

AV TODAY

TECHNOLOGY · PEOPLE · EXPERIENCES

1

*A YEAR OF
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AND DELIVERING
CREDIBLE CONTENT*

Power of Immersive Storytelling

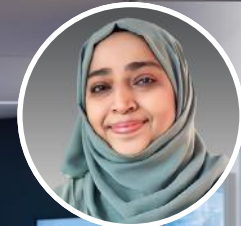
How AV transforms experience centers into
unforgettable brand connections

Insightful Conversations



**Manoj Kumar
Choudhury**

Director - AV Business
and Operations
Online Instruments
India Pvt. Ltd



Jasmine Mansoor

General Manager
Projection House LLC



**Roopa
Krishnamurthy**

Founder & Acoustical
Consultant
Soundscape India



Nikhil Shenoy

Founder and Principal
Consultant
Digital Futurist

FEATURES:

- Experience Centers
- Women of AV
- Podcast

SPECIALS:

- AV as a Service
- Human Sustainability
- Importance of
Content

TECHNOLOGY:

- Dynamic Range

PRODUCT REVIEW:

- Audac Viro5

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Founder's Note

K David Paul Sudhakar
Founder & Director



What A Year!

Every end leads to a beginning.

It wasn't long ago I faced a struggle between the end and the beginning. That's a scary space to be, and the choices we make at that juncture determine our success and failure. My conviction to do something for the AV Industry in India and my hunger to bring out the right product took away all my fears and pushed me to take

the bold step of starting AV Today. All my well-wishers were with me to support me, and I was strongly motivated to start this journey.

Today, as AV Today turns one and we bring out our sixth edition, I sincerely thank each of you who have been a part of this journey – our readers, contributors, sponsors, partners, and finally, my incredible team, who makes it all happen behind the scenes. To me, AV Today is more than a media house; it is a powerful medium for connection and community, driven by a purpose to showcase the rich stories that make our industry the force it is today.

In this special edition, we highlight the rising trend of client experience centers and explore topics like AVaaS, human sustainability, and dynamic range in audio. Plus, we feature exclusive interviews with industry leaders, insightful product reviews, and innovative installations that showcase some of the best work in the market.

Our industry is evolving rapidly, and so are we. In our second year, we will find ways to do more and do better—new topics, richer narratives, enhanced interactivity, and a stronger digital presence. Your voice will be at the heart of this work as we shape the future of our industry together.

Before I close, I would love to hear from you: What topics interest you? Do you have a story to share? Do you have feedback for us? Please send your ideas to reach@avtodaymag.com.

With deep gratitude,

David

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From Software to Sound

An exclusive interview with Manoj Kumar Choudhury of Online Instruments



Manoj Kumar Choudhury, Director - AV Business and Operations at Online Instruments India Pvt. Ltd.

When we approach clients, we bring them the technology they need, not just the available technology from OEMs. We select the best products from various brands, integrating them to provide the most relevant and cost-effective solution for our clients.

In the dynamic world of AV, few stories are as inspiring as that of Manoj Kumar Choudhury, the Director of AV Business and the Operations at Online Instruments. Today, he is the driving force behind Online Instruments, one of India's leading AV system integration companies. AV Today speaks to him about his journey into the world of AV, his leadership philosophy, the company's vision for a billion-dollar future on the global stage, and more.

Starting from scratch

Having begun his career in software development in West Bengal, Manoj moved to Bangalore in 2000 to seek better opportunities. However, fate had other plans. The aftermath of the World Trade Center attacks led to the closure of the startup he was working for, pushing him to explore new horizons. What started as a job selling SIM cards soon evolved into technical product marketing, setting the foundation for his future in the AV industry.

"I started with Panasonic telephones and devices, and that's where the actual journey began," recalls Manoj. "The door-to-door marketing experience gave me intimate knowledge of Bangalore's business landscape. Soon, I was serving major clients like Honeywell, TCS, and GE Healthcare."

As client relationships deepened, Manoj found himself increasingly involved in discussions about conference rooms, projectors, and displays. The successful installation of plasma TVs at a hotel in Whitefield marked a pivotal moment. "That gave me more confidence to get into this new technology. Soon after, we secured projects for the Bangalore Chariot train and CGI, marking our entry into comprehensive AV solutions."

Building trust through expertise

Manoj emphasizes that success in the AV industry isn't just about brands – it's about relationships and trust. "What matters most is the relationship with

the client at different levels, whether it's admin, purchase, or IT. When clients have confidence in you and know that you understand the product in and out – both its strengths and weaknesses – they trust your recommendations."

This philosophy led to a landmark project with Honeywell in 2006-2007, worth about five crores. "We had been serving them since 2000, building a strong relationship over four years, and when they needed AV solutions for their new building on Outer Ring Road, they trusted us with the project."

Global expansion and innovation

Beginning with a small 3 - member team in 2006, today under Manoj's leadership, Online Instruments has expanded its operations to Singapore, Taiwan, and Manila, with plans for further expansion into Malaysia, Sydney, and Riyadh. The company strategically approaches international markets while maintaining a deep

focus on the enterprise sector in India. "Our global expansion began with serving our Indian clients' international operations, and then gradually, we added new clients," explains Manoj. The company has seen remarkable growth – 35% last year and 65% this year, with similar projections for the future. "We're aiming to become a billion-dollar company by 2029, with AV division revenues crossing 2,000 crores," shares Manoj confidently.

A vendor-agnostic and client-centric approach

What sets Online Instruments apart is its vendor-agnostic approach to technology solutions. "When we approach clients, we bring them the technology they need, not just the available technology from OEMs. In fact, we don't follow any OEMs," Manoj states firmly. "We select the best products from various brands, integrating them to provide the most relevant and cost-effective solution for our clients."

This philosophy extends to new product adoptions as well. "We tell OEMs: don't request us to use your product – train our people and let them evaluate if it's good. We have a lab where products can be tested for 15-20 days. If our team finds value in it, they'll naturally incorporate it into solutions."

People-first culture

Perhaps the most striking aspect of Online Instruments under Manoj's leadership is its commitment to a people-first culture. During COVID-19, when many companies were downsizing, the management chose to protect their employees at all costs. "We chose to stand by our people and provide them with support, even if it required contributing from our own resources," Manoj recalls.

This commitment to people has resulted in remarkable loyalty – the company boasts of a healthy retention rate, and many employees who left for multinational companies have returned. "We call ourselves the 'Online family'. When you are sentimentally attached to your people, it's very

difficult to make a wrong decision."

The company also strongly believes in internal growth and development. "One of my drivers has grown into a project engineer, a receptionist advanced to a sales manager, and a coordinator now leads as a key account manager. We actively invest in our team's growth by supporting and funding training opportunities throughout the year."

Future vision and industry trends

Looking ahead, Manoj sees tremendous opportunities in AV as a Service and managed services. "This model is going to grow like wildfire," he predicts. "It's just a matter of whether it happens

that other providers couldn't match.

Personal philosophy and leadership

When asked about his satisfaction with his journey, Manoj's response reflects his deep-rooted values: "In life, everything is not about money. The biggest thing is what you achieve. I find peace when I close big orders against competition. I feel good when I see my employees enjoying their lives and when we create employment opportunities for more people."

His leadership style is marked by a combination of ambition and humility. "When I started, I would look at bigger companies and think, 'Our com-



in six months or a year. By 2026, you'll see the demand increase significantly."

The US market is a major focus for future expansion, given that 70% of their clients are US-based. "When I can serve them in India, with our capabilities, we can definitely serve them there too," Manoj says confidently. The company plans to establish operations in at least two US locations by December this year.

The company's growth strategy revolves around staying ahead of the technological curve. Recent innovations in AI-driven solutions, voice lift technology, and wireless collaboration have opened up new opportunities. Manoj shares an example of winning a significant project in Dubai worth approximately 17 crores, purely based on their ability to meet specific technical requirements

pany should be like that.' Now, I want to do even bigger things, and I have the freedom to do so. We don't think we're working for a company – we've built this company together."

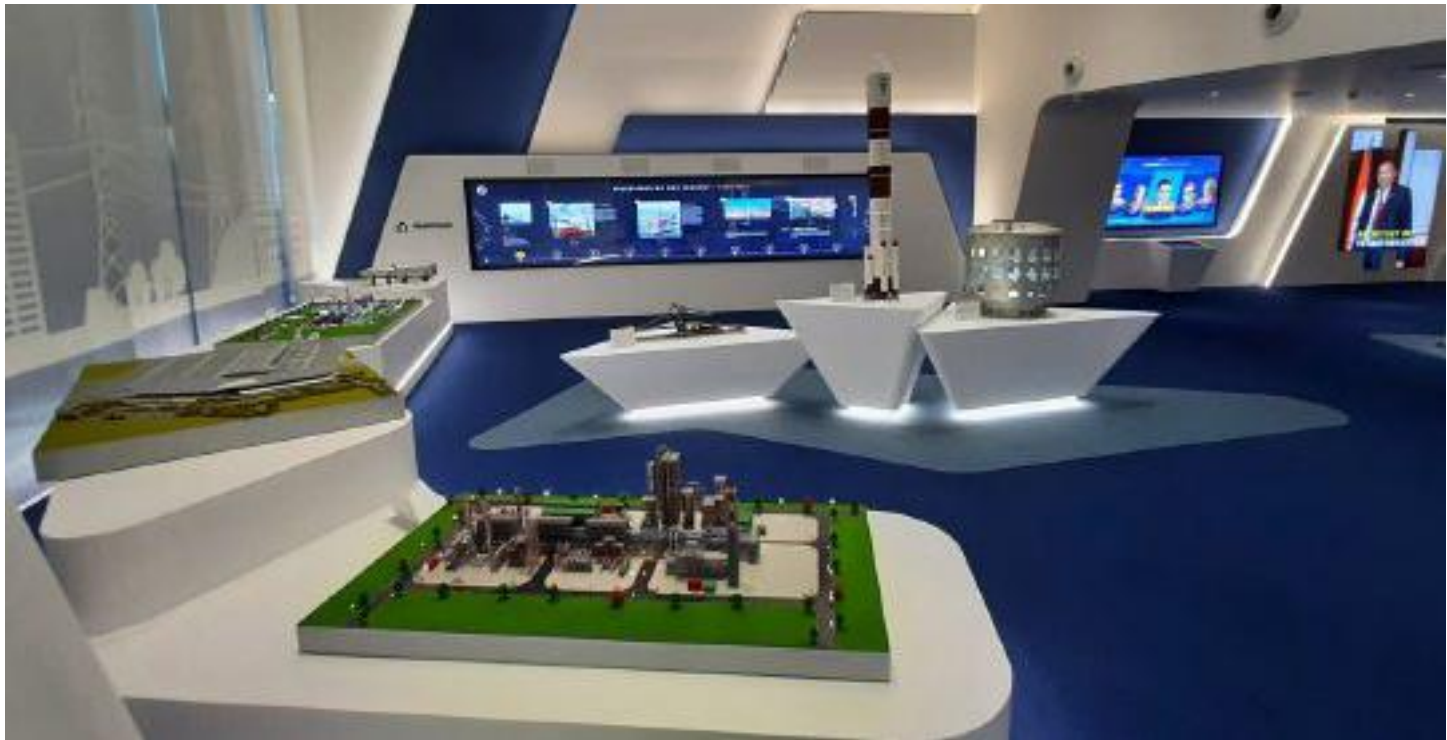
His parting message to the industry is simple yet powerful: "Focus on three things – take care of your employees as they are your biggest strength, do justice to your clients by providing relevant and right technology, and maintain a clean, clear focus. These are enough for you to grow in the market."

Through Manoj's journey and leadership, Online Instruments has not only built a successful business but has also created a model for how technology companies can thrive while maintaining their human touch and ethical values.

Making It Memorable

How experience centers are bringing brands to life

In today's experience economy, it's no surprise that client experience centers are all the rage. Nishita H. Kalita explores how AV-powered environments are curating active full-brand immersive moments that foster deep brand connections with diverse audiences.



We are all consumers, living in an over-saturated world bombarded with a plethora of choices. Whether it's the food we eat, the locales we travel to, or the technology we use, our decisions are influenced by how we experience and perceive brand offerings. Corporations have long understood this dynamic, but it's only more recently that we're witnessing client experience centers (CECs) blossom and become a strategic element of the marketing sales funnel.

The shift to immersive

"The concept of CECs has caught on, especially after COVID-19," says Sasi Kumar Radhakrishnan, director of business development at EDC Creative Technology Solutions. "Earlier, CECs were seen as good-to-have but never a must-have. At a conceptual level, the focus is not just on showcasing

the product; that's at a micro-level; instead, at the macro level, it's about energizing the entire business ecosystem by creating interactive and immersive spaces for show-and-tell, where stakeholders are excited and energized." He adds that an approach which builds in more stickiness will deliver faster deal closures and



"At a conceptual level, the focus is not just on showcasing the product; it's about energizing the entire business ecosystem by creating interactive and immersive spaces for show-and-tell, where stakeholders can be excited and energized."

**Sasi Kumar Radhakrishnan, Director,
Business Development, EDC Creative
Technology Solutions**

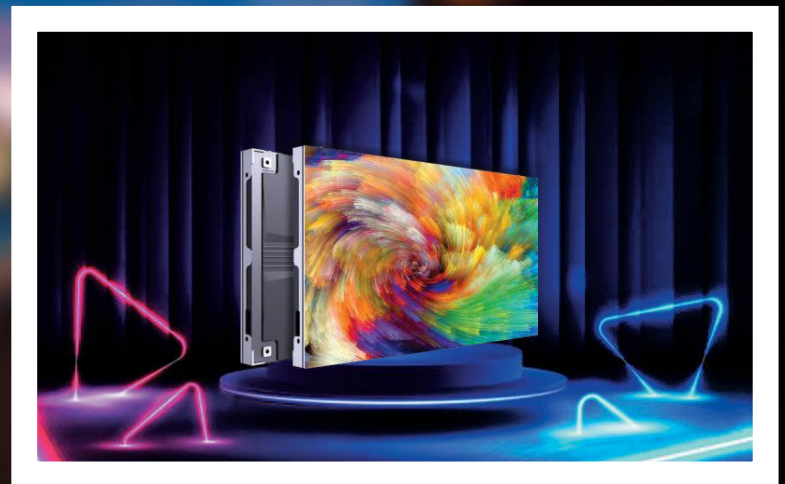
greater business opportunities, as "there's no better environment for brand building and public relations than this."

Manmohan Ganesh, managing director at PRO FX Tech Private Limited, adds that CECs are becoming popular, but the concept is not new. "Large organizations have always wanted to impress prospective customers and stakeholders. Earlier, we had events, exhibitions, and fairs where brands showcased their offerings, but they realized a permanent exhibit would be more under their control." He shares that the first semblance of CECs in India were apartment real estate projects that were dismantled after inventory was sold out. "But in the last seven to eight years, companies have been building CECs to showcase their true level of diversity; they're coming of age and getting better and more impressive."

Drawing an analogy to test-driving a car before

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MAKE IN INDIA 



making a purchase, Sajan Joseph, co-founder & CEO at Ctrl Alt Experience, emphasizes, “An experience matters experientially; learning something matters, and CECs are just that - a brilliant stage where customers can experience and perceive your brand, the story you tell, and the offerings you provide in a more experiential and immersive way. And I can’t begin to tell you the benefits of experientially learning something, compared to watching a presentation,” he explains, highlighting how CECs foster greater engagement, stronger buy-in and cement the brand’s position as a trusted partner.

Designing a CEC: What does it take?

Building a CEC is no mean feat, but it can be a game-changer for any business. What are the nuances crucial in shaping these immersive experience hubs?

Maximum impact

Manmohan emphasizes that brands have a limited window to maximize their impact and tell stories to a captive audience. “With attention spans shrinking, we focus on the duration of engagement, gradually increasing the level of interaction stage-wise. So, a lot goes into planning it out. Nowadays, companies want to create experiences that are truly magnificent,” he notes, citing that even the Government is crafting experiences

in museums like the Prime Minister’s Museum & Library in New Delhi. “And look at what religion is doing,” he adds, mentioning the Isha Yoga Center in Coimbatore, which uses projection mapping on a tall Shiva statue to tell an impactful story in a spiritually immersive setting.

A consulting approach

“We wear a consultant’s hat and design the layout, threading together all the layers of a CEC while addressing the marketing and selling pain points,” says Sasi, elaborating that the different layers are subsets of the overall experience, like the interiors, AV, hardware, content integration, content management systems, holography, AR, etc. It’s crucial to build the story and then determine the technologies that go into



it.” Highlighting that no two use cases are the same, he adds, “The right functional use cases must marry the right technology, whether

“An experience matters experientially; learning something matters, and CECs are just that - a brilliant stage where customers can experience and perceive your brand, the story you tell, and the offerings you provide in a more experiential and immersive way.”

Sajan Joseph, Co-Founder & CEO, Ctrl Alt Experience

that’s AR, VR, or holography,” emphasizing the criticality of creating a comprehensive user experience journey. “AV is one of the critical layers that typically accounts for 40% to 70% of the total project cost. In large immersive environments, the AV component alone might make up 70% of the project value; this could be both AV and hardware and system integration.”

A living and breathing asset

Sasi highlights, “Experience centers are living and breathing assets; you don’t want to hard code things that could quickly become outdated. For continuous engagement, you need to regularly re-look and update the content and technology.” He adds that earlier, CECs were planned for about 3 years, but now they’re updated quarterly to include new innovations and product enhancements.

The right frameworks

Sasi underscores the importance of establishing the right frameworks and internal capabilities to convert client inputs into desired outputs. “Once you have a solid design in place, it’s half the battle won. Typically, every project consists of a design phase followed by an execution phase. The design will lead to Good for Construction (GFC) drawings, which will ultimately create a final executable bill of quantities and timeline,” he says, explaining that once you have this process in place, it’s then about execution.

Collaboration

Sasi explains that often, multiple global teams within an organization want to showcase their work in an immersive space. “Bringing these teams together using collaboration tools to create a simple innovation or co-creation platform is crucial for companies such as those expanding their Global Capability Centers (GCCs) in India. The whole concept of a GCC is to innovate and do new things for their parent companies, and I think GCCs, by default, should have dedicated immersive spaces that address all their business needs.”

A clear vision

Sajan points out that clarity of vision is key. “When the client is clear about the desired outcome, everything else weaves in, leading to a sustainable CEC that provides long-lasting value from an investment perspective. If the overall journey is mapped well, stories can change over time, and the AV is designed to support that.”

Compelling content

“Much of the immersiveness and interactivity is driven by well-programmed and immersive AV integrated with a powerful layer of content. So, it’s critical that AV and content go hand in hand and are designed well,” says Sasi, adding that in six out of ten cases, content is treated as an afterthought, killing the experience. “Typically, in a pitch, we forget technologies for a while and focus instead on understanding the company, its business, and its offering in-depth to build the story.”

All things custom

Manmohan points out that tailoring a show to focus only a few specific topics out of a broader set, based on an audience’s interest or curiosity, allows for a “more relevant and personalized experience.” Highlighting that “experiential selling is the new buzzword,” Sasi says it’s important to customize a platform, product, or service and create immersive spaces specifically designed for these applications.”

The big picture

“Keep the big picture in mind”, emphasizes Sasi. “Architects might focus on space planning and layouts, while AV consultants may prioritize video walls, multi-touch displays, and interactivity. This can lead to a narrow perspective, causing the broader narrative to get lost. So, it’s crucial to map the business, understand the stakeholders, and

tell the story in a holistic manner. When we see these challenges, we guide clients through the process, explaining how this holistic experience delivers far beyond what any presentation, or brand-building exercise can achieve.”

Return on Investment (ROI)

Finally, the obvious question on a client’s mind: What is the business value or ROI on CECs? Sasi explains that ROI is vital and incorporated into the design phase. “When making a pitch, we are mindful of how to make the CEC usable for multiple user groups. We meticulously map out the client’s target audience, including customers, partners, employees, and other stakeholders, to understand how these groups can benefit.” He adds that securing budgets and real estate is also challenging, and “ROI is central to discussions from that worldview.”

Tech will redefine experiences

Sharing a practical perspective on emerging technologies like AR, Manmohan says, “While they create spectacular imagery and impressive 3D effects, users must wear them, which can feel intrusive.”



“AI will play a big role in the future. We’re already integrating IoT features into devices, but with AI, imagine if ten new guests walk in; the system recognizes and greets them, inquires about their preferences, and offers a uniquely personalized experience.”

**Manmohan Ganesh, Managing Director,
PRO FX Tech Private Limited**

Plus, after COVID-19, people hesitate putting on accessories unless they’re new and disposable.” Highlighting advancements in robotics, he explains, “Soon, we will have robots that resemble real people, capable of walking and talking, but we aren’t there yet.” He adds that “AI will play a big role in the future. We’re already integrating IoT features into devices, but with AI, imagine if ten new guests walk in; the system recognizes and greets them, inquires about their preferences, and offers a uniquely personalized experience.”

“When used correctly, AI can enhance many capabilities, and we are seeing this happen as

technology continues to evolve,” says Sajan, adding that every few months, new innovations are becoming accessible in how they integrate into our lives. “Today, technology is limited only by the creativity and imagination of those designing it. Many innovations we see now were unimaginable a few years ago. As we continue to explore and push boundaries, these technologies will continue to evolve.”

Peering into the future

Speaking of the future potential, Manmohan shares that many clients are exploring options, although some are taken aback by the high costs and often don’t realize the complexity involved. “We typically get one or two inquiries each month, compared to one every six months earlier, indicating a growing interest in the market. I anticipate in a year or two, we may get inquiries every week. Some clients have wanted to set up a CEC but lacked the space; now that half their employees work from home, it’s possible.”

Sajan points out that education is key to the industry’s growth. “If people are not exposed and knowledgeable about the possibilities of CECs, the industry cannot thrive; it will be limited to passive AV environments like boardrooms.”

“The future is both exciting and challenging,” says Sasi, as clients increasingly want specific micro-zoning of CECs. “For example, service companies might set up one large experience center and smaller centers tailored to specific sectors, such as banking, finance, and insurance. AI-powered customer support is also becoming more micro-specialized, which calls for a deeper understanding of business domains and stakeholders. The potential is huge, and I think we have only scratched the surface,” he says, highlighting that only 20 to 30% of the Indian market has been addressed so far. If you’re wondering what the spends on CECs look like, Sasi tells us the average range is between 3 to 8 crores for a 3000 to 4,000 square feet space, “but, of course, there are bigger spaces with higher budgets.”

As technology advances and brands look to engage customers in exciting, new ways, the appetite for immersive experiences will only grow. This spells a world of opportunity for the AV industry to expand, innovate, and shape the next in experiential engagement.

Every Ripple Counts

A team's inspiring journey towards human sustainability

In conversation with Jasmine Mansoor of Projection House LLC on thriving together by building a holistic and sustainable future for ourselves, our people, and our planet.



As the global conversation around sustainability grows amid serious environmental challenges, one question lingers: how can we create a sustainable future where our planet and its people thrive? AV Today spoke with Jasmine Mansoor, general manager at Projection House LLC, a leading AV system integrator and solutions provider in Dubai, for over 20 years. A passionate advocate for sustainability and a lifelong learner, Jasmine champions a holistic approach to sustainability, encompassing both industry and human sustainability practices.

But what is human sustainability? Simply put, it recognizes people as not just resources but vital contributors to organizational success, emphasizing the importance of health and well-being for individuals and communities. Join us as Jasmine shares the simple yet impactful ways she and her team are making our world a more sustainable place, one initiative at a time.

Small steps, big impact

"I believe we can create a better future for everyone by working together," Jasmine emphasizes as we discuss Projection House's Theory of Human Sustainability at the workplace. She defines sustainability as "today for tomorrow," highlighting the growing awareness of environmental issues and pointing to advancements like eco-friendly packaging, minimized product bulk, AV digitization with automatic shutdown modes, and energy-efficient sensor lights.

"It all began at a year-end party in December 2022," she says when reusable glass water bottles were gifted to the team. This initiative sparked 'Hydration Month' in January, marking the start of a year-round campaign that she and her team continue to drive with zeal every year. With a goal of cultivating healthy habits and a culture of sustainability, she describes the campaign as

"a series of monthly initiatives that align with the 17 Sustainable Development Goals (SDGs)." Pointing to the 'Circle of Sustainability' wall in their office, Jasmine and her team walk us through their holistic approach that encourages eco-friendly and human sustainability practices, such as using glass bottles to reduce plastic waste, taking water breaks, and community impact efforts. "We've received a lot of encouragement and support from our management, including the Managing Director John Simento and CEO Jamal Sabri of the Almoe Group," she adds.

Jasmine passionately applauds her team, saying, "I have always advocated for sustainability, and I believe our collective efforts are the reason for our success; they are my constant source of strength and motivation." What do her team members think? Farzana, Sandesh, Priya, Gafoor, and Deepa share that while they were initially hesitant, Jasmine's passion inspired them: "These small initiatives gradually became ingrained habits, evolving into a lifestyle."

12 MONTHS - 12 HABITS: THE 'CIRCLE OF SUSTAINABILITY' DRIVE

JANUARY

WATER BREAK: STAY HYDRATED

Glass water bottles and a digital alarm for employees to drink water every 2 hours, promoting hydration and reducing carbon footprint.

[This theme supports SDGs 3, 6, 8, 11, and 16]

FEBRUARY

EYE BREAK: BLINK & LOVE YOUR EYES

Considering 80% of our perceptions rely on sight, the initiative raised eye health awareness with 3-minute daily breaks to reduce eye strain.

[This theme supports SDGs 3, and 9]

MARCH

GIVING FOR A CAUSE

Acts of kindness and employee donations of one Dirham per day toward the Suqia Water Aid Foundation.

[This theme supports SDGs 1,2,10,11, and 17]

APRIL

COMMUNITY CONNECTION

A visit to an old-age home during Ramadan to enhance community connection and employee emergency preparedness through CPR training.

[This theme supports SDGs 1, 2, 3, 4, 10, and 11 and aligns with the National Agenda Pillar of 2030.]

MAY

UNLEASH THE POTENTIAL OF INVESTMENT

Encouraging employee saving by investing a day's salary monthly.

[This theme supports SDGs 1,3,4,8, 9, 10, 11, and 17]

JUNE

NEWS SHORTS AND HIGHLIGHTS

Motivating employees to keep up with breaking news and world headlines.

[This theme supports SDGs 4,8, and 16]

JULY

MY HEALTH, MY PRIORITY BANKING

Embracing self-love and well-being by adopting a healthy lifestyle. [This theme supports SDGs 3,5, 8, 9, 11, and 16]

AUGUST

EXCELLENCE IS NOT A SKILL, IT'S AN ATTITUDE

Promoting skills swapping and learning new technologies to enhance team cross-learning and skill development. [This theme supports SDGs 7, 9, 12, and 17]

SEPTEMBER

BREED THE GOODNESS, THE STORIES LEFT UNTOLD

Celebrate diverse perspectives by amplifying unheard voices to foster empathy, understanding, and unity. [This theme supports SDGs 8, 9, 11, 12, and 16]

OCTOBER

PLANT A TREE & GIFT A PLANT

Encourage employees to plant and gift a tree - a simple act that combats global warming and promotes sustainable development. [This theme supports SDGs 7, 8, 9, 11, 12, 13, 14, 15, and 17]

NOVEMBER

BRING LIFE TO HAPPINESS EMOJI

A month to turn happiness into reality beyond emojis through community service like breast cancer awareness and blood donation drives. [This theme supports SDGs 4, 11, and 16]

DECEMBER

WE CAN SEE HEAVEN ON EARTH

By practicing these habits, we create a sustainable workplace and contribute to a brighter future. [This theme supports SDGs 9,12, 13, and 15]



Jasmine explains that Projection House’s Sustainability Theory emphasizes the impact of small collective actions. For example, highlighting the alarming rate of deforestation (noting that 15 billion trees are lost annually of a total of 3 trillion); she proposes a simple solution: if 40% of the world’s population, (approximately 3.2 billion people) planted and gifted just one tree a year, the total number of replanted trees would double to 6.4 billion. When combined with natural regeneration, this large-scale replanting effort can positively influence the water cycle, affecting evaporation, condensation, and precipitation.

Taking sustainability to schools

“At Projection House, we serve diverse clients across sectors, such as corporate, banking, retail, government and importantly, education. We are now

extending our human sustainability campaign to UAE schools, educating children about its importance,” says Jasmine. This initiative includes the ‘Sustainability Theory for Kids,’ a children’s book that simplifies concepts; for example, using the term ‘financial education’ instead of ‘investment initiative.’ Like the workplace drive, this drive addresses one SDG monthly, raising awareness and empowering the next generation to become environmentally conscious.

“By implementing positive workplace habits and making small, consistent choices, we create a collective impact on sustainability. When I make good choices for myself and the environment, others are inspired to do the same.”

Jasmine Mansoor, General Manager, Projection House LLC

Change starts small

With this year’s drive, “I AM the CHANGE - A Year of Sustainable Community Living,” already underway, Jasmine hopes more organizations will adopt a holistic approach to sustainability. “The more we learn about sustainability in AV and its value, the better we understand our clients’ needs. It’s not just about what we do; it’s about cultivating a mindset of integrity and innovation. A balanced approach to sustainability shows that AV is not just a product but a byproduct of interconnected parameters.”

On another note, she adds, “Life is unpredictable; there are no guarantees. This uncertainty reminds us to approach situations with gratitude, resilience, and a positive mindset, so it’s important to cultivate mutual understanding, think critically, and act practically to create a sustainable future for ourselves and the world around us.”

Jasmine concludes with a powerful message: “By implementing positive workplace habits and making small, consistent choices, we create a collective impact on sustainability. When I make good choices for myself and the environment, others are inspired to do the same.”

It’s clear that even the smallest actions can create ripples of change and make us better stewards of the Earth. We hope Jasmine’s story gives you food for thought and inspires you to embrace sustainability in your own unique way. If you’re curious to know more about this initiative or want to share your ideas, write to us at reach@avtodaymag.com.

Igniting Young Minds, Near and Far

The O.P. Jindal International Academy: Where immersive experiences foster learning and knowledge-sharing

A leading global university leverages AV to create an immersive, flexible space that brings together esteemed guest speakers and students alike. Nishita H. Kalita reports.

Located just a few kilometers from Delhi lies the O.P. Jindal Global University (JGU) in Sonipat, a reputed educational institution founded in 2009. Renowned for its academic excellence, global exposure, and international partnerships, JGU is today a vibrant educational hub bringing together students and faculty from diverse backgrounds across the globe. In 2023, JGU took a leap forward and expanded its reach by launching the JGU International Academy experience center within the premises of the Taj Mahal Hotel, Mansingh Road, in the heart of New Delhi. Havi Design LLP was entrusted with designing and implementing the AV experience at this center.

Highlighting JGU's commitment to quality education, Manikk Gupta, partner at Havi Design India LLP, says, "Often, time doesn't permit guests to travel to Sonipat, so the Taj Mahal Hotel, one of the finest and centrally located hotels in Delhi,

was chosen by Professor (Dr) C. Raj Kumar, the Vice Chancellor of JGU as the site for this center."

The center was designed to host guests from various walks of life, including senior government dignitaries, political leaders, professors from international universities, and other individuals from different fields. "Many people travel to Delhi, and the University invites these speakers to engage with their students in this centrally located experience center. Here, they can experience JGU and address a small group of students in person; plus, the lecture is live-streamed to students at the University in Sonipat. Although a small space, the center is an immersive and engaging experience for attendees."

The backstory

Havi Design was not new to JGU, having previously worked with them on the acoustics of the O.P. Jindal Global University auditorium in

Sonipat. "Our team worked day in and day out to complete this project within a week, and the Vice-Chancellor was very happy with our work. And when this new project came up, he recommended us to the IT team, who trusted us to be the right fit.

This experience center you see today was earlier a staff training room for the hotel, and it was re-created from scratch, explains Manikk. "We designed the system based on the new drawings received from the architect, and the Vice-Chancellor liked the solution we presented; that's how we took the lead in designing and executing this project."

Speaking to the project's goal, Manikk tells us the client wanted an experiential space with multiple applications that provided an immersive experience for anyone who walked in. "It had to be effortlessly seamless and intuitive, so they wanted top-of-the-line technologies." In terms of functionalities, Manikk says, "The client was looking



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to create a versatile space that could host high-end dinners and a cinema-like setting, with the ability to support video conferencing and streaming, allowing everyone to connect and interact with students or professors from around the world.”

A versatile experience space

Designed to seat about 72 people, Manikk describes the space as “rectangular, approximately 70 feet by 25 feet, with an 8 feet ceiling height. An LED display screen runs along the width of the auditorium, and seating is arranged horizontally, so everyone faces the longer side.”

Premium audio

“We suggested a 7.2 audio system from Bose, although it’s not a true 7.2 setup, as the space is not ideal for cinema viewing. Since the customer wanted a cinema experience as one of the applications, we placed three single 8-inch Front-of-House Bose ArenaMatch AMU108 loudspeakers on the left, center, and right and five smaller 5-inch Bose ArenaMatch AMU105 surround speakers on the sides and at the back.” Complementing the loudspeakers are two dual 10-inch Bose MB210-WR subwoofers placed on either side of the hall to ensure uniform sound distribution. On the choice of Bose for the speakers, Manikk says, “The client wanted everything to be top-of-the-line with no compromises, and Bose, being a pioneer in the pro audio market, was our first choice.” He adds that they have used Bose for a long time and have always received excellent support, including after-sales and tech support.

To capture audio for video conferencing and lecture recordings, we used wireless Sennheiser gooseneck, handheld, and lapel microphones; additionally, three Sennheiser TeamConnect Ceiling 2 Ceiling Microphone tiles strategically placed to cover the entire space uniformly, do the job of delivering clear and crisp audio to the far end. “Sennheiser has been our preferred brand for many years. We are very comfortable using their products because we have implemented them in various large projects in the past, and we’re pretty confident about the quality,” adds



Manikk.

Next, he explains how the podium placement is flexible, with provisions on the left, center, and right, so it can be moved depending on the event. “The client wanted flexibility: They didn’t want to be restricted because they wanted the space to work well for multiple formats of programs.”

An expansive canvas

The centerpiece of the JGU International Academy experience center is an active asymmetric Samsung LED video wall that spans the entire width of the space, offering multiple functionalities. With a diagonal screen size of 300 inches, this P1.5 pixel pitch video wall, measuring 28 feet by 5.6 feet, can be configured and programmed to simultaneously display multiple pieces of content, thanks to the tvONE video wall processor. The selection of the video wall was a big decision. “The client wanted to explore different options for the LED video wall, so along with the client, we visited experience centers for the three brands we proposed. Finally, they zeroed in on Samsung,” explains Manikk.

“We have used a tvONE video wall processor,

which allows us to create multiple screens within a single display. This also means we can work with various aspect ratios rather than being limited to the standard 16:9. So, we use this video processor for various applications and can also design custom graphics the client wanted. For example, we use a specific custom aspect ratio for cinema viewing that enhances the viewing experience and prevents the screen from looking stretched,” he adds.

The space also has three auto-tracking Lumens PTZ (Pan-Tilt-Zoom) cameras. “The one positioned in the center, facing the LED screen, follows the speaker as they move around the hall. The other two cameras placed on top of the screen capture the audience sitting on the left and the right because it’s such a wide space. So, when someone asks a question from the left side of the hall during a video conference, the ceiling microphone tile integrated with the camera detects the speaker’s location, activates the left camera, and the video feed from the left of the hall is projected to the remote end.”

Manikk elaborates on the technology for video conferencing: “Three Lumens cameras with zoom capabilities of up to 12x and 20x can capture both the presenter and the participants, with auto-tracking available on the center camera. The system also supports lecture recording and streaming through the Lumens LC200 CaptureVision system, and annotation through a touch tablet PC.”

Effortless control

Manikk explains the entire AV system is designed to enable users to effortlessly control and manage all functions, including lighting, through an iPad via an SL-280 Kramer Controller. “This controller integrates all the AV equipment in the backend, like screen switching, the audio processor, and integration with the lighting control panel. The backend switching and AV wall plate transmitters are from Liberty AV, and the system also includes a mini PC for programming and maintenance,” he says.

The client was particular about having a user-friendly touch panel that would allow even non-technical persons to operate the system, highlights Manikk. “Everything is on the touch

panel. We've set up specific presets for all the cameras so that users can select which camera to project. Both recording and streaming can be controlled wirelessly from the touch panel." He adds that the complete AV system was integrated with the existing Lutron lighting control panel, which had its own presets for lighting specifically designed for different applications. For example, when the preset for movie viewing is selected, the lights will switch off, the screen's aspect ratio will adjust, and the input source will switch to the Blu-ray DVD player."

The JGU's internal team manages content development for the various programs at the center. "Since we created different presets, the team selects the appropriate one based on whether they want three different screens or a single screen and create the content accordingly."

Tackling the limitations

Manikk recalls that the hall's height was the biggest challenge because it was just 8 feet. "The



says, "We could not make too many structural changes, so we had to work within certain limitations and at the same time ensure the proposed solution met the client's needs. I don't think there were many additional challenges beyond that."

But all's well that ends well. He adds that Vice Chancellor Dr. C. Raj Kumar was impressed by how easily the touch panel controlled and managed everything from audio and video to lighting.

Experiential spaces are the future

Discussing how this space is being used extensively today, he says, "This space is very close to the Vice Chancellor's heart, and JGU uses this space regularly to host various kinds of programs. They have two full-time staff managing the center, and we have an annual maintenance contract with them. Overall, I can say we were able to implement the ideas and solutions we presented to the client, and they are pleased with the outcome, considering the nature of the space."

In conclusion, Manikk says, "It's all about the experience, and experiential spaces are the future. If you walk into an Apple store, a Zara store, any commercial space, or even the lobbies of corporate offices, they are all designed to offer visitors unique and memorable experiences. It's not just about the content anymore but also about how it is presented. If something is shown differently, people 'get it' better than standard displays, so I believe the future is all about AV-led experiential spaces." Noting a shift in perception, Manikk says, "People have become more aware of the benefits of experiential environments, and what was once considered a luxury is now seen as a necessity."



ceiling height was a major challenge in achieving uniform video and audio coverage because if a screen is projected in the center, attendees seated on the extreme left and right will struggle to view the content clearly. Since this experience center was located within the Taj Mahal Hotel, Manikk

"He was happy with the quality of the audio and the asymmetrical LED video screen installed. Mr. Sridhar Ghanti, the IT head of JGU, appreciated our team's organized approach and the high quality of work done quickly."

"If something is shown differently, people 'get it' better than standard displays, so I believe the future is all about AV-led experiential spaces."

Manikk Gupta
Partner, Havi Design India LLP

Audac Viro5 Compact Loudspeaker

Deliver great playback
for music and voice



Good sound enhances any experience, whether at home, in a café, or outdoors. The Audac Viro5 is a powerful, compact speaker from the Belgian pro-audio brand AUDAC. It is a 2-way performance speaker designed for both indoor and outdoor use, delivering high-fidelity, natural sound for music and speech. It works well in various settings, from homes to demanding outdoor environments

like parks, hotels, and clubs. Its aluminium construction and grill with hydrophobic cloth protect against all weather conditions.

The combination of fabric, sealing rubbers, and drainage holes at the bottom makes it IP55-compliant. The

Viro5 is available in black (B) or white

(W). In this review, we examine its specifications, design, sound quality, and features to see if it meets expectations.

Physical equipment

The Viro5 speaker is equipped with a 140mm 2-way coaxial unit, which combines two drivers in a single unit for optimal performance. It features a 1" soft dome silk tweeter, designed specifically to handle the mid and high frequencies with clarity and precision. The soft dome design helps produce smooth, natural high-end sounds, ensuring that vocals and higher musical notes are crisp and clear. For the low frequencies, the speaker uses a 5¼" treated paper woofer, known for its ability to produce deep, full bass. This combination of drivers allows the Viro5 to deliver a balanced and detailed audio experience.

Specification

The Viro5 is a 5" 2-way coaxial speaker that delivers an impressive 120W program power, 240W peak power, and 60W AES. It is capable of producing a maximum SPL of 110dB, ensuring powerful sound output. With a wide frequency response range of 50Hz to 20kHz, the speaker covers both low and high frequencies with clarity. Operating at an 8-ohm impedance, it can fit various setups. The 160° conical dispersion ensures broad coverage, making it suitable for larger areas. Additionally, the 70/100V transformer tapping option offers

flexibility for different installation configurations, such as constant-voltage systems.

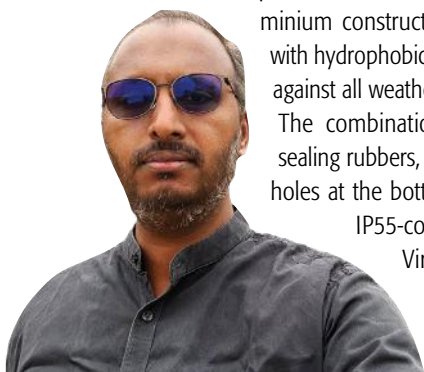
Connectivity used for review

The Soundcraft Notepad 8FX mixer and Audac SMQ 750 amplifier were used for testing, with the amplifier set at 0dB and the limiter adjusted to match the speaker's power handling capacity. No equalization was applied, ensuring a flat

With strong performance, durability, and adaptability, the Viro5 is a reliable choice for anyone looking for a high-quality, all-weather speaker with clear and powerful sound.

response during testing. The high-pass filter on the amplifier was set at 55Hz, while the low-pass filter remained off.

We set up a stereo connection by connecting two speakers to separate channels of the amplifier



Prabhu. S. (Raja)

Director of Operations at ihD Ltd. | Lead Consultant in AV, Acoustics, ELV, Security, and IT

A passionate audio expert, Raja shares his knowledge and solutions with customers worldwide. In this review, he examines the Audac Viro5 Compact Loudspeaker, covering its specifications, design, features, sound quality, and performance to see if it lives up to expectations.

for a 2-channel left-right configuration. The audio was sourced from a MacBook Air via an unbalanced EP stereo connection. The signal was routed through the Soundcraft mixer, which converted the unbalanced audio to a balanced XLR output for both left and right channels. The testing focused solely on stereo playback to evaluate the speaker's performance, ensuring it provides sufficient detail for use in either a stereo or mono BGM system.



being overdriven. Even though the Viro5 is compact, with a 5¼" woofer and 1" silk dome tweeter, it performs exceptionally well. The speakers sound so good that they work not only for outdoor background music but also as Front of House and Fill speakers for live performances. They deliver clear and powerful sound for both music and speech, making them very versatile. With good audio clarity, they often perform better than expected in spaces with basic acoustics, making them great for music and voice applications.

Aesthetics of equipment

The Viro5 is a professional speaker that not only delivers high-quality sound but also boasts of an aesthetically pleasing design. It is also IP55-rated, making it weatherproof and suitable for outdoor use. With different mounting options, it's easy to install the speaker in various places and setups.

Build quality

The rugged build of the Viro5 is evident when you hold the speaker, giving you a sense of its durability. It's clear that the speaker is designed to withstand harsh weather conditions and is built to last. This is further confirmed by its 720 hours of salt spray testing, proving its reliability in tough environments.

Performance against specification

The Viro5 handles frequencies from 50Hz to 20kHz with ease, especially when paired with the right crossover. When combined with a subwoofer, it delivers exceptional audio performance, providing rich and detailed sound across all frequencies. The speaker's sensitivity is rated at 89dB, ensuring efficient sound output with minimal distortion. A pink noise test was conducted at 90dB, confirming the speaker's ability to perform under various audio conditions. Additionally, left-right balance testing was carried out during audio playback to ensure precise and accurate sound distribution, making the Viro5 ideal for both music and voice applications.

Performance

Considering the size of the speaker, its performance is impressive. The speaker's sweet spot

lies between 250Hz and 5kHz, where it sounds the best. However, it also performs well across other frequencies given its size. The speakers were tested with 80dBA of continuous audio, playing a variety of music genres including rock, jazz, retro, and classical. For its size, the bass response is surprisingly strong, and it also delivers well in the vocal and treble ranges.

Acoustics of the space

The Viro5 performed exceptionally well in a space without any acoustic treatment. It was tested in a



4m x 4m conference room with glazed windows and a glazed façade. Despite the lack of acoustics, the speaker produced a clear, crisp sound with no noticeable resonance or echo. During the test, the ambient noise in the room averaged around 60dB, which did not interfere with the speaker's performance. The listening distance was approximately 2.8 meters, ensuring a clear and immersive audio experience, even in an untreated environment.

Conclusion

The test starts with all equalizers and boosts settings on the signal devices set to a flat response. A crossover is used to prevent low frequencies from

The Viro5 is easy to install with multiple mounting options, allowing placement in different positions and locations. It can be wall-mounted or pole-mounted, making it suitable for many spaces and setups. These speakers work well for indoor and outdoor background music, public address systems, and foreground sound applications. Their flexibility makes them a great choice for retail stores, corporate offices, houses of worship, hotels, parks, town halls, and auditoriums. With strong performance, durability, and adaptability,

the Viro5 is a reliable choice for anyone looking for a high-quality, all-weather speaker with clear and powerful sound.

Important considerations

The acoustics of a space play a crucial role in the performance of any speaker system. To ensure optimal performance, the space should have minimal acoustic treatment. The testing was conducted in a space with minimal rear resonance, with fabric intentionally avoided for the glass façade behind the speakers. No other acoustic materials were used within the space, allowing the speakers to be tested in a more natural, untreated environment.

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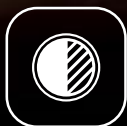
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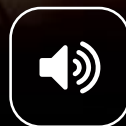
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A Bold Leap into Consulting



Leading with trust, collaboration, and innovation

Welcome to another exciting episode of the AV Today podcast, where we explore the inspiring journeys of leaders shaping the future of the AV industry.

The AV industry has a way of showcasing some pretty inspiring success stories that often emerge from unexpected beginnings. One such inspiring tale is that of Nikhil Shenoy, founder and principal consultant at Digital Futurist. An instrumentation engineer from the Bangalore Institute of Technology Bangalore, Nikhil successfully turned his technical expertise into a thriving AV consulting practice.

Beginning his career in building automation, Nikhil's journey through organizations like L&T and Siemens laid a strong foundation in technical systems and controls. His background in instrumentation engineering gave him a unique advantage: the ability to understand complex schematics and system designs that would later prove invaluable in the AV industry. "Essentially, AV is nothing but instrumentation," Nikhil explains. "I've studied the majority of the schematics and design controls in engineering itself, and building automation is a close cousin of the AV industry."

Nikhil began his career in the AV industry with Space Matrix, an interior design firm, where he addressed an urgent client need. He turned his lack of AV experience to his advantage by utilizing his technical background and problem-solving skills, which further ignited his passion for AV technology. Over four and a half years, he successfully managed multiple projects. Committed to continuous learning, Nikhil sees every project as an opportunity to expand his knowledge. By studying schematics, understanding system designs, and networking within the industry, he mastered the complexities of AV design and implementation.

Success in AV consulting requires more than technical expertise; it demands strong collaboration. And Nikhil believes in finding solutions that satisfy all stakeholders, including architects, designers,

“Essentially, AV is nothing but instrumentation. I’ve studied the majority of the schematics, and design controls in engineering itself, and building automation is a close cousin of the AV industry”

and end-users. "It's about working together to achieve the best outcome for the customer," he says. This approach helps him navigate complex projects and foster lasting relationships.

In March 2024, Nikhil launched his consulting practice, Digital Futurist, securing his first client within a month. He believes, "It's not just about sales; it's about conviction." His early success stemmed from his technical skills and enthusiasm for results. Nikhil embraces a collaborative growth strategy, viewing industry players as partners rather than competitors. By forming alliances

transparent and confident approach stands out: "The firm may be new, but I am not new to the industry." This honesty, combined with his technical expertise, helped him earn the trust of early clients, who then became strong advocates.

His journey imparts key lessons for aspiring tech entrepreneurs: a strong technical foundation fuels innovation, continuous learning is vital for adaptation, calculated risks, supported by systems, can lead to success, building trust and value for early clients builds reputation, and collaboration fosters innovation and new opportunities. Finally, a clear vision combined with adaptability ensures resilience in an ever-changing market.

Nikhil's journey demonstrates that success relies not just on technical skills but also on building relationships, delivering value, and staying deter-



with complementary businesses, he created a network that provided comprehensive solutions while retaining his independence and flexibility. As the first entrepreneur in his family, his wife's stable career provided the security he needed to embark on this entrepreneurial journey.

Establishing credibility is one of the biggest hurdles for any new business. It's here that Nikhil's

mined amid challenges. In this inspiring podcast, he tells us how his positive mindset and commitment to excellence help him navigate both technical and business hurdles in the AV sector.

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Acoustics, Ambition, and Achievement

A woman's journey in acoustics & AV

Welcome to another exciting episode of AV Today's Women of AV series, where we celebrate inspiring women making an impact in AV technology. In this edition, we're excited to introduce Roopa Krishnamurthy, an acoustics expert and the head of Soundscape India, an acoustics consulting firm based in Bangalore. With 12 years of experience, Roopa has helped design sound solutions for a wide range of spaces across hospitality, educational, residential, commercial, corporate and healthcare.

for sound control. On a larger scale, she works on projects for auditoriums, commercial spaces, and institutions, collaborating closely with architects and AV consultants.

When we ask Roopa about challenges she faces as a woman in acoustics, she shares some practical issues. "One major challenge is the lack of infrastructure to support women in the workforce, especially on site work. There are no proper facilities for women at construction sites. Also, acoustics often requires nighttime measure-

more men than women. There needs to be more academic and structured training opportunities in India for acoustics, similar to what exists abroad."

According to Roopa, a strong foundation in mathematics and physics is crucial for acoustics; the rest can be learned through self-study. However, experimenting without proper understanding can lead to major mistakes. She stresses on the importance of gaining deep technical knowledge, whether through courses, certifications,

or hands-on experience. Roopa also encourages aspiring professionals to take up site visits and hands-on work early in their careers to build confidence and credibility. She believes consulting is a great option for women, as it offers flexibility while helping them establish strong professional networks.

Roopa credits her family's unwavering support, especially her husband, for enabling her to balance work and motherhood. He encouraged her to start consulting and even managed their child during site visits. By prioritizing both her passion and family, she proved that success is possible with determination and the right backing.

When discussing the future of acoustics, Roopa says, "Sustainable materials are gaining attention, with innovations in textiles, wool, and other eco-friendly options. However, these need rigorous scientific validation." She also notes the increasing awareness of acoustics in everyday spaces, from offices to places of worship. While the industry still has a long way to go in terms of standardization

and recognition, she remains optimistic about its future.

To access the full podcast, scan the QR code.



Roopa comes from an electronics engineering background and began her career as a technical writer in an IT firm. Later, she pursued her Master's in Audio Acoustics at the University of Salford, UK. She combines strong academic knowledge with a practical, minimalist design approach to improve acoustical environments. For the past decade, she has worked on a wide range of acoustic projects and is truly passionate about her work.

During our conversation, Roopa shares insights into her work. She primarily focuses on small room acoustics, especially for audiophiles and recording studios, where precise solutions like bass traps, diffusers, and absorbers are essential

ments, which makes it difficult for women to be involved without additional support." She also points out that acoustics doesn't have clear career paths like architecture or mechanical engineering. Many professionals enter the field without formal training, leading to inconsistencies in quality. On top of that, clients often treat acoustics as an afterthought, realizing its importance only when problems arise.

When discussing the progress of women's participation in acoustics, Roopa acknowledges "There has been some progress, but the change is slow. Organizations like AVIXA Women's Council provide support networks, which help. However, at events and industry gatherings, I still see far



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Our moment is here. We turn one, and there's never been a more exciting time to be part of the AV industry. Rapid advancements in technology and a growing desire for immersive experiences are opening doors to a new reality. Looking ahead, we vow to be that bridge to this new reality - a connector that fosters deep connections, amplifies diverse voices, and brings forth the stories that matter "from you and for you."

Our journey began with a clear vision: to foster a closely-knit AV community that shares experiences, learns from each other, and grows stronger together. Reflecting on the past year, we exceeded this goal in ways we never thought possible. Through six carefully curated editions, we have showcased stories of innovation, excellence, and growth that embody the vibrant spirit of our industry.

And for this, we thank you – our readers, sponsors, supporters, and contributors who gave life to our stories. It is your stories of extraordinary grit, ingenuity, and resilience that bring the magic to life.

This first year is special, as is everyone who joined us on this amazing journey. With a growing community of 4,200 subscribers and over 1,200 LinkedIn followers from Delhi to Dubai, we're committed to sparking conversations and weaving meaningful narratives that will shape the future of AV.

Countless stories await, experiences yet to be shared, and connections to be made. Your trust in us will spur us on to do better.

As you flip through the pages, take a moment to reflect on the testimonials we've received. Each is a bridge built, a barrier broken, and a future imagined. Each thoughtful word inspires us to dig deeper and dream bigger. Join us on this journey; we're only just getting started!

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At LOGIC, we greatly value our relationship with Mr. David and AV Today. His dedication to delivering high-quality content and insights in the AV industry has been truly commendable. Working with him has been a pleasure, and we appreciate the professionalism, innovation, and passion he brings to the publication and his media platform. We look forward to continuing this strong partnership and achieving even greater success together.



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AV Today has been an excellent resource for staying informed about the latest trends and innovations in the AV industry. The magazine consistently delivers insightful articles, expert opinions, and real-world case studies that are valuable to both professionals and enthusiasts. I appreciate the diverse range of topics and the quality of content it offers. Congratulations on reaching this important milestone, and I look forward to seeing the continued success of AV Today



Mohammed Haaris – *Director – Nvincy Solutions Pvt Ltd.*

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AV Today is a very useful Magazine. The technology articles are really informative to the consultants and the technology updates are very useful for the readers. It is helping the industry people to find opportunities and grow. We find it a very reliable AV resource for the industry and it is good to see AV Today growing up to be a valuable publication for India and UAE. I foresee AV Today reaching out to the Middle East and Africa very soon. I wish the team a great future.



Kumaran Kannan – *Regional Head(UAE) – Kramer Electronics*

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I've been a regular reader of AV Today magazine, and I appreciate its coverage of the latest trends in Audio-visual Industry. Articles on new technologies and the expert opinions add valuable insights. I also enjoy the new product reviews and the case studies of the projects in various verticals being executed in India. Last but not the least, i must appreciate the whole team of AV today, who have from ground zero in last two years, worked relentlessly and made a phenomenal mark in the Indian AV Industry.



Manikk Gupta – *Partner, Havi Designs*

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As AV Today marks its first anniversary, I would like to extend my heartfelt congratulations to the team for reaching this significant milestone. The magazine has consistently delivered high-quality content that resonates well with its readers, offering insightful articles, in-depth analysis, and up-to-date industry news. The layout is aesthetically pleasing, and the digital format is user-friendly. AV Today's commitment to excellence and innovation has set a high standard in the industry, and it is a valuable resource for professionals and enthusiasts alike. Congratulations on a fantastic first year, and I look forward to many more editions to come.



Febin Ismail – *General Manager- Sales Qatar & KSA, Avientek*

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READER'S FEEDBACK **AV TODAY**



Congratulations to AV Today magazine on completing its first year! AV Today has delivered an excellent job in reshaping how AV technology insights reach its audience in a fresh and engaging manner. What stands out is the comprehensive coverage of various interconnected technologies used by AV professionals giving readers a clear view into industry innovations.

The diverse range of content, including editorials and expert columns, has been consistently informative and enjoyable, striking the perfect balance of depth and variety. Readers have found the magazine's approach refreshing, with no dull moments or repetitive material. AV Today has successfully maintained a balance of interesting and relevant content throughout its inaugural year.

Its commitment to quality journalism and industry coverage has set a new standard for AV publications in India. Here's to many more years of setting benchmarks.

Sachin Jain - *Principal Technology Design Architect, Play Technologies*



Congratulations to AV Today on completing its first year of operations—a truly significant milestone!

I have thoroughly enjoyed reading AV Today, which has quickly established itself as a valuable and insightful publication in the AV industry. The magazine consistently delivers in-depth analysis, emerging technology trends, and expert perspectives, making it an essential resource for professionals looking to stay ahead in this ever-evolving field.

Personally, my association with AV Today has been a memorable one, as my interview with your magazine was among the first to feature in your inaugural edition. It was a great experience to be part of your journey right from the beginning, and I have witnessed the magazine's impressive growth over the past year. Your commitment to delivering high-quality content, industry updates, and expert viewpoints is truly commendable.

Wishing AV Today continued success and many more milestones ahead!

Sangya Gupta - *Director, ASK Consultants*



I wish the entire team of AV today loads of success in completing 1st year operations. AV Today distinct itself from others with the editorial picks which cover the entire magnum of the Audio Visual Industry in India like Technical write-ups, Product Information's and announcements by OEM's, Case Studies, Interviews of the End Users and Industry veterans. I would not be astonished to see that AV Today will become the first reckoner for our Industry in the times to come.

Wishing them all the very best !!

Mustafa Rampurawala - *Head Projects, SISPL*



I am taking this opportunity to write fact about AV Today and feel privilege to have such a wonderful, energetic team contributing lot in the AV Industry and commitment to delivering quality content.

Congratulations on reaching an incredible milestone completing one year of success. AV Today has made a remarkable impact in the media landscape. Your creativity, dedication and hard work have truly set you apart. Wishing you growth and endless opportunities to the exciting future ahead and many more years of storytelling, innovation and bringing value to the AV Industry!!!

Vipin Verma - *Founder, Consultechpro*



READER'S FEEDBACK **AV TODAY**

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Congratulations on completing your first year as a trusted voice in the audiovisual (AV) industry! This milestone is a testament to your dedication, insightful coverage, and commitment to delivering relevant and impactful content.

In just a year, you have managed to create a platform that not only informs but inspires AV professionals across India. Your focus on industry trends, cutting-edge technology, and thought leadership has made India's AV Today an indispensable resource for our industry enterprises and SMBs alike.

As an avid reader and industry professional, I deeply appreciate the effort that goes into producing such high-quality content consistently. Your work truly bridges the gap between innovation and application in the AV sector. Keep adding your innovative ideas & unmatched energy by bringing more in future.

Here's to many more years of excellence and continued success.

Nitin Joshi – *Director Business Development , Vestel International*



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My hearty congratulations to you and Team, It's been an absolute pleasure to be working with AV Today in the last one year.

AV Today have stood out in this space with their unique offering which are tailor made to suit Avocor's requirement in the Indian market and it has helped us in enhancing our reach in the market.

AV Today's biggest strength is their ability to adapt and be agile to a customer's needs and deliver quality output time and time again.

Rohit AK – *Director of Sales-India and Middle East, Avocor*



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I've had the privilege of witnessing AV Today evolve from a mere idea into a remarkable reality. To me, AV Today is synonymous with David—his vision and relentless drive have shaped its very essence. I still remember something he once said while we were brainstorming for an event: “Only a dead fish goes with the flow.” And that, I believe, is the true DNA of AV Today—bold, dynamic, and always pushing boundaries.

In just one year, the magazine has achieved what many strive for—engaging product features, insightful installation stories, and thought-provoking podcasts. It's refreshing to see such a rich variety of content come to life.

Wishing AV Today a fantastic 1st anniversary and an even brighter future ahead!

Khushboo Verma – *Senior Marketing Manager, QSC India*



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AV Today has filled a void in the Professional AV publication space. This is especially so in India where there was a dearth of knowledge based, informative content which could, inform, educate and inspire professionals and end-users. AV Today has helped us professionals to delve deeper into technology, engage with peers and stay connected to the community whilst keeping the content engaging and interesting. The single minded vision that you had when starting the publication, to empower professionals has been fulfilled through your dedication, hard work and perseverance. In doing so, I think you have not only managed to connect with AV professionals, but also bring in interesting perspectives from the end-user, architect, consultant, designer and engineering communities. This multi-faceted approach has been the differentiating factor and I think this broad based approach to building an active community of readers and contributors will go a long way. My best wishes to you and your team and congratulations again on your first anniversary.

Prashant Govindan – *Director, Generation AV India*



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READER'S FEEDBACK **AV TODAY**

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Hearty Congratulations to you and your team on completing a year of editorial success. In just twelve months, we already see your magazine as a dependable AV Industry Resource - inspiring and engaging - and remains a reach-out to all our techies for any referencing that we may need. I like the way the articles are linked through QR code leading the reader to the resources outside of the magazine.

Wishing you continued exciting times and copious readership.



Prabha Lakshmi – CEO, *Office 2000 Solutions*

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Congratulations on AV Today's first anniversary! I appreciate the magazine's comprehensive coverage of the AV industry, from showcasing innovative technology and new product releases to highlighting real-world applications in diverse settings. The insightful case studies, including the engaging video format, offer valuable perspectives on successful AV solutions.



Jasmine Mansoor – General Manager, *Projection House*

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Our experience working with AV Today Magazine has been highly positive. From the initial stages of engagement, the team demonstrated a strong commitment to understanding our company's goals and values. Their thorough approach, combined with in-depth industry knowledge, ensured a seamless process from start to finish.

The article produced offered valuable insights into our business and its position within the industry. The editorial team's attention to detail and ability to capture the core aspects of our organization were particularly impressive.

We look forward to future opportunities for collaboration with the magazine

John M. Simento – Managing Partner, *Almoe Group*



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A year later from inception, AV Today is achieving what it had set out to do, which is to be an authentic voice of the AV industry in the region. A voice that is relevant to all stake holders in the AV Industry by having a good and balanced mix of product reviews, case studies, interviews and highlighting future technology as well as as where the industry is headed. Looking forward to all that is in store for the coming year and recommend it to all my colleagues in the industry.



Sajjan Joseph – Co Founder & CEO, *Ctrl Alt Experience*

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READER'S FEEDBACK **AV TODAY**

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When AV Today was launched to cover the AV industry in India, I initially wondered—another publisher in an already crowded market? However, within just a few months of following their content, I was pleasantly surprised by how quickly they established themselves and gained traction in the industry.

Now, I look forward to their monthly magazine, regular email updates, and social media posts to stay informed about the latest developments in the Indian AV industry.

As they say, if you do it right—delivering fast, fresh perspectives on industry news while actively engaging your audience—there's always room to make an impact.

Wishing AV Today great success, and I will be keenly following their journey!

Govinda Siddartha – Sales Director - Aiotron Technologies



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We are delighted to see a magazine originating from India that highlights remarkable projects and talents from our community. While we know global magazine's which had a part of Indian projects showcased but it is truly commendable to have a dedicated publication that focuses entirely on India.

AV Today has created an accessible platform that enables Indian vendors and OEMs to expand their reach in the market more affordably. The wealth of information and product insights provided by AV Today is truly valuable.

Kudos to the team for delivering such insightful and useful content!

Ashok Kumar – Director – Business Development, ihD Ltd.



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Primarily we are happy that after so much time in Audio Visual industry there is AV magazine which is now originating from India and providing an insight of AV industry of India, India by itself is vast and so many great thing happening here and there was no magazine covering up this amazing talents and projects happening here. This helps promote Indian AV Consultants, Integrator and Manufacturers across our community. In my view this by itself is a great milestone achieved and thanks for the great job you guys do.

We still can move forward and strive towards serving the industry in more ways. All the best to the team AV Today.

Raja Prabhu - Director – ihD Ltd.



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AV Today is a fantastic magazine and a valuable source of information on some of the world's best AV technology. The December issue does a remarkable job of highlighting the critical role AV plays in churches, addressing the unique acoustic challenges posed by arched ceilings, aesthetic constraints, and the lack of absorptive surfaces. The insightful articles and expert perspectives make it both engaging and informative. Despite being a relatively new publication, the team has delivered high-quality, readable content. I thoroughly enjoyed this edition—kudos to the entire team!

Manmohan Ganesh - Managing Director, ProFX Tech Ltd.



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When Stories Come Alive

How content shapes the modern experience center

Think of a customer experience center as a living, breathing storybook. The technology provides beautiful pages, but it's the narrative within that makes visitors want to keep turning them. Whether you're a manufacturing giant showcasing your century-long journey or a tech startup demonstrating your innovative solutions, your story needs to resonate on a human level. Without compelling content, even the most sophisticated technology installations risk becoming merely expensive decorations.

What makes content truly powerful in these spaces? It's all about making it personal. Nobody wants to feel like just another visitor. When content adapts to different audiences - whether they're potential clients, partners, or team members - it shows that you understand and value their unique needs. Imagine walking into a tech

The key is making navigation feel natural and intuitive while ensuring that every piece of content serves a purpose in the larger narrative

company's experience center and seeing solutions specifically tailored to your industry challenges - that's the kind of personalization that turns visitors into partners.

The magic really happens when you turn information into storytelling. Our brains are wired to remember stories, not facts and figures. When you combine narrative with immersive technologies like AR and VR, you're not just telling your story - you're inviting visitors to step inside it. Picture exploring a sustainability initiative through virtual forests and oceans, seeing firsthand the impact of environmental efforts. That's an experience that sticks.

Content design plays a crucial role in guiding visitors through these experiences. It's like designing a museum - you need clear pathways through the information, with headline attractions that grab attention and deeper exhibits for those who want to explore further. For example, a financial services firm might use a striking video wall to showcase its core offerings while providing interactive touchpoints for deeper exploration of specific services. The key is making navigation feel natural and intuitive while ensuring that every piece of content serves a purpose in the larger narrative.

Brand consistency is another vital element. Your content needs to speak with one voice across all touchpoints. Whether someone's visiting your experience center in New York or Singapore,

In today's digital age, customer experience centers have become more than just showrooms - they're storytelling spaces where brands come alive. While cutting-edge screens and interactive displays might catch your eye, it's the content flowing through these technologies that truly captures hearts and minds. These modern spaces serve as crucial touchpoints where organizations can engage, educate, and inspire their visitors in meaningful ways.

they should recognize your brand's personality instantly, even as you adapt to local nuances. This consistency helps build trust and reinforces your brand identity, making the experience more memorable and impactful.

The real revolution in experience centers has been the shift from "please don't touch" to "please interact." Today's visitors don't want to watch from the sidelines - they want to be part of the story. Interactive content, whether through touchscreens or gesture controls, turns visitors



Image courtesy: Prime Ministers Museum

The real revolution in experience centers has been the shift from “please don’t touch” to “please interact.”

from spectators into participants. This engagement leads to better information retention and a more meaningful connection with your brand. A real estate developer, for instance, might offer interactive 3D models that allow clients to virtually explore and customize properties, creating an engaging and personalized experience.

Smart experience centers also use data to keep improving. By tracking which content captures attention and which doesn’t, they can continuously refine the experience. Real-time elements like social media feeds, product availability updates, or customer testimonials keep the content fresh and relevant. This dynamic approach ensures that each visit offers something new while maintaining the core brand message.

The integration of different content types adds depth to the experience. Static displays, interactive elements, and multimedia presentations work together to create a rich, layered narrative. For example, a manufacturing company might combine historical artifacts with digital timelines and interactive product demonstrations to tell a comprehensive story of innovation and evolution.

Content management presents its own challenges in these dynamic spaces. Regular updates are essential to keep the experience fresh and relevant, but they must be managed carefully to maintain quality and consistency. A robust content management system, combined with clear guidelines and workflows, helps ensure that new content integrates seamlessly with existing elements while maintaining the overall narrative flow.

Creating effective content for experience centers requires a collaborative approach. Marketing teams, content creators, designers, and AV specialists must work together to ensure that the technical capabilities of the space serve the content strategy, not the other way around. This collaboration helps create experiences that are both technically impressive and emotionally engaging.

The future of experience centers lies in their ability to adapt and evolve. As technology continues to

advance, new opportunities for content delivery and interaction will emerge. However, the fundamental principle remains the same: content must tell a compelling story that resonates with visitors and supports business objectives.

After all, anyone can install impressive screens and flashy technology. But it’s the stories you tell, the connections you make, and the experiences you create that visitors will remember long after they’ve left your space. In the end, successful experience centers are those that understand

Looking ahead, we can expect to see even greater emphasis on personalization, interactivity, and data-driven content strategies. Artificial intelligence and machine learning will enable more sophisticated content adaptation, creating truly personalized experiences for each visitor. However, the human element – the ability to connect, engage, and inspire – will remain paramount.

The future of experience center content will likely



Image courtesy: Manipal University

that technology is simply the medium - content is the message that matters.

Conclusion

The most successful experience centers understand that their true value lies not in the sophistication of their displays, but in their ability to tell compelling stories that resonate with visitors.

Marketing teams, content creators, designers, and AV specialists must work together to ensure that the technical capabilities of the space serve the content strategy, not the other way around.

see a blend of physical and digital experiences, with seamless transitions between the two realms. Virtual and augmented reality will continue to evolve, offering new ways to tell stories and showcase products or services. Yet, regardless of the technology used, success will always depend on the quality and relevance of the content itself.

As organizations invest in experience centers, they must remember that content is not just king – it’s the kingdom itself. The technology might change, but the power of a well-told story remains timeless.

themselves in competitive markets. As trends like extended reality, AI-driven personalization, and hybrid experiences continue to evolve, the role of AV in shaping these spaces will only grow stronger. By strategically investing in CECs, brands can create lasting impressions, foster customer loyalty, and position themselves at the forefront of innovation in their industries.

AV-as-a-Service (AVaaS)

Transforming the AV industry landscape

The AV industry is undergoing a significant transformation with the rise of AV-as-a-Service (AVaaS). This subscription-based model changes how organizations acquire, manage, and maintain their audiovisual infrastructure. This detailed information offers technical guidance on the AVaaS model, its implications for integrators and stakeholders, its infrastructural approach, and its significance in the changing landscape of the AV industry.

Understanding AV-as-a-Service

AVaaS represents a paradigm shift from the traditional capital expenditure (CapEx) model to an operational expenditure (OpEx) approach in AV system deployment and management. This service-oriented model encompasses hardware, software, maintenance, and support services in a subscription-based package, enabling organizations to access modern AV solutions without significant upfront investments.

The core components of AVaaS include comprehensive hardware infrastructure such as display systems, audio equipment, control systems, video conferencing equipment, and signal distribution devices. The software solutions component encompasses content management systems, room scheduling platforms, remote monitoring tools, analytics interfaces, and integration with unified communications platforms. Managed services form the third pillar, providing proactive system monitoring, remote troubleshooting, regular maintenance, user training, and technology refresh cycles.

Enabling AV as a Service

For AV aggregators, AVaaS represents a strategic opportunity to transform traditional AV hardware and service distribution into a comprehensive

service offering. The model enables aggregators to position themselves as end-to-end solution providers while building recurring revenue streams and deeper client relationships.

The core service components of AVaaS combine hardware procurement, software licensing, maintenance, support, and professional services into a unified subscription model. Aggregators package these elements with flexible terms, typically ranging from 24 to 60 months, providing clients with predictable operational expenses instead of large capital investments. This transformation of the revenue model requires aggregators to restructure their financial approach, managing cash flow during the transition period as revenue shifts from upfront payments to monthly recurring charges. While this transition can be challenging, it ultimately leads to more stable, predictable long-term revenue streams and higher customer lifetime value.

Successful AVaaS delivery demands robust back-end infrastructure, including remote monitoring and management platforms, help desk systems, inventory management tools, and billing systems capable of handling subscription-based pricing. Aggregators must invest in cloud-based platforms that enable seamless service delivery and proactive system maintenance. Through AVaaS, aggregators can differentiate themselves through value-added services such as remote system monitoring and management, preventive maintenance, automatic updates, usage analytics, optimization recommendations, end-user training, adoption support, and technology refresh planning.

The management of the partner ecosystem is crucial for AVaaS success. Aggregators must build and maintain relationships with hardware manufacturers for equipment sourcing, software providers for management platforms, financial partners for subscription financing, local service providers for on-site support, and technology

partners for specialized solutions. Risk management plays a vital role, with key considerations including equipment depreciation, customer default risk, and maintenance cost management. Aggregators need robust asset tracking systems and clear service level agreements that define responsibilities and performance metrics.

In terms of market positioning, successful aggregators must evolve to become technology advisors rather than just equipment suppliers. This involves developing expertise in various vertical markets, understanding client business objectives, and providing strategic technology guidance. The implementation strategy typically follows a phased approach, beginning with select clients and limited-service offerings, then building operational capabilities and refining processes, followed by expanding the service portfolio based on market demand, while scaling operations and maintaining service quality.

Operating expenses can often be deducted immediately, providing potential tax advantages compared to capitalizing AV equipment purchases. Regular technology refresh cycles ensure organizations always have access to current technology, avoiding obsolescence and maintaining competitive advantages.

The technology roadmap requires aggregators to stay current with technology trends and maintain a clear upgrade path for clients. This includes planning for emerging technologies like AI-driven automation, IoT integration, and cloud-based AV services. As the industry continues to evolve, aggregators must balance innovation with reliability, ensuring they meet both current needs and future requirements while maintaining high performance and reliability standards.

Benefits and advantages

The financial advantages of AVaaS are substantial and multifaceted. The subscription-based model transforms large capital expenditures into manageable monthly or annual operational expenses, making budgeting more predictable and easier to manage. Organizations can better forecast their AV-related expenses and allocate resources more efficiently. By eliminating the need for substantial upfront investments and including maintenance and support in the subscription, organizations often experience a lower total cost of ownership over the system's lifecycle. Additionally, operating expenses can often be deducted immediately, providing potential tax advantages compared to capitalizing AV equipment purchases.

From an operational perspective, AVaaS offers remarkable scalability and flexibility. Organizations can easily modify their AV infrastructure based on current needs, adapting to changing business requirements without significant financial implications. Regular technology refresh cycles ensure organizations have access to current technology, avoiding obsolescence and maintaining competitive advantages. This aspect is particularly valuable in the rapidly evolving AV technology landscape. Comprehensive support packages include proactive monitoring, maintenance, and rapid response to issues, ensuring optimal system performance and minimizing downtime. By outsourcing AV management to specialized service providers, organizations can focus on their main business

activities, allowing them to maintain a reliable and effective AV infrastructure without the distraction of managing it themselves.

Challenges and limitations

Despite its benefits, implementing AVaaS comes with several challenges. The transition from existing AV infrastructure to an AVaaS model can be complex, requiring careful planning and potentially causing temporary operational disruptions.



Ensuring seamless integration with existing IT infrastructure and business systems can present technical challenges and may require additional resources. Organizations must also manage the cultural shift from ownership to service-based consumption, which can face resistance from stakeholders accustomed to traditional models.

Operational concerns include careful consideration of long-term financial implications, as ongoing subscription fees may exceed traditional purchase costs in some scenarios. Organizations become more dependent on service providers for critical AV operations, making vendor selection and relationship management crucial for success. Connected AV systems and remote management capabilities introduce potential security vulnerabilities that must be carefully addressed through robust security measures and protocols.

Best practices for success

Successful AVaaS implementation requires clear service definition, effective client management, and strategic technology management. Providers must define service levels, set performance metrics, ensure transparent pricing, and establish strong support procedures. Client management involves regular reviews, clear communication, feedback mechanisms, and proactive support. Technology management includes staying updated, setting refresh cycles, and planning for innovation.

End users should assess current and future AV needs, evaluate infrastructure, and set budgets. Vendor selection requires reviewing capabilities, checking references, assessing SLAs, and ensuring financial stability. Implementation planning should cover migration strategies, training, success metrics, and contingency plans.

Future outlook

The AVaaS model is set to grow as organizations embrace service-based consumption. Future trends include deeper

IT integration, enhanced unified communications, better automation, and advanced analytics. The market will likely see more providers, specialized services, rising competition, and possible consolidation.

AVaaS transforms how AV solutions are delivered and used. For integrators, success requires strategic planning, infrastructure investment, and business model shifts. Organizations benefit from lower upfront costs, flexibility, and strong support but must consider long-term impacts. This shift is more than technical; it redefines AV infrastructure management. Success depends on careful planning, clear requirements, and strong provider-client partnerships. Those who adopt AVaaS effectively will stay competitive with up-to-date technology and robust support.

Dynamic Range and Headroom in Audio

By Prashant Govindan

Dynamic range

One of the abilities of human hearing is to be able to listen to the quietest of sounds and to be able to listen to the loudest of sounds with almost the same ability. This could be a soft rustle of leaves on a summer afternoon or the deafening roar of a jet engine taking off. This is the dynamic range of human hearing: the ability to be able to discern the smallest and the slightest whisper and the loudest of sounds.



Prashant Govindan – Director, Generation AV India

Often, when listening to music it may have occurred to you that some tracks seem very loud, while some are soft in parts and then there are the loud parts. Also, you may have noticed newer tracks to have a consistent loudness that sometimes seems unnatural, as all instruments seem to sound just as loud as the vocals or vice versa. You may have also noticed that when driving, you have to increase the volume of the sound system as you drive on the highway then turn it down as you slow down. Have you wondered what's at play here? How does the level of sound against the background noise influence how we listen to music and how some techniques in audio processing leads to a better listening experience? Welcome to the world of dynamic range, how our ears perceive sound and how modern digital signal processing helps improve the overall experience.

Technically, dynamic range is the difference between the loudest and quietest parts of a sound,

measured in decibels (dB). It's also known as the signal-to-noise ratio (SNR).

The unit decibel is a logarithmic measure of a ratio, that is too large to be expressed in standard metric units, such as in the case of sound pressure. For example, the sound pressure L_p could be expressed as $L_p = 20 \log_{10} (p/p_0)$ dB

Where p is the measured sound pressure in micro-Pascals, p_0 is a reference sound pressure.

So if L_p were to be measured at 120dB that would mean; that the actual sound pressure would be a million times times the reference sound pressure! Of course, with 120dB being the threshold

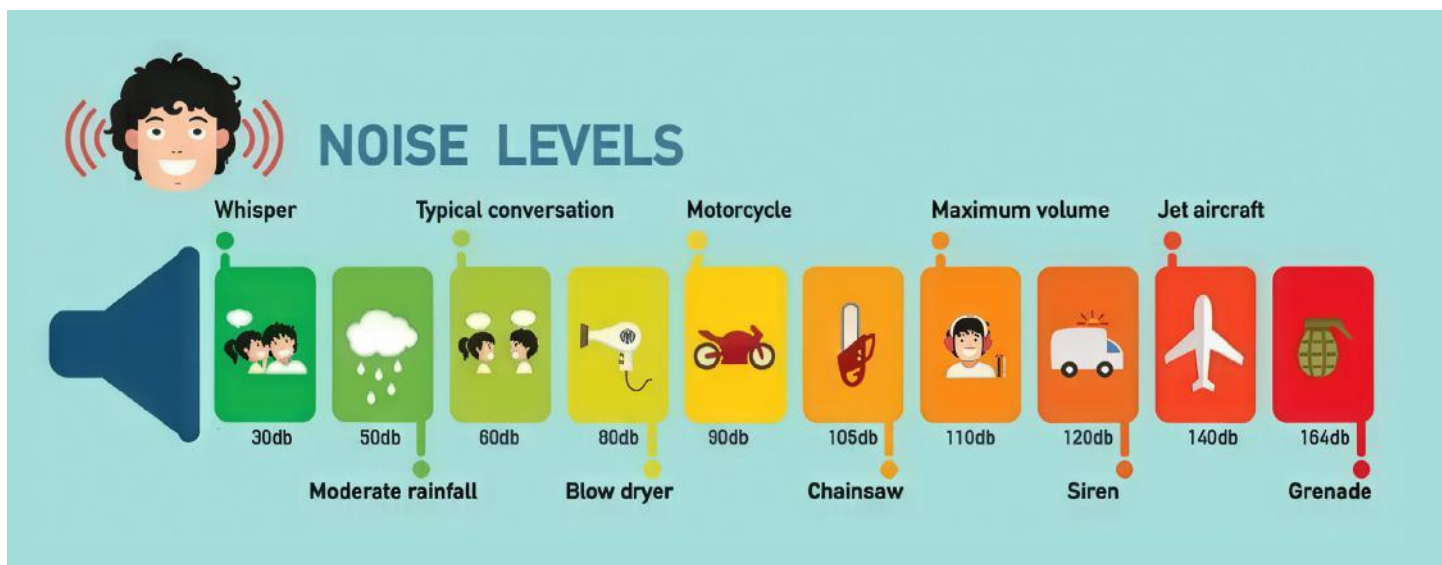
of pain, and prolonged exposure to this level of sound would result in permanent hearing loss.

Many loudspeaker brands advertise their peak sound pressure levels to exceed 135dB, and some even claim to be able to reach 145dB, at which point it seems

like it would be pointless to listen to something that loud.

Modern digital sound public address gear, is capable of upto 144dB of dynamic range in theory, with 24-bit uncompressed audio, but in practice rarely exceed 118dB even for live music concerts. Recorded digital music is usually around 90-100dB with CD grade audio peaking at about 90dB.

Other older analog formats such as cassettes and vinyls have even lower dynamic range thanks to their storage format limitations. Typically audio cassettes have about 50-75dB dynamic range with

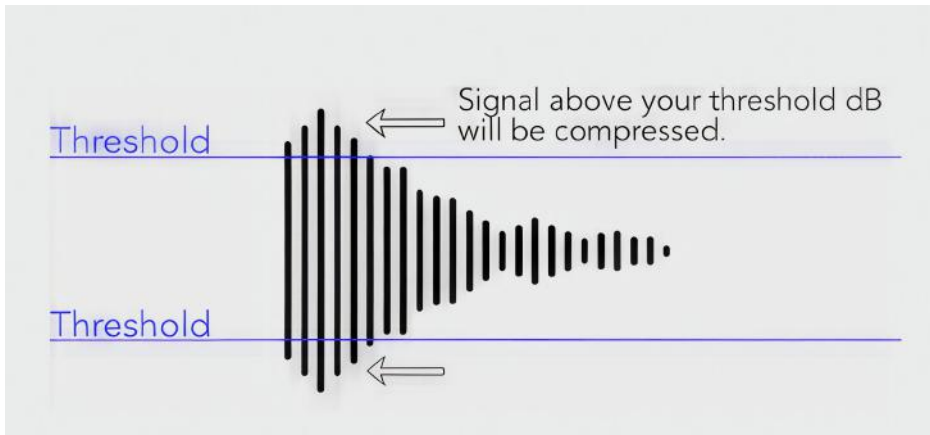


75dB being offered in the premium chrome and metal types of cassettes. For vinyl records, even the best records cannot exceed 70dB given the physical limitations of the medium.

This is why a live performance sound louder, especially classical or jazz performances which have quiet parts and also have very loud ones.

Compression

To ensure that the quietest and the loudest parts are recorded and reproduced equally well,



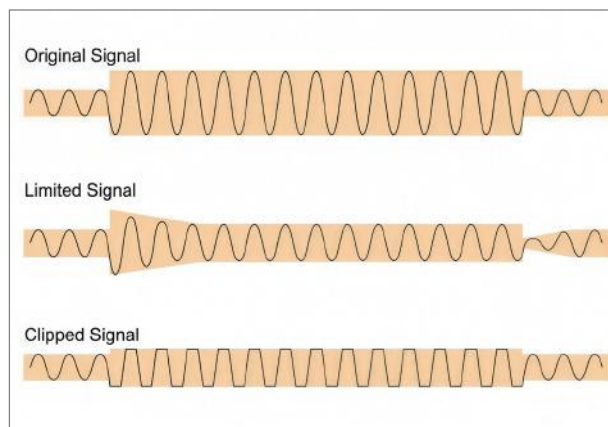
studios apply a technique called compression. The loudest parts above a certain threshold are “compressed” so that the difference in the quiet parts and the loud parts are now reduced. Once this is done, the music can be turned up and it sounds consistent when played back through most consumer grade equipment.

With the dynamic range reduced, the track can now be turned up, and the whole thing will sound louder. That’s because the quieter parts will be closer in volume to the louder ones. Vocals have especially wide dynamic ranges and are almost always compressed during the mixing process, and often during recording too.

One of the downsides of compression is that it would make the music sound “squashed” and artificial, which sometimes works well for certain genres such as EDM and pop, but for acoustic tracks may end up losing its natural sound.

Limiting

Another commonly encountered term in sound is limiting, which



is seen in most digital signal processing equipment. Limiting is similar to compression in that both compress a signal, though the objectives are completely different.

A limiter is usually applied in the loudspeaker management section to ensure that the output signal to an amplifier is kept within a certain threshold to prevent damage to a loudspeaker.

When a signal is amplified beyond a point, the sine wave characteristics of the signal is lost especially at high output levels and this resulting

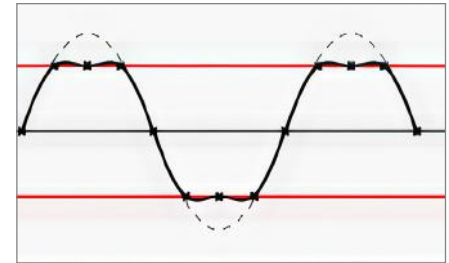
distorted square wave (also called clipped wave) is highly damaging to the loudspeaker coils which is designed to handle only transient levels of high current. To prevent this from happening, the limiter is designed to kick in at a threshold well under the peak handling ability of the amplifier.

Headroom

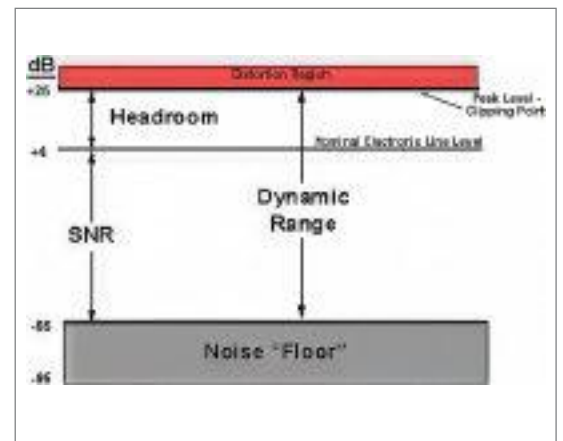
One of the most overused and abused term in the audio industry is headroom, primarily because the term is understood so little. Headroom stands for the spare capacity in the system to accommodate an additional gain before the system goes into

distortion. In most cases, this would be the published SNR or dynamic range and any signal that is within the threshold should be perfectly fine.

A good audio system should have an additional headroom of 6-8dB after the system has been tuned and gains have been settled to the maximum operating limits. This will ensure that the system is never overdriven.



In conclusion, understanding dynamic range of an audio signal is critical to creating great sounding mixes, be it for recording or for live sound. Dynamics play a critical role in the designing of audio systems for installation as well and careful consideration must be given to the components in the signal chain including sources, mixers, processors and amplifiers. With the advent of digital signal processing this has become easier to predict, model and setup but it still remains in



the domain of human expertise and skill to ensure a clear, undistorted mix.

Hopefully, we have managed to throw some light on some lesser discussed concepts in the audio world and how by processing dynamics in the signal we can improve the quality of listening. As music has moved from mediums such as vinyl to tape to CD to digital, we are now able to apply some of the learnings of how human hearing works and accordingly tailor listening experiences to deliver sound as natural as possible.

Human-Centric Lighting

The future of office lighting for wellness and productivity

In today's fast-moving workspaces, the importance of good lighting is often overlooked. But Human-Centric Lighting (HCL) is changing that. By considering physical and mental well-being, HCL helps improve comfort, boost productivity, and enhance workplace satisfaction.

The science behind HCL

HCL aligns with our circadian rhythm by mimicking natural light changes to regulate sleep, energy levels, and overall well-being. Adjusting brightness and color enhances focus, reduces stress, and minimizes fatigue during work hours.

Key benefits of HCL in offices



HCL enhances office environments by boosting productivity with bright, cool-toned light in the morning and promoting relaxation with warmer tones later. It reduces eye strain, headache, and Seasonal Affective Disorder (SAD), creating a healthier workspace. Adjustable lighting also improves morale, engagement, and overall job satisfaction.

Practical applications

HCL adapts to different workplace areas for maximum benefit. Meeting rooms use bright light for brainstorming and softer tones for discussions. Workstations feature adjustable lighting for tasks, while warm lighting in break areas promotes

relaxation.

Cutting-edge technologies

Advanced features enhance HCL's effectiveness. Tunable LEDs adjust brightness and color temperature for any task, while smart controls use IoT sensors to optimize energy and adapt lighting automatically. Pairing HCL with a biophilic design, like green walls, boosts well-being and creates a refreshing workspace.

The modern office – A case study

A leading tech company integrated HCL into their new office, boosting employee focus by 15% and improving mood. The energy-efficient design also

reduced electricity costs by 20%. HCL creates workplaces that enhance health, productivity, and well-being, making people the priority in modern lighting.

Tunable White

Tunable white lighting is a technology that allows the color

temperature of light to be adjusted. This can create a variety of white colors, from warm to cool, and can be used in many different settings.

Customize your environment

Lighting for mood

White light varies throughout the day, from warm



in the morning and evening to cool at midday. Standard lighting is around 4000K, balancing warmth and coolness. Warmer tones create a relaxing ambiance, while cooler tones enhance motivation.

Lighting for people

Light does not only affect the mood of a space, but it impacts the mood of the people occupying the space. Our bodies are tuned to a natural circadian rhythm, with our hormones affected by color temperature, making us naturally more alert at certain times of the day.

Optimizing the environment

Dynamic white systems can mimic the natural cycle of daylight or be programmed to create specific scenes at certain times of the day.

Product solutions

How the system works

Tunable white systems include two main components: a tunable luminaire that utilizes a mix of LEDs with different cooler temperatures, and a control system that can automatically adjust the color over a specific period or be manually controlled by the user to select the desired color temperature

Local area controls

For small applications like reception areas or boardrooms, the Freedom control system can deliver all the benefits of tunable white. It can be simply controlled by a single touch screen panel, with the option to select or pre-program dynamic white.

Building wide controls

The Command Elite system is ideal for larger applications, controlling up to 128 devices per router, with expandable building-wide control. Rooms can be programmed with custom dynamic schemes, and wall plates provide local override options.

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Consultant: NA
Integrator: Vallect
Category: Luxury Residential
Client: DLF Midtown
Contact: www.vallect.com

Vallect has been selected as the primary AV integration partner for DLF's Midtown-Clubhouse project to implement comprehensive BGM and video conferencing solutions. The audio installation features a sophisticated BGM system incorporating various speaker configurations, including Two-Way 4" Coaxial Ceiling Loudspeakers, 6.5" Ceiling Speaker Transducer Assemblies, Weather-resistant 8" LF Two-Way Coaxial Loudspeakers, and Landscape Loudspeakers with Ground-Stake mounting. The system is powered by an 8-channel and a 4-channel Network-Based Amplifier, each delivering 600W per channel, with user control provided through a Single-Gang Ethernet Wall Controller. A 12x8 Digital Signal Processor housed in a 600x800mm AV

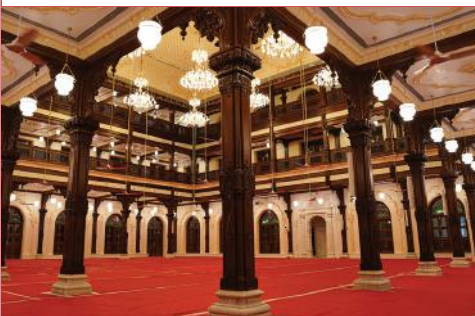
Rack manages the audio processing.

The multipurpose room is equipped with a state-of-the-art video conferencing setup featuring a Unified Communications Platform that supports over 30 video conferencing applications, including Cisco Webex, Microsoft Teams, Zoom, and Google Meet. The room's visual capabilities are enhanced by a high-end PTZ Camera system offering 1080p resolution, combined 12x optical and 16x digital zoom, advanced 2D/3D DNR and WDR technology, and 255 preset viewing positions. The display system is completed with a powerful 6500 Lumens DLP Laser Projector, featuring motorized lift and LVC Control integration.

Mumbai

House of Worship

Blending Heritage with Innovation Elevates worship with advanced AV integration



Consultant: Play Technologies
Integrator: ISSPL
Category: House of Worship
Client: SBUT, Mumbai
Contact: www.playtechnologies.in / www.isspl.in

The Saifee Burhani Upliftment Trust (SBUT) undertook an extensive renovation of Saifee Mosque a year ago, aiming to integrate advanced audio-visual solutions while preserving the mosque's architectural elegance. The project required a high-performance audio system to serve 4000-5000 worshippers across three levels, with a strong focus on delivering clear speech during religious sermons.

Three industry leaders—Play Technologies, Innovative Systems and Solutions Pvt. Ltd., and Alphatec—collaborated on this complex integration. The solution employed premium audio equipment such as Renkus Heinz ICC12/3 speakers and Tannoy CMS Series, powered by LabGruppen E Series amplifiers. The system architecture incorporated both

digital and analog capabilities, ensuring operational flexibility and redundancy.

The installation featured dual operational modes: a user-friendly iPad-controlled interface for daily activities and a comprehensive control system for larger events managed by technical specialists. Utilizing modern 4K/12G-SDI standards and digital audio integration, the setup included strategically placed floating displays, cameras, loudspeakers, and microphones across various zones, with minimal visible wiring. This project successfully delivered superior speech intelligibility and balanced sound while harmonizing with the mosque's interior, enhancing the worship experience without compromising its aesthetic integrity.

Assam

Government

Revolutionizing Collaboration

State-of-the-art hybrid conference room at NFR, Guwahati



Consultant: Cineworth Sales & Service
 Integrator: Cineworth Sales & Service
 Category: Government
 Client: Northeast Frontier Railway (NFR), Guwahati Assam
 Contact: www.cineworth.com

A cutting-edge conference room was designed at the newly constructed Northeast Frontier Railway (NFR) building in Guwahati, Assam. The solution addresses modern hybrid workplace needs, accommodating both in-person and remote collaboration in the post-pandemic era.

The technical implementation features premium equipment from leading manufacturers. Audio processing is handled by a QSC Core 610 processor with Q-SYS front-end, allowing simple touch panel control. Sennheiser boundary microphones with TTL Logic Output enable automated camera tracking, zooming in on active speakers during remote meetings.

Visual display consists of a Samsung Video

Wall and Sony displays for clear content visibility. ATEN products manage video signal distribution, while a Lumens recording device captures meetings for future reference.

The entire system runs on a NETGEAR AV Line Switch, providing reliable network infrastructure. Equipment is discreetly housed in an adjoining rack room, maintaining a clean, professional aesthetic.

The conference room offers one-touch meeting initiation and simple HDMI connectivity. This comprehensive solution creates a simplified yet robust videoconferencing system that brings flexibility and functionality for a modern, hybrid workplace with single-click operation.

Mumbai

Nightlife

Luft – The Air

The ultimate fusion of music & energy



Consultant: Generation AV
 Integrator: KKS, Mumbai
 Category: Club, Lounge
 Client: Luft -The Air, Mumbai
 Contact: www.generationav.net

Luft – The Air, Mumbai’s newest entertainment hotspot, opened last Christmas to rave reviews and celebrity appearances. Situated in the bustling Veera Desai Road and New Link Road area, this rooftop venue offers a bohemian vibe perfect for sundowners and non-stop partying. With Bollywood and TV stars frequenting the area due to its proximity to production houses, Luft has quickly become the go-to destination.

Envisioned by celebrity Chef Himanil Khosla and Aabhas of Atoll Hospitality LLP, Luft promises a laid-back yet vibrant atmosphere. Neighboring Yash Raj Studios, it attracts the city’s elite. Generation AV designed a sound system worthy of the venue’s grandeur. Luft’s versatile layout accommodates corporate luncheons, brand launches, and VIP events,

with seamless audio transitions across its DJ area, Sundowner Balcony, and Private Dining spaces.

Optimal Audio’s Cuboid range and NST Audio’s DSP ensure high-quality sound, while HH Audio’s subwoofers and amplifiers provide robust bass. Managed by Generation AV and KKS Acoustics, Luft’s audio setup delivers unmatched clarity. With music curated by DJ Goku, the venue pulsates with energy, offering everything from techno to Bollywood beats. Luft – The Air is where Mumbai’s nightlife comes alive.



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