provide reliable audio feedback for presenters and performers, while a state-of-the-art digital podium allows for intuitive AV control and presenter management.

The auditorium also supports live streaming and lecture recording, facilitating hybrid learning and extending access to cross-institute collaborations and knowledge sharing. In addition to the main hall, Vallect deployed advanced AV systems across multiple classrooms within the institute, reinforcing the commitment to creating an enriched, future-ready academic environment that fosters engagement, clarity, and interactive learning.

New Delhi

Retail

## Where Luxury Speaks in Silence

### The acoustic signature of Le Gourmet by Le Marché



Consultant: Andrew John  
 Integrator: Integration One  
 Category: Luxury Food Retail  
 Client: Le Gourmet by Le Marché  
 Contact: andrew@cws-india.com

Le Gourmet by Le Marché at The Chanakya, New Delhi, is a destination where global cuisine meets luxury retail. Curated for a refined palate and elevated experience, the space demanded a seamless integration of technology that would enhance ambiance without overpowering aesthetics.

The audio installation was designed to be as refined as the space itself. Ten Sonance IS8T invisible speakers were discreetly embedded into the architecture, delivering immersive, high-fidelity sound while preserving the clean visual lines of the store. These are complemented by Sonance PS-C63T in-ceiling speakers that ensure even, warm audio coverage across key zones.

Powering this intelligent setup is the LEA Professional CS704, a 4-channel IoT-enabled amplifier delivering 700W per channel—combining performance with remote accessibility. For localized control, the HH Electronics MZ-64P pre-amplifier and MZ-C2EU wall-mounted controllers enable precise volume and source management in each zone.

This installation reflects Le Gourmet's philosophy—attention to detail, quality, and a seamless customer journey. It is a benchmark in marrying acoustic design with luxury retail, creating an environment where sound becomes part of the sensory experience.

Bengaluru

Education

## Refined Sound for Young Performers

### Audio upgrade at Meenakshi Rangamanch



Integrator: Prabhath Enterprises  
 Category: Auditorium, Education  
 Client: Sri Kumaran Children's Academy  
 Contact: www.ansata.net

Sri Kumaran Children's Academy in Bengaluru has elevated its 520-seater auditorium, Meenakshi Rangamanch, with a cutting-edge audio system tailored for dynamic school events—from musicals and dance recitals to formal functions. The objective: deliver consistent, high-quality sound to every seat, ensuring the front-of-house mix translates clearly across the venue.

Central to the system are d&b audiotechnik's Vi10P point source loudspeakers in a left-right configuration, chosen for their powerful output and precision in speech and music reproduction. To maintain stereo imaging, Yi10P units serve as image fills, while 5S loudspeakers act as front fills, preserving tonal balance in the front rows.

8S loudspeakers were strategically placed as

delays to ensure clarity and phase coherence throughout the space. Low-frequency energy is delivered by B6 subwoofers, providing tight, impactful bass well-suited for school performances.

Powered by d&b's 40D and 10D amplifiers, the system was designed and commissioned by ANSATA using ArrayCalc and R1 Remote software. The debut show, a musical on Swami Vivekananda, showcased crystal-clear vocals and percussion—marking the beginning of a new sonic chapter for the school.

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Can the device be securely mounted on various surfaces, including walls and glass?

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YES

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YES

Is the HBD available for both on-premises and cloud-based deployments?

YES

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