

AV TODAY

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Hearing It Right

How AV enabled the biggest Church to achieve perfect speech clarity

Insightful Conversations



Anindya Mukherjee
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Sonodyne
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Technologist,
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Country Head,
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SAARC



FEATURE

- Changing Landscape of Churches

CASE STUDY

- NLAG, Chennai

INTERVIEWS

- Nearity
- Cybernetyx

CORPORATE STORY

- Sonodyne Marketing

SPECIAL

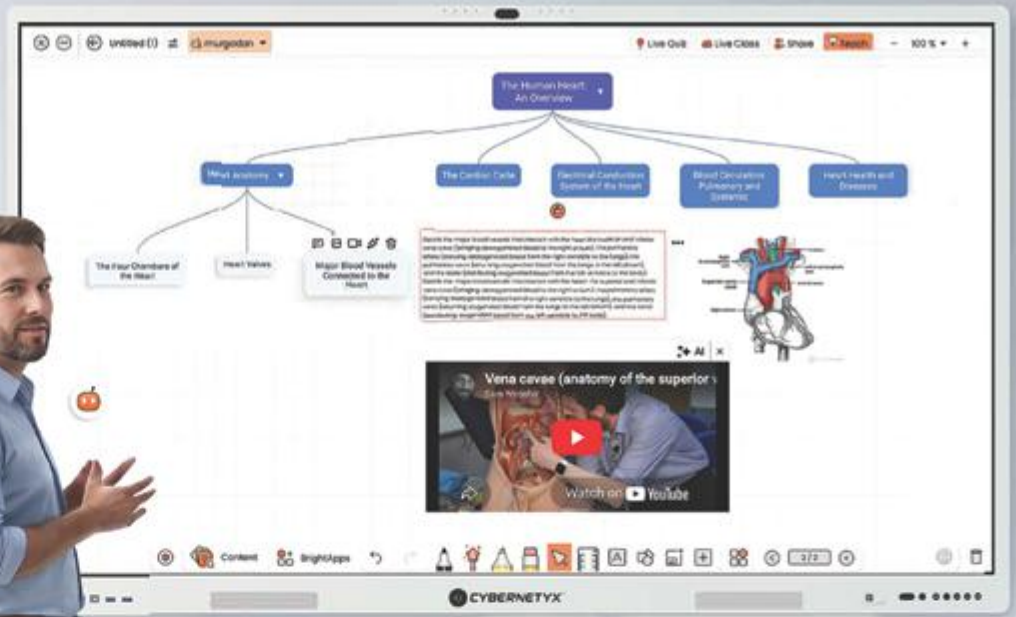
- Forward Integration
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Founder's Note

Dear Readers,

Welcome to what I think is one of our most exciting editions yet, this one's all about Church AV, and honestly, it couldn't have come at a better time.

With WAVE 2026 just around the corner, we've been deep in conversations with people across the industry, and one thing keeps coming up: the Church vertical is quietly becoming one of the most dynamic spaces in Indian AV right now. So we decided to shine a proper spotlight on it.

Our main feature digs into just how dramatically things have shifted, the expectations congregations have, the investments churches are now willing to make, and the very real opportunities this opens up for our industry. We've got candid inputs from consultants and distributors who are actually working in this space every day, which gives the piece a grounded, real-world feel.

We've also put together a product showcase with some great options tailored specifically for house-of-worship environments, worth a browse whether you're specifying or just curious. And our friends at A&T have written a brilliant piece on how live streaming is helping churches connect with communities far beyond their four walls. It's a genuinely moving read.

On the interviews front, we've got two crackers. A conversation with Jagat Khimani, Country Head of Nearity, and a focused, fascinating chat with Nishant, the founder of Cynernetyx, who's doing some really interesting work around experiential learning in the education space. Don't skip these.

And if you think Church AV is the only vertical worth watching right now – think again. Swapna K L, Senior Principal Consultant at 3CDN, brings us a sharp perspective on how the explosion of Global Capability Centres is quietly redrawing the AV opportunity map in commercial real estate. Her piece makes one thing very clear: if integrators aren't in the room when the brief is being written, they're already too late. A timely and important read.

Rounding things out, our Installations section gives you a look at how projects are coming together across different verticals all over India.

And of course WAVE 2026 is already making its presence felt in the church community, with hands-on training for technicians and the right conversations happening with Pastors who are the real decision-makers in this space.

I hope this edition leaves you informed, inspired, and maybe a little excited about where the Church AV space is headed.

Until next time,

K. David Paul Sudhakar



K. David Paul Sudhakar

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Nearity

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**In conversation with Jagat Khimani,
Country Head, Nearity, India & SAARC**



Jagat Khimani
Country Head, Nearity, India & SAARC

In an age when hybrid classrooms and remote offices have become the norm, Nearity ensures a seamless transition. With distribution networks and systems integrators spread across the country, Nearity is bridging the gap. “We help blur the lines between the virtual and the tangible,” says Jagat Khimani, Country Head, Nearity, India & SAARC. “The feedback we often receive about our products is that our huddle spaces and large video conference spaces make participants feel as if they are there, in person,” says Khimani.

Nearity offers a complete range of innovative AV solutions, including comprehensive video conference bars, all-in-one audio-video conferencing systems, 360-degree cameras, high-definition 4K PTZ cameras with up to 40x zoom, noise-cancelling microphones, ceiling mics, digital signal processing systems, headsets with built-in transcription systems, picture-in-picture technology to enable easier multitasking, auto-tracking cameras, speaker microphones, and ceiling microphones in a daisy chain to serve up to 8 units, interactive displays, and more. “We have an in-house research and development team that continually designs new products and upgrades

existing ones, informed by customer feedback. This allows us to better serve a fast-growing market,” says Khimani. “Our solutions are also compatible with all major unified communications platforms such as MS Teams, Zoom, Googlemeets, Webex, etc,” informs Khimani.

Nearity offers an audio ecosystem integrated with Audinate’s Dante protocol, which enables the transmission of high-quality audio over standard Ethernet cables. “This protocol supports seamless integration by means of single networking cables,” explains Khimani. Nearity aims to dismantle the barriers of traditional AV installation through plug-and-play simplicity and immersive hardware, ensuring that every voice is heard and every detail is seen, anywhere in the world.

Nearity’s biggest markets are in education and the corporate sector. The education landscape in India is evolving rapidly, and the pandemic brought the need for virtual and hybrid classrooms to the fore. Nearity’s AI-powered microphones and all-in-one smart bars are designed specifically for large lecture halls and training rooms. “We offer high-quality, scalable, cost-effective set-ups that can cater to a wide range of needs and budgets, from urban schools with international curricula

to small village classrooms,” says Khimani. The challenges in this sector also vary widely, from connectivity issues in rural India to cybersecurity concerns in urban India. “We work closely with our customers to make sure we deliver what they need,” says Khimani.

While Nearity focuses on the education sector, the company also builds tailor-made AV solutions for large corporations, medium-sized businesses, and small home-run businesses. “Our design, research and development expertise allows us to create better working solutions, based on our customers’ specific needs and feedback,” says Khimani.

Nearity also plans to support the Make in India Initiative, and the company is expanding its supply chain while enhancing local skills development. “We have always nurtured relationships with local partners on the ground. They give us much-needed insight into their particular market, and we offer skilled training. We are increasing these hyper-local partnerships to support the initiative,” says Khimani.

As we continue to adopt remote-friendly technology, Nearity stands out, ready to lead the way into the future.

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Changing Landscape of Churches

How technology is reshaping the way India worships

The modern Church is no longer defined solely by its theology. Increasingly, it is defined by its technology. Across the world, houses of worship, from centuries-old cathedrals to purpose-built auditoriums, are grappling with a fundamental shift. Congregations now expect to hear clearly, see vividly, and connect digitally, whether they are in the room or streaming from a living room ten thousand miles away. For the AV and systems integration industry, faith has quietly become one of the most demanding and dynamic verticals. The buildings are diverse, and the budgets vary enormously. Yet the ambition is converging, and the pace of change has never been faster.

Picture two scenes, twenty kilometres apart. In the heart of Chennai, a technician threads a speaker cable between the carved columns of a century-old stone Church. Quiet work, done with care. On the outskirts of Bengaluru, a steel-frame auditorium is rising, with five thousand seats, a rigging grid, and a control room that would not look out of place in a broadcast facility. Both are Churches, both investing in technology. Almost everything else about them is different.

South India has one of the world's oldest and most layered Christian heritages, spanning the first-century Syrian Churches of Kerala and the colonial-era Catholic parishes of the Coromandel Coast. Alongside these ancient institutions, a new generation of Pentecostal and Charismatic congregations has grown rapidly since the 1990s economic liberalisation.

For the AV and systems integration industry, these two worlds represent a compelling and

complex opportunity. Knowing the difference between them is where every successful project begins.

The traditional Church - rooted, renovating, resilient

India's traditional Churches, Catholic parishes, CSI and CNI congregations, the Syrian Orthodox



and Marthoma communities of Kerala, and the Anglican Churches of the north share a defining characteristic: stable, multigenerational congregations rooted in community, language, and place. They do not compete for footfall. They do not build new. Their investment cycle is one of upgrading, not expansion.

Yet they are quietly spending. A failing PA system, a new parish council, or the need to reach diaspora communities in the Gulf, the UK, or North America can unlock budgets that were previously unavailable. Livestreaming has become a pastoral necessity for congregations whose members are scattered across continents.

The technical and commercial challenges are real. Heritage buildings, stone walls, vaulted ceilings, and protected interiors require careful acoustics and regulatory patience. Decision-making is slow and committee-driven. But for integrators willing to work at that pace, the relationships are deep and loyalty is enduring.

The independent Church - fast, loud, and expanding

Since the 1990s, Pentecostal and Charismatic congregations have proliferated across India's cities, with some emerging from small prayer groups and others deliberately planted by larger organisations. What they share is a model that places the worship experience at the centre of growth strategy, treating AV and production technology not as a luxury but as a strategic imperative.

As land prices in city centres have become prohibitive, independent Churches have moved to the urban fringe, highway corridors, new suburbs, and semi-rural outskirts, where there is space to build at scale. The structures rising outside Bengaluru, Hyderabad, and Chennai are purpose-designed worship facilities: seating for two to ten thousand, sophisticated rigging grids, broadcast control rooms, and acoustics that would satisfy any arena engineer.

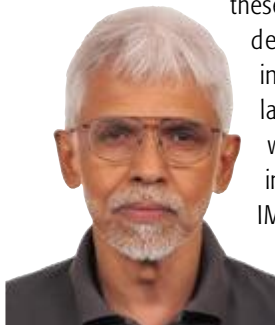
The driving logic is congregation retention. Unlike



traditional Churches, where membership is inherited, independent Churches actively compete for worshippers. Pastoral leadership and theology matter, but so does the Sunday experience. Production values determine whether someone returns next week or quietly drifts to the Church down the road with a better speaker system.

Leslie Lean, MD & CEO of Ansata, puts it plainly: "It's like an economic spectrum, from the very basic to the extravagant. The bigger congregations, including AG and Pentecostal Churches, spend in crores. Their core priority is ensuring the word of God reaches every corner of the room. But the more evolved city Churches want an experience, proper musicians, professional sound, and quality acoustics. These are Churches creating new communities and campuses. They see AV as central to what they're building. Sound is not a luxury for them. It is the worship."

That ambition is reflected in the technology these Churches now demand, including full line arrays, large-format LED walls, theatrical lighting, broadcast-grade IMAG, in-ear monitoring, digital consoles, and streaming infrastructure that



Leslie Lean
MD & CEO of Ansata

reaches online audiences that often rival the size of the room. App-based giving, multilingual interpretation, and overflow relay are fast becoming standard expectations.

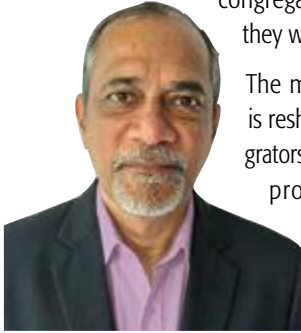
Technology as theology

The faith sector has matured significantly over the past decade. Once treated as minor corporate installations, Church projects are now approached with a sophistication that rivals that of premium hospitality or live events clients. Leading independent Churches arrive with reference sites visited, YouTube channels analysed, and a clear acoustic and visual vision. The conversation has shifted from 'what do we need?' to 'how do we achieve what we've seen elsewhere?'

This shift extends beyond the independent Church. Traditional congregations are also recognising that the worship experience depends fundamentally on what people can hear. Claron D'Souza, Co-Founder of AuralEdge Technologies, has witnessed this change firsthand. "Priests and parishioners have begun to understand that the point of coming to Church is lost if you can't hear anything. Earlier, they would always say, 'We don't have money.' Now the priest says, 'If it's the best thing to do, let's do it, I'll find a way to get the money.' That is a big step in the right direction."

That evolving mindset, however, brings its own challenges. Not every Church has access to the right expertise. "Church systems don't need big

touring line arrays with massive boxes hanging in the middle of the nave. That destroys the ambience. Sound in a Church should be invisible. It should not be a distraction. The design is never copy-and-paste. Every Church is different, and the right solution has to be tailored to the space, the congregation, and how they worship.”



Claron D'Souza
Co-Founder, AuralEdge Technologies

The multi-site model is reshaping how integrators approach these projects. Larger independent Churches now run a single central service, distributed via video relay to

satellite campuses. This demands network infrastructure, video distribution engineering, and remote production capabilities that firmly enter enterprise AV territory.

Audio remains the most technically demanding component. Line arrays are now the standard for large-format builds, with cardioid subwoofer configurations increasingly used to manage low-frequency energy in reverberant spaces. Achieving simultaneous speech intelligibility and musical impact in hard, reflective rooms built for large congregations is what separates experienced Church specialists from generalist installers.

Video has followed a parallel path. LED walls have largely replaced projection in new builds, offering the brightness and versatility to serve as both a lyric screen and a full-stage backdrop. IMAG is now considered essential above roughly fifteen hundred seats, and broadcast-quality streaming has become a standard line item rather than an optional extra.

The faith economy

The commercial landscape reflects the divide between the two institutional types. Traditional Church upgrades typically range from 20 lakhs to 2 crores, depending on scope. These projects are valuable, but extended decision timelines and conservative procurement mean integrators must manage relationships over a longer horizon.

Independent Church projects can be substantially larger. A new-build auditorium may carry an AV and systems budget of 5 crores to 50

crores or more, covering audio, video, lighting, control, networking, and broadcast infrastructure. Funded through tithing, donor campaigns, and occasionally institutional borrowing, these projects can see timelines shift with financial position, but when a build is underway, investment appetite is often significant.

Recurring revenue remains an underexplored opportunity. Both Church types require ongoing support, maintenance contracts, and periodic equipment refreshes. Christmas and Easter are predictable annual revenue peaks for integrators with established relationships. Those who invest in long-term partnerships rather than transactional delivery find the faith sector offers loyalty and continuity that compare favourably with more competitive commercial verticals.

What's next for worship

Several trends are converging to reshape Church AV over the coming decade. Hybrid worship has moved from a pandemic necessity to a permanent expectation. Churches that invested in streaming in 2020 and 2021 found their online audience had become a congregation in its own right, prompting fresh investment in broadcast control rooms, fibre networks, and cloud-based streaming workflows.

Automation is emerging as a practical response to the shortage of trained technical volunteers. Automatic microphone mixing, robotic camera tracking, and AI-assisted tools for noise reduction and feedback suppression are entering live Church environments, significantly reducing the skill requirements for routine services.

The multi-campus model is likely to proliferate further. As congregations outgrow their primary venue, the economics of a well-equipped satellite campus, connected via reliable video and audio distribution, are increasingly compelling, driving demand for integration expertise spanning network engineering, broadcast, and venue AV within a single scope.

Traditional Churches, meanwhile, are not standing still. Diaspora connectivity is accelerating investment in broadcasting, even within conservative institutions. As generational change brings younger leadership into Church governance, the appetite for technology is quietly but steadily growing.

The bigger picture

India's Churches are not competing with one

another, not in any theological sense. They are communities of faith pursuing the same purposes of worship, community, and service. Yet the infrastructure through which those purposes are pursued has never been more varied or technically demanding than it is today.

For integrators who have built their practice around the faith sector, this market rewards patience, expertise, and genuine relationships. These are not transactional projects. They are long-term partnerships with clients whose decision-making moves slowly, whose budgets are hard-won, and whose expectations, once met, generate the most powerful currency in the industry: word of mouth.

Manu Philip, Founder at Zacs N' Phils, one of Kerala's most experienced Church-focused integrators, speaks from a decade on the ground: "When I entered this industry, people only knew Ahuja. When we mentioned JBL or column speakers, they

were completely unaware. It took three years just to install the first column speaker, three years spent educating architects and parish priests.



Manu Philip
Founder, Zacs N' Phils

But once that first

install was done and people heard the clarity, word spread fast. Budgets that were once one and a half to two lakhs have grown to ten, eighteen, twenty-five lakhs and beyond. The shift has come from the congregation itself. They started complaining that sermons were inaudible. Speech intelligibility has overtaken everything else. Earlier, the choir wanted it loud. Now the committee wants clarity. That is the real change we are seeing on the ground.”

That change is being felt across the country. Whether the commission is a discreet speaker upgrade in a granite Church that has stood for two centuries, or a full production system for a new auditorium on a Bengaluru ring road, the brief is the same at its core: help people hear, see, and feel something that matters. For the integrators who get it right, the faith sector offers something few other verticals can: work that carries meaning well beyond the technical.

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NLAG's journey to transformative audio excellence

There are projects, and then there are landmarks. The New Life Worship Centre, the flagship venue of the New Life Assembly of God Community (NLAG), sits firmly in the latter category. The worship centre, capable of seating 25,000 people with room for overflow during peak services, is not just a Church. By any measure, it is one of the largest arenas of its kind in Asia.

When an institution of this scale sets out to build its professional audio system, the stakes are extraordinarily high. Every seat, all 25,000 of them, must hear the pastor's sermon with perfect clarity. Not a single square inch of that auditorium can be left behind.

A brand decision

NLAG's conviction in L-Acoustics did not come from a brochure or a sales pitch. As an organisation, they had taken the time to evaluate all the major audio brands, attending demos across various venues. When the time came to equip the new Church, they were passionate about it. The NLAG team had the design specifications clear from the start and searched for the right brand to meet their design criteria. The L-Acoustics L2, a technology unlike anything the market had seen before, was neither a dual driver nor a single driver, nor a point source, nor a conventional line array. It was, as those close to the project would later describe it, a category of its own. The NLAG team was convinced that the L2 system would meet the needs of this grand structure.

Why hi-tech and why Chennai?

When the project was first announced, interest was immediate and widespread. Many firms sought to secure it. But Hi-Tech Audio & Image, headquartered in Delhi, had something the others did not: history. The company had installed L-Acoustics at NLAG's older, smaller Church in Saidapet, Annasalai, Chennai, well before the COVID-19 pandemic. That relationship, and the trust it had built within the NLAG team, gave Hi-Tech Audio & Image LLP an edge.



It also helped that, by then, Hi-Tech had established a meaningful presence in Chennai. Shaurya Gupta, Business Head and Audio Integration, who led the project from the Hi-Tech side, reflects on the journey:

Thirty-five years of experience handling mega projects. A legacy of L-Acoustics installations. An existing relationship with the client. When Hi-Tech

walked into the room, the NLAG team already knew what they were getting.

The first visit from CAD to reality

Seeing the CAD files for the New Life Worship

“Delivering this project for NLAG Church goes far beyond technology. It’s about trust, partnership, and a shared vision to create an experience that truly connects with people. With the installation of India’s first L-Acoustics L Series system, we are enabling a space where every word spoken and every note played reaches all 25,000 seats with absolute clarity and emotional impact. The L2 and L2D system allows us to bring consistency, power, and precision to a scale rarely achieved in houses of worship. For a Church where speech and music are central to the experience, this ensures that every member of the congregation feels equally engaged, no matter where they are seated. At Hi-Tech Audio & Image, our vision has always been to build lasting relationships through meaningful solutions, and this project stands as a testament to that commitment, where innovation meets purpose and technology serves a higher calling.”

Rajan Gupta,
CEO-Founder, Hi-Tech Audio & Image LLP

Centre had been thrilling. Seeing it in person was something else altogether.

Shaurya recalls his first site visit alongside Rajan Gupta, CEO-Founder, Hi-Tech Audio & Image LLP. The project manager echoes the sentiment.

The brief left no square inch behind

The client’s brief was as demanding as the space itself. “Every chair in that auditorium, all 25,000 of them, had to hear the pastor’s message with complete clarity. Not almost clearly. Utterly clearly. Not a single word could be lost.” Shaurya puts it plainly.

Designing for clarity in a semicircle

The architecture of the space presented both a challenge and an opportunity. The auditorium is semicircular, with seating wrapping all around. There are no pillars, a structural decision that is as acoustically significant as it is visually striking. Critically, NLAG had very clear ideas about aesthetics. The sound system must not be seen. The focus of everyone in that room should rest on the Pastor, not on speaker boxes.

This guided every element of the system design. With massive LED walls dominating the stage, no speaker could interrupt sightlines. The solution: ceiling mounting. Everything, including the main line arrays, the delay stacks, and the subwoofers, is flown from 60 feet above

the congregation. Front fills at the stage edge serve those seated closest to the platform, but otherwise the entire PA system is overhead and largely invisible. The L2 was the ideal choice for this approach.

The technical system

The system deployed at New Life Worship Centre is one of the most significant L2 installations in the world. The main PA is anchored by L2 line arrays configured for left and right outfills, complemented by front fills. The subwoofer foundation is built on KS28 units, hung from the stage ceiling. For those seated nearest the stage, X8i speakers handle front fill duties, while X12 speakers provide stage monitoring.

Ensuring consistent coverage across the enormous semicircular floor is achieved by a network of ceiling-mounted delay clusters on the left,

centre and right, driven by L2D arrays, with A15i speakers providing delay reinforcement throughout. Every component is mounted overhead, delivering speech intelligibility and musical impact in equal measure to every corner of the room.

Working at 60 feet

Flying speaker systems at 60 feet would give many teams pause. For Hi-Tech, it was familiar territory. Their background in large-scale rental and live production means that working at height is simply part of the job.

Shaurya says, “With the experience we bring, we are used to working at such heights. Because of our rental background, we are more comfortable at 60 feet than on the ground. We do these setups in 6 or 8 hours. We were grateful to have 3 days to do this setup.”

The team was given until 25 December to complete the installation, a deadline of obvious significance for a Church. Despite logistical headwinds from global shipping disruptions, materials arrived on schedule, and the team worked relentlessly. Every element of the installation, including cable laying, rigging, shackling, and calibration, was executed entirely by Hi-Tech. Luke Brookes, Application Engineer at L-Acoustics, conducted a thorough pre-commissioning check, verifying heights, signal routing, and fallback systems before the formal calibration phase.

Because this is one of the largest L2 installations anywhere in the world, L-Acoustics sent Joshua Maichele (Global Applications Lead for Houses of Worship, L-Acoustics), their specialist, on five flights from the United States to Chennai to personally oversee the final calibration in March. That level of commitment from the manufacturer speaks volumes about the project’s scale and significance.



Acoustics first, a decision that paid off

One of the quieter decisions that shaped the outcome was made long before Hi-Tech arrived on site. NLAG had well-designed acoustic treatment in place well ahead of the audio installation. The room treatment was completed thoughtfully and thoroughly, and when it came time to calibrate the L-Acoustics system, the results were striking. “The acoustics have been done really, really well,” Shaurya commented.

Zero revisions. Zero compromises

The system went live on 25 December, and the New Life Worship Centre congregation has been worshipping every Sunday. There were no revisions to the installation. No tweaks, no corrections, no callbacks. The system performed exactly as designed from day one. Shaurya recalls the moment the team ran the load checker, sending a signal to all speakers and amplifiers simultaneously to verify the complete system:

The client's voice

Rev. Benjamin Mohan, Executive Pastor and Project Director at New Life Assembly of God, was clear about the weight that rested on the AV system:

At New Life Worship Centre, the entire project depended heavily on the performance of the AV system. The space required high-quality sound and visual clarity. Without them, people wouldn't be able to clearly hear the message or fully engage in worship, which would defeat the

very purpose of the space. Joshua Maichele and Peter Owen from L-Acoustics, along with Rajan from Hi-Tech Audio and Christian from the New Life AG team, took the time to understand these needs in detail. They focused on achieving even coverage and consistent SPL across the room, with sufficient headroom. In the end, they didn't just meet our expectations; they exceeded them.

During project execution, Rev. Mohan was equally positive:

“We were working within a tight budget, but they partnered with us to find solutions that worked without compromising quality. What stood out was their proactive approach. Materials arrived well ahead of schedule, and their team began cabling and rigging even while finishing work was still in progress. With a tight timeline to meet, especially around the Christmas and New Year services, they planned the system tuning in two phases. This approach gave us both immediate functionality and great performance.”

And on the final outcome:

“Over the years, our Church has had several sound systems across different locations, but we've never experienced this level of quality before. The clarity of speech and the overall sound during worship in such a large space make a noticeable difference. Now, people can focus on personally experiencing God in the worship space. Seeing the congregation respond so positively each week is incredibly rewarding.”

A new benchmark for Asia

The New Life Worship Center is more than a



successful project. It is a statement of what is possible when a determined client, a passionate integrator, and a world-class manufacturer unite around a shared vision.

For Hi-Tech Audio & Image LLP, it marks the culmination of 35 years of experience, multiple Chennai installations, and a client relationship built on trust, earned one project at a time. For L-Acoustics, it is one of the most ambitious L2 deployments worldwide. For the New Life Assembly of God community, it is the sound of their message, clear, present, and reaching every last corner of their extraordinary home.

And for the 25,000 people who fill those seats every Sunday, it is something simpler and more profound than any specification sheet can capture: the ability to hear, clearly and without effort, the words that matter most to them.

System specification at a glance

- Main PA: L2 line arrays – left and right outfills
- Subwoofers: KS28 – ceiling-hung above the stage
- Front Fills: X8i speakers – stage level
- Stage Monitors: X12 speakers
- Delay Clusters (Left, Centre, Right): L2D arrays – ceiling-mounted
- Delay Fill: A15i speakers – ceiling-mounted throughout
- Installation Height: 60 feet
- Seating Capacity: 25,000
- Integrator: Hi-Tech Audio & Image LLP
- Manufacturer: L-Acoustics

“Over the years at Hi-Tech Audio & Image, we have successfully delivered mid- to large-scale installations with L-Acoustics, but NLAG stands out for its complexity and ambition. This project has been a steep learning curve, and working closely with L-Acoustics' global experts has sharpened our understanding of the finer 'do's and don'ts' of system design, deployment, and tuning at this scale. From a sales perspective, this installation is a powerful catalyst. When clients can walk into a 25,000-seat venue and experience uniform clarity, coverage, and impact firsthand, it shifts the conversation from selling products to demonstrating possibilities. This is the kind of project that not only elevates our capabilities but also raises the bar for the entire industry in India.”

Nirdosh Aggarwal,
Managing Partner, Hi-Tech Audio & Image LLP



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Beyond the Pews

Bringing worship closer with A&T's streaming technology



There was a time when attending Church meant being physically present, sitting in familiar pews, listening to the choir, and sharing moments of reflection within the sanctuary. While that sense of togetherness remains deeply meaningful, the way people engage with worship is changing.

Today, Churches are embracing technology not as a replacement for tradition but as a powerful extension of it. One of the most impactful innovations in this space is the adoption of smart video recording and streaming solutions - systems that allow Churches to capture, preserve, and share their services with ease. A&T

is quietly transforming how worship is experienced, making it more accessible, inclusive, and far-reaching than ever before.

Worship without boundaries

Life today is busier and more unpredictable. Not every member of a congregation can attend services regularly. Health concerns, travel commitments, or even distance can create barriers. With video recording and live streaming, those barriers begin to disappear.

A member who is travelling can still join the

Sunday service from a different city. An elderly devotee who finds it difficult to commute can participate from the comfort of home. Families can revisit sermons together at their convenience. Worship becomes something that travels with the individual, rather than something tied to a physical place. This shift does not diminish the importance of being present in Church; it enhances it by ensuring that connection is never lost.

A solution for every Church

One of the most remarkable aspects of modern Church video solutions is their adaptability.

Churches vary in size, from intimate prayer halls to expansive auditoriums, and each has its own needs. Today's solutions are designed with this diversity in mind. They scale effortlessly, offering configurations that suit small congregations with limited space, medium-sized Churches seeking to expand their reach, and large institutions managing high attendance and multiple services. This flexibility ensures that every Church, regardless of size or resources, can adopt a system that fits naturally into its environment.

Simplicity at the core

Technology can often feel intimidating, especially in environments where the focus is on community and spirituality rather than technical operations. Recognising this, modern systems prioritise simplicity above all else. Installation is typically straightforward, with minimal setup time. Many solutions are plug-and-play, allowing Churches to go live without complex configurations. More importantly, these systems are built for ease of use. Volunteers or Church staff can operate them with minimal training. There is no need for a dedicated technical team or ongoing external support. This ease of use removes one of the biggest barriers to adoption, allowing Churches to focus on their mission rather than the mechanics of technology.

Seamless integration into existing spaces

Churches often have established setups that include sound systems, lighting, and display equipment. Introducing new technology can raise concerns about compatibility and disruption. However, A&T's worship solutions are designed to integrate seamlessly with existing infrastructure. They work alongside current audio systems, connect to existing displays, and adapt to the space's layout. This means Churches do not need to overhaul their environment to adopt streaming capabilities. Instead, they can enhance what they already have, adding a powerful new dimension without compromising tradition.

Elevating the worship experience

At the heart of every Church service is the experience it creates, the clarity of the message, the emotion in the music, and the sense of shared connection. High-quality video and audio play

a crucial role in preserving this experience for remote viewers. The solution includes clear, high-definition video that captures every detail, one-touch recording to capture every service instantly without any technical support, and smooth streaming that avoids interruptions. For those watching online, this creates an experience that feels immersive and engaging, rather than distant or disconnected.

Strengthening community connections

A Church is more than a place; it is a community. Maintaining that sense of connection is essential, especially when physical gatherings may not be possible. Video streaming strengthens these bonds by keeping members engaged, even when they cannot attend in person. Recorded services allow individuals to revisit teachings, reflect on messages, and stay spiritually connected throughout the week. Special events, celebrations, and important moments can be shared with a wider audience, bringing people closer together. In many ways, these solutions extend the life of a single service, allowing its impact to continue long after it has ended.

Expanding reach and impact

Perhaps the most transformative benefit of streaming is its ability to extend a Church's reach beyond its immediate surroundings. A sermon delivered within a local community can now be accessed by viewers across cities, countries, and continents. By embracing digital platforms, Churches can amplify their message and build a broader, more inclusive community.

Reliability that builds confidence

When it comes to worship services, consistency is key. Technical disruptions can distract from the message and mar the experience. Modern solutions are built with reliability in mind. They offer stable performance, consistent streaming quality, and dependable recording capabilities. This reliability gives Church staff and volunteers confidence. Services can proceed smoothly, without the need for constant monitoring or troubleshooting. It also ensures that viewers, whether in the Church or online, can engage without interruptions.

Cost-effective and sustainable

For many Churches, budget considerations are a key factor. Implementing advanced technology can seem daunting from a financial perspective. However, today's solutions are designed to be cost-effective. They eliminate the need for expensive production setups or external technical teams. Their scalability means Churches can start small and expand as needed. Over time, this makes them a sustainable investment, one that grows alongside the Church and continues to deliver value.

Minimal maintenance, maximum focus

One of the standout advantages of these systems is their low maintenance requirement. Once installed, they require little ongoing attention. There is no need for frequent updates, complex troubleshooting, or constant supervision. By reducing the technical burden, these solutions create space for more meaningful engagement and ministry.

A more inclusive path forward with A&T

Ultimately, the true impact of our solutions lies in their ability to create a more inclusive worship experience. They ensure that no one is left out, whether due to distance, health, or circumstance. They bring people together, strengthen connections, and enable faith to be shared more widely than ever before. As Churches continue to adapt to a changing world, adopting smart video recording and streaming solutions represents a meaningful step forward. With their ease of installation, seamless integration, minimal support requirements, and powerful reach, these systems empower Churches to enhance their services and connect with their communities in new ways. In embracing this technology, Churches are not moving away from tradition. Instead, they are ensuring that the message of faith continues to inspire hearts, not only within the Church but far beyond it.

For any queries about the worship solution, our team will be happy to assist you.

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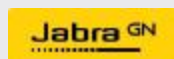
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The Sound of Resilience

Five decades of Sonodyne's sonic excellence

From a humble workshop in the early 1970s to a globally respected audio brand, Sonodyne's journey is one of engineering conviction, creative resilience, and an unwavering commitment to the craft of sound. AV Today sat down with the company's current steward to trace the arc of one of India's most enduring homegrown audio institutions.



Anindya Mukherjee
Managing Director, Sonodyne

In an industry often dominated by global conglomerates, Sonodyne stands as a remarkable testament to Indian engineering and enduring creativity. Now in its 56th year, this Kolkata-born stalwart has evolved from a pioneering "Make in India" start-up in the 1970s into a globally respected name in high-fidelity and professional audio. With a footprint spanning professional studios and premium residential spaces, Sonodyne continues to demonstrate that "honesty to the craft" is the ultimate competitive advantage.

We sat down with Anindya Mukherjee, Managing Director and son of founder Ashoke Kumar

Mukherjee, to discuss the company's journey from the early days of hi-fi to the modern era of Dolby Atmos and Audio over IP.

A legacy of indigenous innovation

The Sonodyne story began in the early 1970s, when the Indian entrepreneurial landscape for high-end electronics was virtually non-existent. Founded by Ashoke Kumar Mukherjee, an IIT Roorkee graduate with a "burning desire" to build world-class electronics, the company was an early practitioner of indigenous manufacturing long before it became a national slogan.

"My father started with a genuine desire to create," Anindya reflects. "He built a cult brand from scratch, developing everything from R&D and supply chains to distribution and customer service in a very difficult environment." Today, that same spirit of resilience and creativity remains the cornerstone of the business. Rather than radical change, Anindya describes his leadership as a "dynamic re-alignment", ensuring the company's deep-rooted values stay in sync with a market in constant flux.

Roots in conviction

Sonodyne was not born solely out of market opportunity; it was born out of determination. In the early 1970s, when India's entrepreneurial landscape offered little precedent for high-fidelity audio, Ashoke Kumar Mukherjee, a graduate of IIT Roorkee, set out to build something he believed in: exceptional electronics made in India.

"He hailed from very humble beginnings," says Anindya. "There was no precedent in hi-fi audio, and the environment was difficult for entrepreneurs. It was the genuine desire to create and extreme resilience that nurtured Sonodyne. Neither of those traits has changed for the company, 56 years on."

Those early years demanded enormous sacrifice. Building an audio brand from scratch, developing R&D capabilities, establishing supply chains, creating distribution networks, and earning consumer trust was a formidable undertaking in a pre-liberalisation India. Yet through collective commitment, the founding team built what would become a



cult brand, one that has outlasted generations of competitors and market disruptions alike.

Continuity and dynamic realignment

When the current leadership took over the business, the question was not what to dismantle but what to consciously preserve. The answer was clear: the value system at the core of Sonodyne, resilience and creativity, was not up for revision.

“With such a strong core, change is not what is desired; dynamic alignment is,” Anindya explains. “With the market in constant flux, alignment is the tricky bit. Our task, of late, has been to align our efforts and investments with market dynamics and potential opportunities. We are quite well aligned now for the next phase of significant growth.”

This philosophy of adaptation without compromise has guided Sonodyne through several defining crises. The economic liberalisation of the 1990s, which flooded Indian markets with foreign competition, and the Covid-19 pandemic both threatened the company’s existence. What carried Sonodyne through each storm was a combination of core engineering depth and the flexibility to pivot between consumer and professional audio segments as market conditions demanded.

“It is pure resilience, commitment, and the ability to pivot that allowed us to sustain,” he says. “And this pivoting came primarily from two things: core engineering abilities and longstanding goodwill with consumers, globally.”

The engineering imperative

At the heart of Sonodyne’s identity is an R&D

culture that treats innovation not as a project but as a permanent state of being. The company invests continuously in acoustic waveguide design, transducer development, DSP engineering, alternative enclosure materials, and power amplification, building what its leadership describes as a technological arsenal that can be deployed as market opportunities emerge.

“We view R&D as a constant, relentless commitment,” he says. “Doing this over a prolonged period creates an arsenal of options that can be turned into products. From the very beginning, R&D is constantly engaged in ideation, prototyping, and creating options. This is priceless in a dynamic, fragmented market.”

This investment in indigenous R&D and manufacturing has yielded dividends beyond products alone. By keeping these capabilities in-house from the very beginning, Sonodyne retained control of its destiny, both in product design and in supply chain management. Perhaps more significantly, it cultivated successive generations of engineers who have passed down institutional knowledge organically.

“We created a generation of engineers who championed the cause and also groomed the next generation. This baton passed organically, and this is the key element in building identity and legacy.”

For aspiring homegrown brands looking to follow a similar path, the barriers are real: access to skilled human talent, mature supply chains, and adequate capital remain significant challenges.



Sonodyne’s answer to this is time and tenacity. “I am sure others can too, with passion and dedication, and alignment with a large and growing market,” he says.

Where music meets engineering

One of the more distinctive elements of Sonodyne’s story is the influence of music on its product philosophy. The current head of the company is himself a musician, and he argues that this dual identity is a creative tension rather than a contradiction.

“Musicians feel. Engineers analyse. This creates a constant tension, which is excellent. It is quite counterintuitive that out of this seeming dichotomy, winning products are created.” The result, he says, is a sonic signature characterised by exceptional emotional detail and fatigue-free sound for long listening sessions, qualities that distinguish Sonodyne products in both professional and residential markets.

Nowhere is this philosophy more fully realised than in the company’s studio monitor range,





which he singles out as the product line that best encapsulates Sonodyne's engineering strengths. Combining proprietary amplifier and transducer technology, aluminium cabinetry, and precision DSP tuning, the monitors serve content creators, musicians, and sound designers, and connect the brand organically to the global music community.

"It is a relatively small marketplace, but it embodies everything that we learned and believe in," he says.

Reading the Indian market

India presents a paradox for premium audio brands. It is among the largest and fastest-growing audio markets in the world, yet the overwhelming majority of the market remains intensely price-driven. The premium

segment, where Sonodyne operates, is comparatively modest in scale but is growing faster and commanding meaningfully better returns.

"The pyramid skew, where the base is much larger, is what is different about

India," he observes. "Those targeting the base are focused on supply chains, white-labelling, and price- and celebrity-based promotions. Those in the premium segment have to focus on the craft of audio." In this sense, he notes, competing in India's premium audio space is no different from competing anywhere else in the world.

The proliferation of white-label products, largely sourced from China, has reshaped the mass market. Sonodyne has chosen not to compete in that space. Instead, the company has deepened its position in the premium professional and residential segments, where differentiation through engineering and brand authenticity carries genuine weight.

The road ahead

As Sonodyne moves into its sixth decade, its leadership sees the current moment as one of alignment and acceleration rather than consolidation. The explosion of OTT platforms has created unprecedented consumer demand for high-quality audio reproduction, and the company's capabilities, spanning Dolby Atmos integration, wireless audio, and audio-over-IP, position it squarely within this evolving landscape.

"A rising tide raises all ships," he says. "India's growth story is well on its way, and everyone who is committed should do well." But he is quick to acknowledge that riding that tide requires constant navigation of market fragmentation, competitive intensity, and organisational alignment.

The next decade, he believes, will be Sonodyne's strongest yet, a view grounded not in optimism alone but in the hard-won confidence of a company that has survived everything the market has thrown at it. "We have weathered terrible storms and we are still standing," he says. "We are confident we shall rise."

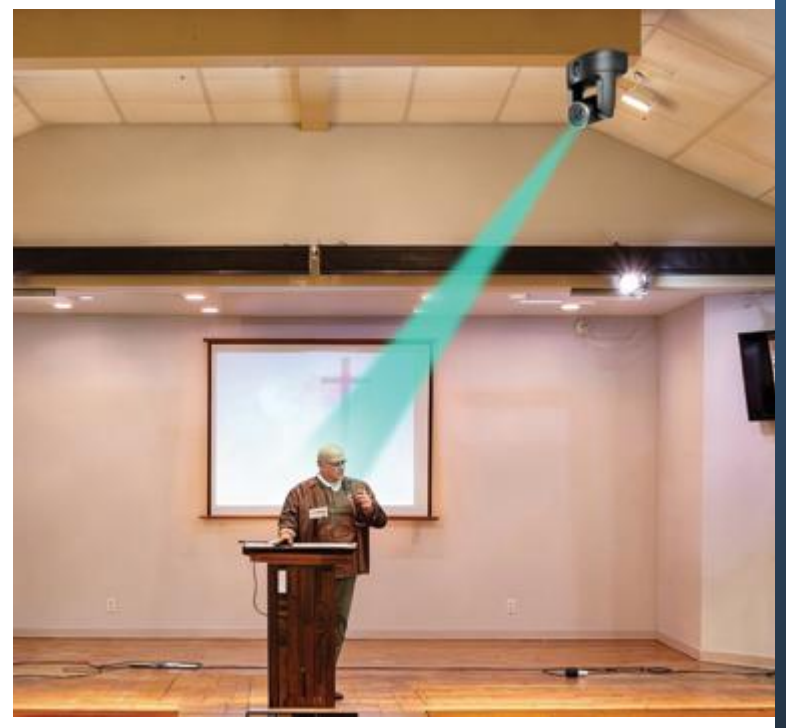
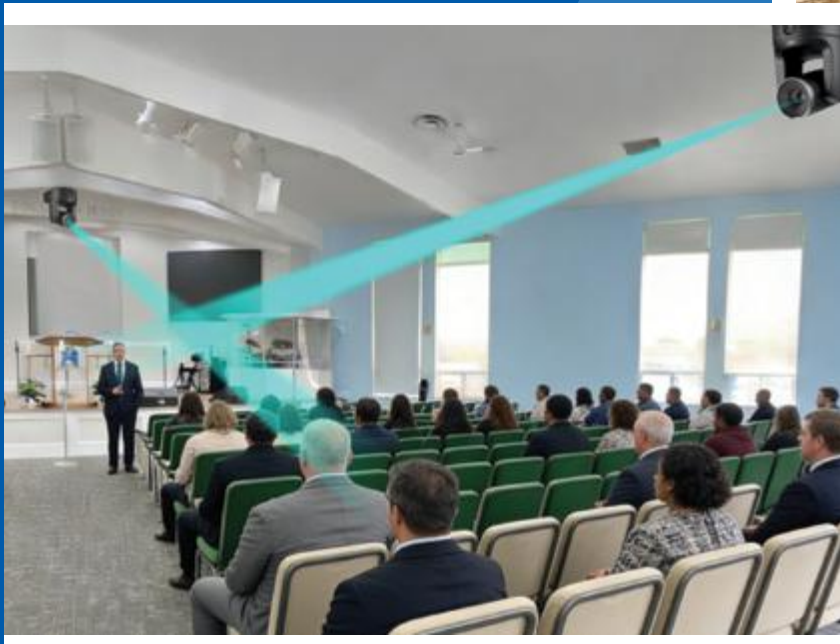
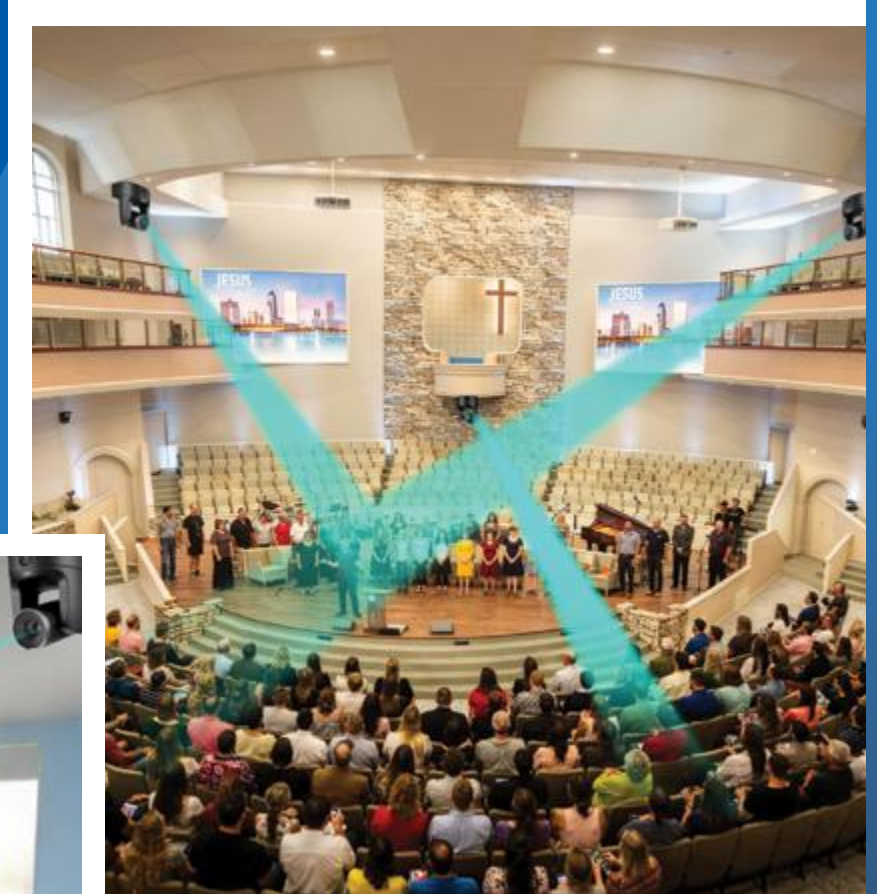
For an industry that often prizes novelty over longevity, Sonodyne's 56-year arc offers a compelling counterpoint: that the deepest competitive advantage is not the latest technology but the culture and conviction to keep building, decade after decade.





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Forward Integration in CRE

What it means for AV systems integrators

India's commercial real estate market is experiencing a remarkable period. In 2024, India's office market reached a historic peak in net absorption of nearly 49.56 million sq. ft., while gross leasing volumes reached an unprecedented 89 million sq. ft. across the top eight cities, figures that would have seemed improbable in the depths of the pandemic. By the first nine months of 2025, the momentum had not slowed: India's gross leasing volumes reached 56.5 million sq. ft., up 5.7% year-on-year, and net absorption for Jan-Sep 2025 reached a record 40 million sq. ft.

At the heart of this surge is a structural force that

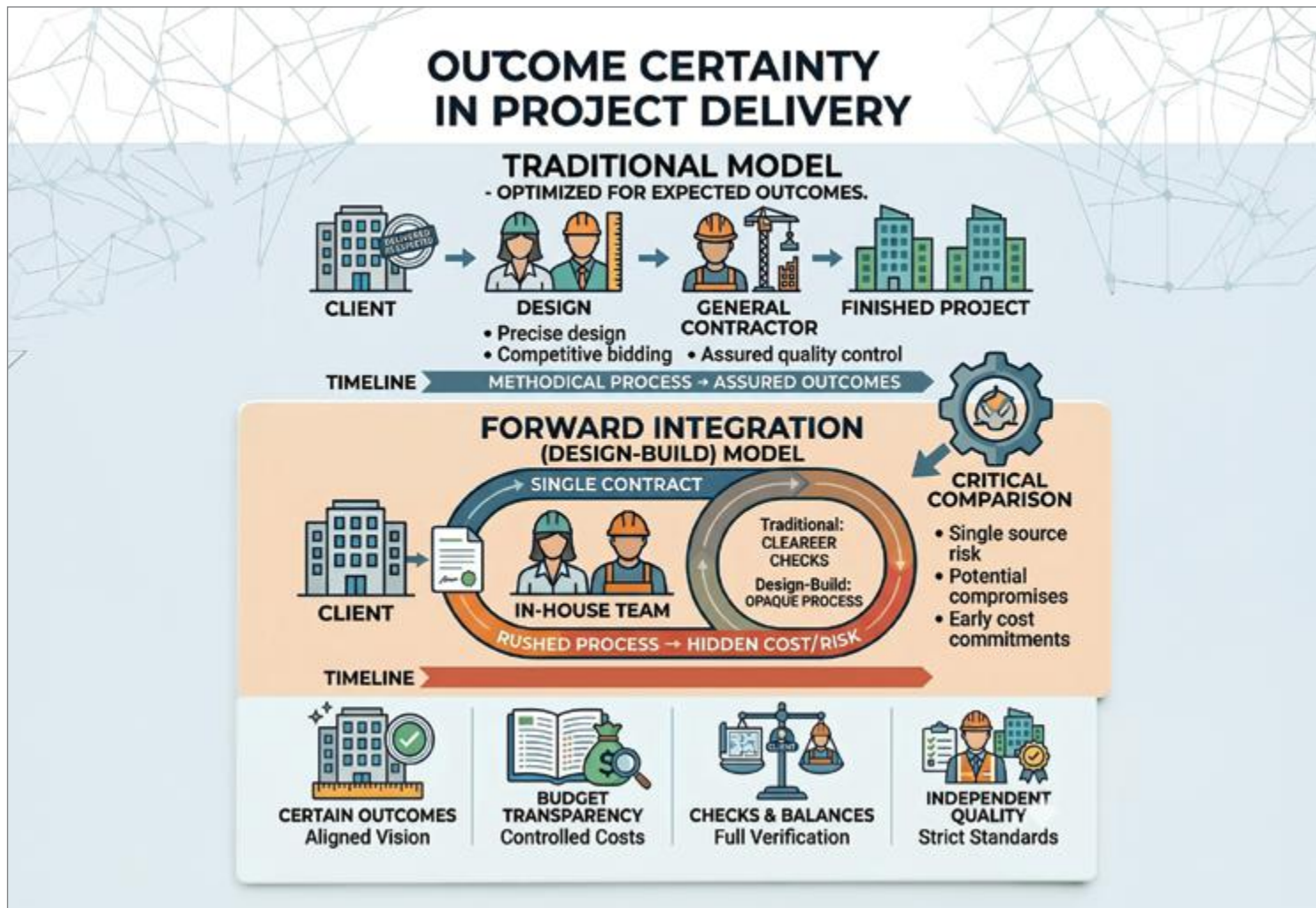
AV systems integrators cannot afford to ignore: the rise of Global Capability Centres. In 2024, GCCs accounted for 37% of overall office leasing in India. CBRE projects that GCCs will account for 35-40% of total office space absorption in 2025. They have also recorded their best-ever nine-month performance in 2025, having leased 20 million sq. ft. so far.

These are not passive tenants occupying generic office floors. They are transforming the very nature of how workspace is conceived, delivered, and operated in India, and, in doing so, are fundamentally redrawing the opportunity map for the AV systems integration industry. For AV systems

integrators and consultants, this transformation is not background noise. It is the signal that should be reshaping every conversation about strategy, partnerships, and positioning.

The forward integration shift

Before COVID, the dominant model in Indian commercial real estate was straightforward: a developer delivered a warm or bare shell, and an interior designer, alongside a PMC (project management consultant), would design (with AV consultants working either directly with the



client or with the architect to provide the AV part of the scope). A fit-out contractor would then come in, followed by the tenant's IT and AV vendors. Each party had a defined lane. The AV integrator typically arrived at the tail end of a project, worked to a specification handed down by a consultant or the client's IT team, installed, commissioned, and left.

That world is receding rapidly. Flexible managed workspaces now behave less like properties and more like operating systems, offering plug-and-play facilities, infrastructure, compliance, talent access, and innovation ecosystems. Real estate developers and managed workspace operators have moved up the value chain, integrating what were once separate scopes of fit-out contractors, IT integrators, and AV specialists into bundled "GCC-as-a-Service" offerings.

AV optics

If this shift is disorienting for AV systems integrators, it is existential in a different way for AV consultants and designers. The traditional consulting model is built on an independence premium; the consultant's value lies in serving as the occupier's trusted advisor, translating business requirements into technology specifications, and holding integrators accountable to those specifications. That model assumes direct, sustained engagement with the end-user throughout design, tender, and delivery.

Forward integration compresses precisely that space. When a managed workspace operator or a GCC-as-a-Service platform pre-selects AV technology categories, standardises room configurations, and awards preferred-vendor arrangements, the consultant's independent specification role is either absorbed into the operator's in-house team or reduced to a compliance-checking exercise. Consultants increasingly find themselves working through a channel, namely the operator, the developer, or the fit-out contractor, rather than directly with the occupier. Scope dilutes. Fee structures compress. And the hard-won client relationship that consulting practices depend on for repeat work migrates to the platform.

In the AV industry, the rise of managed flex space is a double-edged development. On the one hand, it represents an extraordinary volume. On the other hand, it structurally compresses how and where AVSI companies operate.

When a Smartworks or an Indiqube pre-deploys

AV infrastructure across hundreds of meeting rooms as part of their standard managed product, the integrator's engagement shifts from a one-to-one client relationship to a platform-supply relationship. The decision about which AV technology is deployed and by whom moves from the occupier to the operator. The transaction becomes a volume contract with the flex provider, not a consultative engagement with the end-user.

I have seen this shift first-hand. Projects that would have historically involved a three-month consultative cycle with a GCC's real estate and IT teams are now being resolved in days through the managed workspace operator's pre-approved vendor list. The AV conversation happens before the occupier even signs the lease.

Here is the other side of that signal. As GCCs shift from cost centres to innovation hubs, the AV scope within these facilities has expanded dramatically. These are not environments served by commodity AV. They require immersive collaboration rooms, advanced videoconferencing aligned with global UC standards, broadcast-grade all-hands spaces, experience centres for client and leadership visits, and increasingly, integrated room analytics and IoT-driven utilisation dashboards. The integrator who positions themselves as a technology consultant, not a box-and-cable vendor, wins this work.

New GCC entrants are leveraging flexible spaces to enable rapid, agile expansion, while established companies are setting up large, dedicated campuses in major Indian cities. That bifurcation matters for AVSI's go-to-market: the two segments require very different engagement models.

Broadly, there are two strategic moves our AV partners can consider:

Integrate upstream: The integrator who waits to be called in at the fit-out stage will increasingly find the scope already committed. The strategic move is to establish formal partnerships with managed workspace operators, flex providers, and GCC-as-a-Service platforms, becoming their preferred AV technology partner embedded in the product specification. This means standardising your offering, accepting framework pricing, and competing on quality of delivery and support, not on project margin alone.

Build a managed services spine: GCCs are increasingly leaning towards long-term managed workspace agreements and customised solutions.

The same preference applies to AV. A GCC that has standardised on a particular video collaboration ecosystem wants one throat to choke for support, firmware updates, room analytics, and lifecycle management. AVSI companies that can offer an AMC-plus-managed-service wrapper with SLAs and a helpdesk retain the relationship beyond commissioning. Those that cannot will be commoditised.

In the near term (12–24 months), expect the volume of GCC fit-outs to remain strong, with the primary battleground being mid-market GCCs (100–500 seats) choosing between managed flex and dedicated leased space. AV integrators should be actively working both channels. In the medium term (3–5 years), GCCs are projected to account for nearly half of all enterprise flex seat uptake, and the AV technology embedded in that supply chain will largely be determined by decisions made today. The long-term story, driven by AI workloads, R&D mandates, and India's deepening role as a global innovation hub, points to increasingly sophisticated AV environments and to clients who understand the ROI of getting that environment right.

The building has become the brief. The question for every AV systems integrator in India is whether they are in the room when that brief is written or arriving after it has already been decided.



ABOUT AUTHOR:

Swapna K L is a Senior Principal Consultant at 3CDN Workplace Tech Pvt. Ltd., a leading workplace technology design and consulting firm specialising in AV, ICT, Smart Building, and Acoustics. She carries over 12 years of experience in the AV / Multimedia industry, while delivering large projects for clients such as SAP, Wells Fargo, Morgan Stanley to name a few.

Eyes, Brains and Action

The technology powering Cybernetyx's intelligent screen revolution

How Cybernetyx is powering the next wave of intelligent devices, from Bangalore to 80 countries worldwide.

When Nishant Rajawat returned to India after completing research at the University of Toronto, one of the world's leading AI labs, he carried a single, deceptively simple question: could computer vision accurately understand human interaction with any surface in real time, enough to replace physical input devices entirely?

That question became EyeRIS, a vision AI engine that turns any flat surface into an interactive, intelligent one, using only a camera and the intelligence behind it. It did not enter an existing market. It created one.

Two decades on, Cybernetyx Technik has 15 million users, installations in 80 countries, and roughly \$300 million in product sales, with its name absent from most of the boxes its technology powers. The company operates as the invisible intelligence inside displays manufactured by global giants including NEC/Sharp, Sony, Delta and ViewSonic. In India, the brand is more visible: over three lakh installations, a 22 per cent share of the installed base of interactive displays, and the highest-selling AI interactive flat panel in the country for three consecutive years.

The model was never intended to compete with display manufacturers. It was to power them.

From interactive to autonomous

The company's current narrative, however, has moved beyond interactive surfaces. Rajawat is emphatic that nothing has changed in the technology's direction, only in what the technology can now do.

"EyeRIS was always a perception engine," he explains. "Once you've built perception at that level of reliability and scale, the question becomes: what else can this engine perceive? Motion. Posture. Presence. Faces. Attention. Fatigue. And once it can perceive all of that, the question becomes: can the device act on what it perceives without waiting for a human instruction?"

That shift from interactive to autonomous underpins Cymbient, Cybernetyx's universal operator agent platform. Where EyeRIS gives devices perception, Cymbient gives them reasoning, contextual intelligence and autonomy. One agent architecture, deployable on any device: a display, a camera, a speaker, an appliance. The hardware remains the same. Cymbient makes it an intelligent agent. Cymbient is now the company's fastest-growing segment, signalling that the market for devices that don't just respond but understand and act has arrived.

Cybernetyx introduced the industry's first NVIDIA-powered interactive display, and the decision to embed that compute in the panel, rather than rely on standard Android processing, changed what the category could do. The intelligence and the display surface became the same device: running large vision AI models locally, understanding the room, processing everything on the surface in real time, with no data transmitted externally. For corporate environments that demand both AI capability and uncompromising on-device security, it was the architecture the market had been waiting for.



Nishant Rajawat
Founder & Chief Technologist, Cybernetyx

What intelligent devices actually do

The practical implications are easiest to grasp through concrete scenarios.

In a corporate meeting room, the friction of today's experience, such as finding the remote, waiting for the display to boot, and navigating wireless sharing, is replaced by something altogether different. The display detects presence before any button is pressed. A gesture towards the surface confirms intent. The device wakes, connects to the meeting infrastructure, checks the calendar booking, and initiates the session, with video conferencing active, screen sharing ready, and recording enabled. The meeting ends; the system detects the room emptying, closes the session, logs occupancy data, and resets for the next booking. No human intervention at any point.

In education, the distinction is more fundamental. Rajawat is direct about why previous generations of interactive whiteboards largely failed: they were interactive in name only. Touch replaced the mouse, but pedagogy did not change. The intelligent display alters the



relationship between content and the learner, not merely between teacher and board.

A biology teacher explaining cell structure can manipulate a three-dimensional model rendered on-device in real time, rotating and annotating it as the lesson demands. Simultaneously, EyeRIS reads the room: attention direction, posture, and movement patterns that indicate confusion or disengagement. The teacher receives a live signal, not a post-lesson report, with the feedback loop operating in the moment, allowing immediate adjustment of approach. The ambition, as Rajawat frames it, is expertise at scale: content built by the strongest educators in any subject, delivered through a platform that adapts to the specific class in the room.

A different definition of physical AI

The broader industry conversation about Physical AI has been dominated by humanoid robotics. Cybernetyx's position is deliberately distinct.

"Our definition: any device that can perceive its environment, reason about what is happening, and take meaningful action without a human trigger," says Rajawat. "That device does not need legs or arms. It needs sensors, intelligence, and a platform to tie them together."

The deployment surface this unlocks is, by any measure, larger than the humanoid robotics market: hundreds of millions of displays, cameras and speakers already installed across institutional environments worldwide. Making those devices

intelligent through Cymbient is faster, cheaper and more immediately impactful than waiting for a new hardware form factor to scale.

For example, the wellness display is a category within this that Cybernetyx believes will become standard institutional infrastructure within a decade. Screens that monitor posture, detect fatigue, and surface health signals passively and continuously, without the person wearing anything. The building understands the people in it.

Rajawat does not dismiss humanoid systems; he positions them as another device on the same platform. The perception, reasoning and contextual intelligence architecture that Cymbient provides to a classroom display today, he argues, is the same architecture a humanoid ultimately requires. The approach is to build the subsystems in the order that generates commercial returns at each stage. The humanoid is one form. The platform is the constant.

Building from Bangalore

What makes the Cybernetyx story notable is not only the technology but also the context in which it was built. The company holds multiple international patents, operates its own manufacturing, and has sustained OEM relationships with the world's largest display manufacturers, all from India, for over two decades before the current wave of deep tech investment arrived.

Rajawat is clear-eyed about what India's deep tech landscape has and has not yet resolved. Manufacturing in India is now a genuine strategic asset, not merely on cost grounds, but because

global supply chains are being restructured and India has become a preferred alternative for hardware production. Cybernetyx built that capability before it became fashionable. The gap that remains is recognition: the distance between building world-class intellectual property and being acknowledged globally for doing so.

By 2030, Rajawat believes, every institutional space, including schools, hospitals, corporate floors, and government buildings, will carry a layer of ambient intelligence running through its devices. Not intrusive, not conspicuous, but present: the room knowing who is in it and responding accordingly. Vision AI applications that are niche today, such as posture analytics, occupancy intelligence, and attention mapping, will become default features of building management and workplace design, much as CCTV is standard infrastructure now.

"We are building the intelligence layer for the physical world," he says. "The perception engine is EyeRIS. The platform is Cymbient. And we are building it in Bangalore."

Cybernetyx's bet was that making existing devices intelligent would prove the more consequential path. In 2025, it is beginning to look like the more obvious one, too.

Nishant Rajawat has been building intelligent device technology for nearly two decades, long before the industry had a name for it. The Cybernetyx story is not about catching a wave. It is about building the infrastructure before the industry reaches the same conclusion, and watching the world catch up.

ET-501XA Digital Podium

The ET501XA is a modern, feature-rich presentation podium designed to enhance professional communication in conference halls, lecture rooms, corporate environments, and Churches. Built with a slim yet stable structure, it combines steel, ABS plastic, and a brushed aluminium finish to deliver both durability and a premium aesthetic. Its standout feature is the integrated 21.5-inch multi-touch display with full HD resolution, offering smooth interaction, clear visuals, and a highly responsive experience with a 5 ms response time and durability of up to 30 million touch cycles. The podium also includes a gooseneck microphone with ON/OFF control, ensuring clear and consistent audio delivery, making it especially suitable for sermons, worship sessions, and public speaking in Church settings. Practicality is a key strength, with multiple connectivity options such as HDMI, USB, VGA, audio, and RJ45 ports, enabling seamless integration with various devices and presentation systems. The sliding cover mechanism allows easy access and operation, while the built-in power distribution supports a wide voltage range. Additionally, its mobility is enhanced by four soft caster wheels, allowing effortless repositioning across spaces. Designed for convenience, the ET501XA ensures simple maintenance and quick response functionality, making it an efficient, all-in-one solution for presenters seeking seamless connectivity, intuitive control, and a strong stage presence.



NearStream's VM20 Live Streaming 4K Camera

Live streaming solutions for worship houses have become an essential way to connect beyond physical walls, allowing members who are unable to attend in person, due to distance, health, or scheduling, to participate in services in real time.

Ease of use and user-friendly systems are crucial, with minimal technical complexity to ensure smooth operation during live events.

NearStream provides affordable multi-camera solutions designed specifically for Church events, enabling high-quality live streams. NearStream aims to provide a one-stop, easy-to-use solution for all your streaming needs.

NearStream's VM20 Live Streaming 4K Camera is a fantastic product for worship houses, featuring 10X Optical Zoom with a Sony CMOS Sensor, 8-MEMS Microphones with AI-Noise Cancellation, 4K Video, 16 feet Voice Pickup, multiple camera setup, and multiple interfaces like RTSP, HDMI, USB, and a 3.5mm Jack for external/additional Lavalier Mics.



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📍 2nd Floor, Manandi Plaza, St Mark's Rd, Shanthala Nagar, Ashok Nagar, Bengaluru, Karnataka 560002

CONTACT US



HH Audio CL Series

Good sound is essential in a Church. Everyone should be able to hear the sermon, prayers, and music clearly, without strain. The sound system should feel natural, not too loud or too sharp, just clear and balanced. The HH Audio CL Series, which includes the CL16J, CL32J, and CL32, is designed to provide exactly that for small to mid-sized Churches.

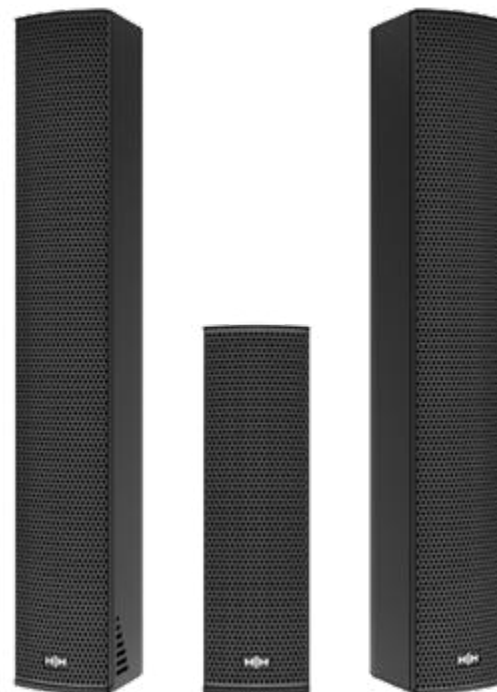
The CL16J is a compact line array speaker system that works well in smaller sanctuaries. It features four 4" mid-frequency drivers and 12 × 0.75" high-frequency drivers. It delivers a frequency response of 80 Hz–20 kHz (±3 dB) with a 100° horizontal × 40° vertical coverage pattern, helping sound spread evenly across the seating area. With 200 W RMS power handling and up to 127 dB peak SPL, it provides clear speech and smooth music without distortion. Its built-in vertical angle design (+15° / -25°) also helps reduce reflections from ceilings and walls.

For medium-sized Churches that require more output, the CL32J offers eight 4" mid-frequency drivers and 24 × 0.75" high-frequency drivers. It provides a wider frequency response of 70 Hz–20 kHz (±3 dB), 100° × 35° coverage, 400 W RMS power handling, and up to 130 dB peak SPL. This makes it suitable for Churches with live bands, choirs, and more dynamic worship services, while keeping speech clear and easy to understand.

The CL32 shares the same driver configuration and 130 dB peak output capability, making it ideal for slightly larger seating areas or systems that need to be expanded over time. Its controlled coverage ensures consistent sound from the front rows to the back.

Built with robust plywood cabinets and professional rigging options, the CL Series is designed for long-term, reliable installation.

In a Church, sound should simply help people focus on the message and the worship. The HH Audio CL Series is built to deliver that clarity and consistency every week.



Sonodyne A-Lign 400S

In houses of worship, where speech intelligibility and even coverage are critical, directional column speaker systems are preferred. Their controlled vertical dispersion and wide horizontal coverage help minimise reflections and reverberation, which is key in large, acoustically live sanctuaries.

In this space, Sonodyne offers a versatile portfolio of column speakers, including the line array A-Lign 400S and the point sources CA 820 and CA 410, which provide wider coverage and are engineered for clear, natural vocal reproduction with consistent SPL across the congregation.

When paired with DSP-enabled amplification such as the Australian Monitor HSP Series, system performance can be further optimised. Built-in DSP allows precise tuning, helping mitigate room modes and reflections while enhancing overall clarity.

With discreet form factors, controlled directivity, and flexible configurations, this combination presents a credible, high-performance solution for integrators delivering effective and unobtrusive sound reinforcement in worship environments.



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A&T Astra Pro 4k

Designed for modern houses of worship, A&T's Astra Pro 4K makes recording and live streaming services effortless and seamless. With a single touch, it instantly begins capturing and broadcasting in stunning 4K quality, eliminating the need for complex setups or technical expertise.

Whether it's a sermon, prayer gathering, worship session, or special event, you can stream directly to platforms like YouTube or internal networks, ensuring your message reaches your congregation both in-person and online without delay. This enables a more connected and inclusive worship experience for everyone, regardless of location.

Built for simplicity and reliability, the Astra Pro 4K delivers consistent performance, supporting uninterrupted recording and live streaming throughout your services. Its intuitive design allows Church teams and volunteers to operate it with ease, reducing the pressure of managing technology during important moments.

By removing operational complexity, it helps you stay focused on what truly matters, sharing meaningful messages and creating impactful worship experiences.

A thoughtful solution that brings technology and worship together, making every service more accessible, engaging, and memorable for your entire community.

For more details - <https://www.atnetindia.net/>
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Aver TR535N

The Aver TR535N, exclusively distributed in India by A&T, brings a new level of excellence to video recording and live streaming for places of worship and large spaces. It enables seamless, high-quality video transmission across the network, making production smoother, easier to implement and more efficient.

The TR535N is a 4K PTZ camera with an impressive 30X optical zoom, paired with a wide-angle lens that captures the entire auditorium with clarity and depth. Whether it's a close-up of the speaker or a full view of the congregation, every moment is recorded with precision.

What truly sets the TR535N apart is its intelligent AI auto-tracking system. With four advanced tracking modes, the camera intuitively follows movement ensuring that sermons, readings, and live moments stay perfectly framed without the need for manual control.

From live streaming services to recording special events, the TR535N offers a reliable, professional-grade solution that enhances engagement both in-person and online. It's not just a camera, it's a smarter way to share every message, every moment, and every experience with clarity and impact.



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Dynacord IX Series

Engineered for the evolving demands of modern houses of worship, the IX Series multichannel networked DSP amplifiers from Dynacord deliver a powerful blend of flexibility, control, and sonic precision. Available in 4- and 8-channel configurations with power options up to 6 kW, the IX Series supports both high- and low-impedance systems, making it ideal for everything from main sanctuary reinforcement to distributed audio zones and auxiliary spaces.

At the core of the system is a fully featured 96 kHz DSP engine, integrating input processing, a 16x16 matrix mixer, FIR-Drive technology, and studio-quality effects. With built-in Dante networking, multiple mic/line inputs with phantom power, and direct routing capabilities, the IX Series ensures seamless signal management across complex Church environments. Its MXE-style TaskEngine further enables automation and system integration, simplifying control for operators.

Designed for reliability and efficiency, advanced technologies like powerTANK, ecoRAIL, and ghostPOWER ensure optimal energy usage and uninterrupted performance—even during power fluctuations. As part of the SONICUE ecosystem, with support for platforms like Crestron and Q-SYS, the IX Series offers a future-ready, all-in-one amplification and control solution for worship spaces of any scale.



Electro-Voice LRC

Designed to meet the unique acoustic challenges of houses of worship, the Electro-Voice Line Radiator Column (LRC) series delivers a refined balance of clarity, coverage, and discreet design. Comprising three passive models – LRC-1060, LRC-1100, and LRC-2100 – the series is engineered around purpose-built 2.5" drivers and proprietary PaSS dispersion control technology, ensuring precise vertical coverage and smooth frequency response. This makes every spoken word and musical nuance intelligible, even in highly reverberant Church environments.

Installation is streamlined with integrator-friendly features that prioritize simplicity and flexibility. Select models include integrated 70/100V and low-impedance transformers, eliminating the need for additional hardware, while the innovative SwifTilt mounting system enables close-to-wall installation with clean cable management—preserving the sanctity and visual harmony of worship spaces.

Beyond performance, the LRC series is designed to blend seamlessly into architectural aesthetics. Available in paintable black or white finishes and suitable for indoor or outdoor use, these column speakers remain virtually unobtrusive while delivering powerful, full-range sound. From main sanctuaries to distributed audio zones, the LRC series sets a new benchmark—offering exceptional sound reinforcement without compromising the spiritual or visual experience.





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Flat Panel Audio DML 500

In a House of Worship, sound is more than just a utility—it is the medium for the Message. When audio is muffled, inconsistent, or aesthetically intrusive, the spiritual connection is interrupted. To truly engage a modern congregation, a sanctuary requires an acoustic environment where every syllable is articulate, and every note is immersive.

Flat Panel Audio redefines what is possible in sacred spaces. Unlike traditional “point-source” speakers that blast sound from a single cone—often creating harsh “hot spots” and muddy reflections—our systems utilize **Distributed Mode Loudspeaker (DML)** technology. The entire panel acts as a vibrating diaphragm, projecting sound in a wide, **180° dispersion** pattern. This ensures uniform volume and crystalline clarity from the front altar to the very last row, significantly reducing the acoustic feedback and reverberation often caused by high ceilings and stone walls.

The beauty of the **DML 500** solution lies in its “invisible” footprint. Our panels are ultra-slim and can be custom-finished to match any interior, from historic cathedrals to contemporary chapels. As shown in the image below, they can even serve as canvases for religious art or blend seamlessly into ornate architectural details. By choosing Flat Panel Audio, you aren't just installing a sound system; you are enhancing the sanctuary's aesthetic while ensuring the Word is delivered with the purity it deserves.



PTZOptics Move 4K

The PTZOptics Move 4K series has emerged as a defining tool in modern house-of-worship production, blending broadcast-grade engineering with practical, volunteer-friendly automation. At its core is an AI-driven auto-tracking system—featuring Presenter Lock™—that intelligently follows speakers across the stage without the need for a dedicated operator, enabling lean teams to produce dynamic, multi-camera experiences with ease. Technically robust, the camera delivers up to 4K60 resolution with a full suite of outputs including SDI, HDMI, USB, and IP, while native NDI® HX3 integration and support for streaming protocols like RTMP, RTSP, and SRT allow seamless, low-latency live streaming directly to online platforms. Designed for real-world Church environments, the Move 4K also excels in challenging lighting conditions with advanced sensors, wide dynamic range, and noise reduction, maintaining clarity even in dim sanctuaries. Combined with PoE+ deployment, up to 30x optical zoom, and remote control over IP, it offers a scalable, software-centric ecosystem that empowers ministries worldwide to deliver professional, cinematic worship broadcasts with minimal infrastructure.



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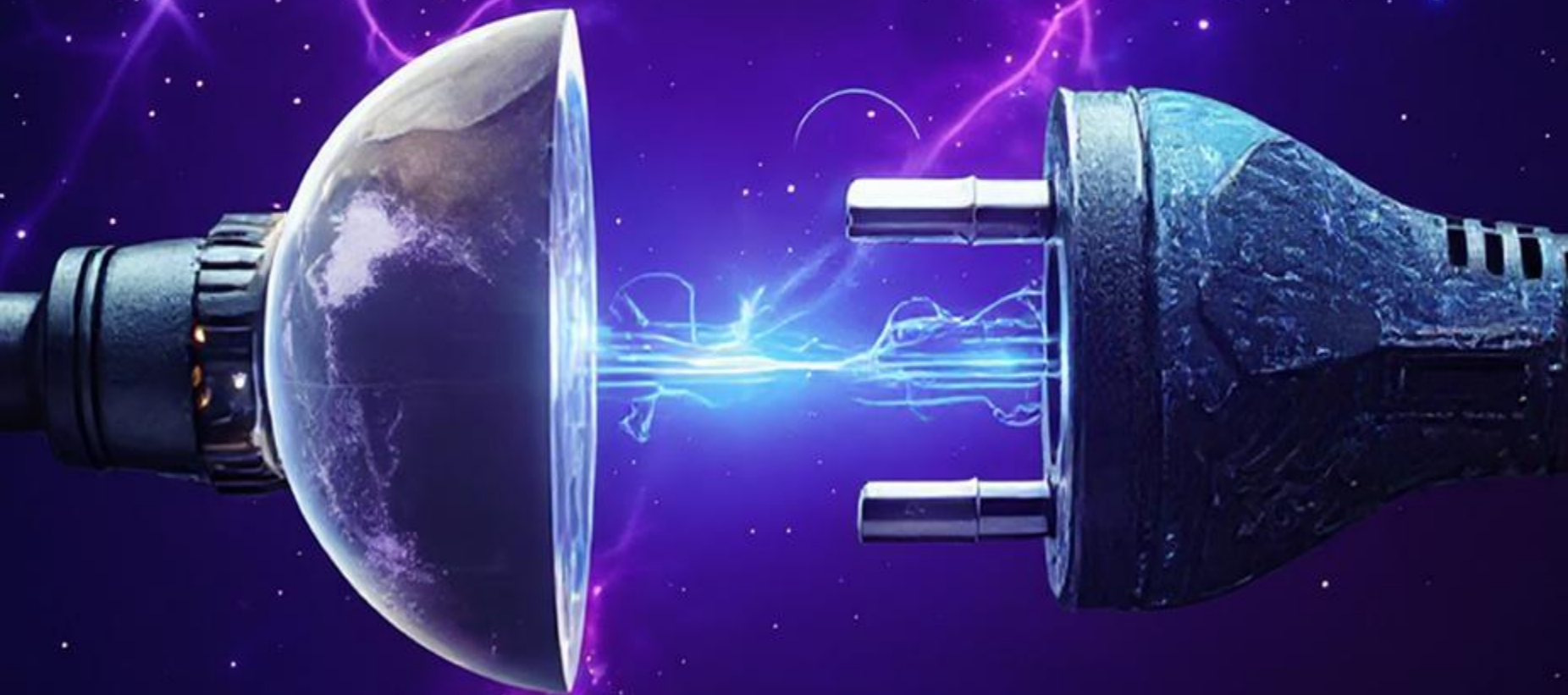
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Goa

Hospitality

The Leela Club, Goa's Premier Nightlife Destination

Nightlife meets precision sound



Integrator: Kevin Pillai
 Category: Nightclub
 Client: The Leela Club
 Contact: <https://ansata.net>

The Leela Club has rapidly established itself as a benchmark for premium nightlife in India, blending luxury ambience with high-energy entertainment. Designed to host international DJs, live performances, and large-scale events, the venue required a sound system capable of delivering both impact and precision.

To meet these expectations, Ansata deployed a large-format d&b audiotechnik solution engineered to deliver high output with controlled directivity and consistent coverage across the dance floor, VIP lounges, and seating zones.

The system delivers a powerful, articulate low-frequency response essential for electronic music, while maintaining clarity and tonal balance at elevated sound pressure levels. Supplementary loudspeakers and dedicated monitoring ensure seamless

coverage and reliable on-stage performance for DJs and artists.

Live mixing is handled via the Waves eMotion LV1 Classic console with Ionic stageboxes, offering flexibility and integration for both touring engineers and in-house operation.

The result is a highly immersive, rider-friendly audio environment in which sound remains consistent, dynamic, and engaging across all zones. The installation reinforces The Leela Club's position as a world-class nightlife destination, delivering an audio experience that meets global standards in both performance and precision.

Chennai

Corporate

Grid Dynamics, A Future-Ready Workplace

Scalable AV for modern hybrid collaboration



Integrator: AllWave AV Systems Pvt. Ltd
 Category: Corporate AV
 Client: Grid Dynamics
 Contact: www.allwaveav.com

When Grid Dynamics established its new office at Embassy Splendid Tech Zone, the objective was to create a scalable AV environment aligned with modern hybrid working practices. AllWave AV Systems Pvt. Ltd. was engaged to design and deploy a unified AV and collaboration infrastructure across multiple workspace zones.

The deployment covered six key areas, including meeting rooms, collaboration spaces, a boardroom, a GM cabin, reception, and a cafeteria. A standardised AV architecture was implemented across all rooms, ensuring a consistent user experience, simplified system management, and operational efficiency.

Smaller rooms and executive spaces were equipped with direct HDMI-based presentation systems for quick, reliable connectivity. Larger spaces adopted a BYOD conferencing model, allowing seamless integration with platforms such as Microsoft Teams and Zoom.

The boardroom and cafeteria featured distributed audio systems with wireless microphones, amplifiers, and ceiling speakers for clear, balanced sound. Reception and common areas were equipped with digital signage displays, enabling centralised content management and communication.

The result is a cohesive, future-ready workplace that enhances collaboration, reduces IT complexity, and supports the evolving needs of hybrid teams with efficiency and scalability.

Delhi

Hospitality

Louve, A Parisian Escape in the Heart of Delhi

Invisible sound, timeless ambience



Integrator: Integration One
 Category: Parisian Café
 Client: Louve
 Contact: www.generationav.net

Located at the iconic 1, Humayun Road, Louve is a refined dining destination designed to evoke the charm of a grand Parisian mansion. Blending European elegance with Asian culinary influences, the venue delivers a curated sensory experience in which technology plays a subtle yet transformative role.

To preserve the clean architectural aesthetic, the project integrates a fully concealed audio system using Sonance Professional Invisible Series speakers. A combination of IS6T and IS8T models has been seamlessly embedded in walls and ceilings, finished to match the interiors and remain completely invisible.

The IS6T speakers deliver clear, detailed mid- and high-frequency response, while the IS8T units provide a rich, warm low end that enhances the overall ambience without overpowering conversation.

The system is powered by LEA Professional amplifiers, which offer intelligent control and consistent performance across varying sound levels. Companies such as Generation AV specialise in delivering advanced audio solutions across hospitality and commercial environments, ensuring high-quality outcomes across projects.

The result is an immersive yet discreet audio environment that complements the venue's design philosophy, enhancing the guest experience while maintaining visual elegance.

Bengaluru

Hospitality

A Signature Experience by Marquis Hospitality

Elevating dining through sound



Integrator: KKS
 Category: Pan Asian Supper Club
 Client: Yazu and Kico Pan Asian Supper Club
 Contact: www.kks-avc.com

Marquis Hospitality's latest venue brings together two distinct concepts, Kico and Yazu, within a single-floor space of 4,500–5,000 sq. ft., supported by a flexible, high-performance audio system.

The venue is divided into four zones: Kico Indoor, Kico Outdoor, Yazu Indoor, and Yazu Outdoor. Each zone operates independently, allowing each brand to offer a distinct musical experience, while indoor and outdoor areas within the same concept remain synchronised. The system also enables full venue control, allowing Kico's audio to be distributed across all zones during DJ nights and live events.

Kico is designed as a high-energy Asian dining destination, where music transitions from subtle background levels to immersive, high-output performance. Yazu, in contrast, offers a refined fine-dining ambience with balanced sound that supports conversation,

while still accommodating elevated levels for events.

The system delivers maximum flexibility, with evenly distributed speakers and subwoofers ensuring uniform coverage and a strong low-frequency response. Preset day and night modes simplify operation.

The client expressed high satisfaction, highlighting the system's clarity, tonal balance, and powerful performance, which exceeded expectations across both ambience and high-energy use cases.

Ahmednagar, Maharashtra

House of Worship

St. John Bosco Church, A Harmonious AV Experience

Clarity, coverage & subtle integration



Integrator: DSA Tech
 Category: House of Worship
 Client: St. John Bosco Church, Ahmednagar
 Contact: godfrey.dsatech@gmail.com

The newly constructed St. John Bosco Church in Ahmednagar, inaugurated by Barthol Barretto, features an AV system designed to complement its architecture while delivering clarity and consistency.

Main-floor coverage is achieved with Yamaha VXL24 slim-line array speakers, each with 24 x 1.5" drivers, ensuring uniform dispersion and minimal visual impact. Low-frequency reinforcement is provided by the Yamaha DXS15XLF 15" subwoofer, delivering smooth, controlled bass throughout the space. Choir monitoring is handled by the Yamaha CHR12M stage monitor, ensuring reliable on-stage performance.

The system is powered by Yamaha PX Series amplifiers, and the Yamaha DM3S digital mixer enables precise audio control. On the video side, Epson projectors are supported by HDMI switching and distribution, along with

Aten HDMI-over-CAT6 solutions for seamless signal transmission.

Audio capture is managed with Shure gooseneck and dynamic microphones, ensuring clarity for both speech and choir performances.

The installation delivers an immersive yet discreet AV experience, enhancing worship while maintaining the sanctity and aesthetics of the space.

Mumbai

Corporate

Morningstar, A Scalable AV Ecosystem for Hybrid Work

Enterprise-grade integration across dynamic workspaces



Integrator: AllWave AV Systems Pvt. Ltd.
 Category: Financial Services & Investment Research
 Client: Morningstar
 Contact: www.allwaveav.com

Morningstar's Mumbai office features a large-scale AV deployment designed to support hybrid collaboration across multiple workspace environments, including an event space, divisible training rooms, meeting rooms, reception, and shared areas.

At the core is a high-performance amphitheatre-style event space anchored by a Samsung 182" LED wall, supported by a Yamaha professional audio system and a Sony auto-framing camera. A dedicated control room running vMix enables live streaming and seamless content switching.

Divisible training rooms are equipped with Samsung 146" All-in-One LED displays, Poly G62 Zoom Rooms systems, Shure ceiling microphones, and Q-SYS network cameras, enabling flexible room configurations. Standard meeting rooms are standardised with Poly X52 systems and wireless content sharing to ensure a consistent user experience.

The reception features a striking Samsung 698" LED ribbon display, delivering high-impact visual communication, while digital signage and background audio extend throughout common areas.

The deployment integrates AV-over-IP distribution, unified communications, and centralised control via Q-SYS platforms, ensuring scalability and operational efficiency.

The result is a cohesive, future-ready AV environment that delivers reliability, flexibility, and consistent performance across all spaces, supporting the evolving demands of modern hybrid workplaces



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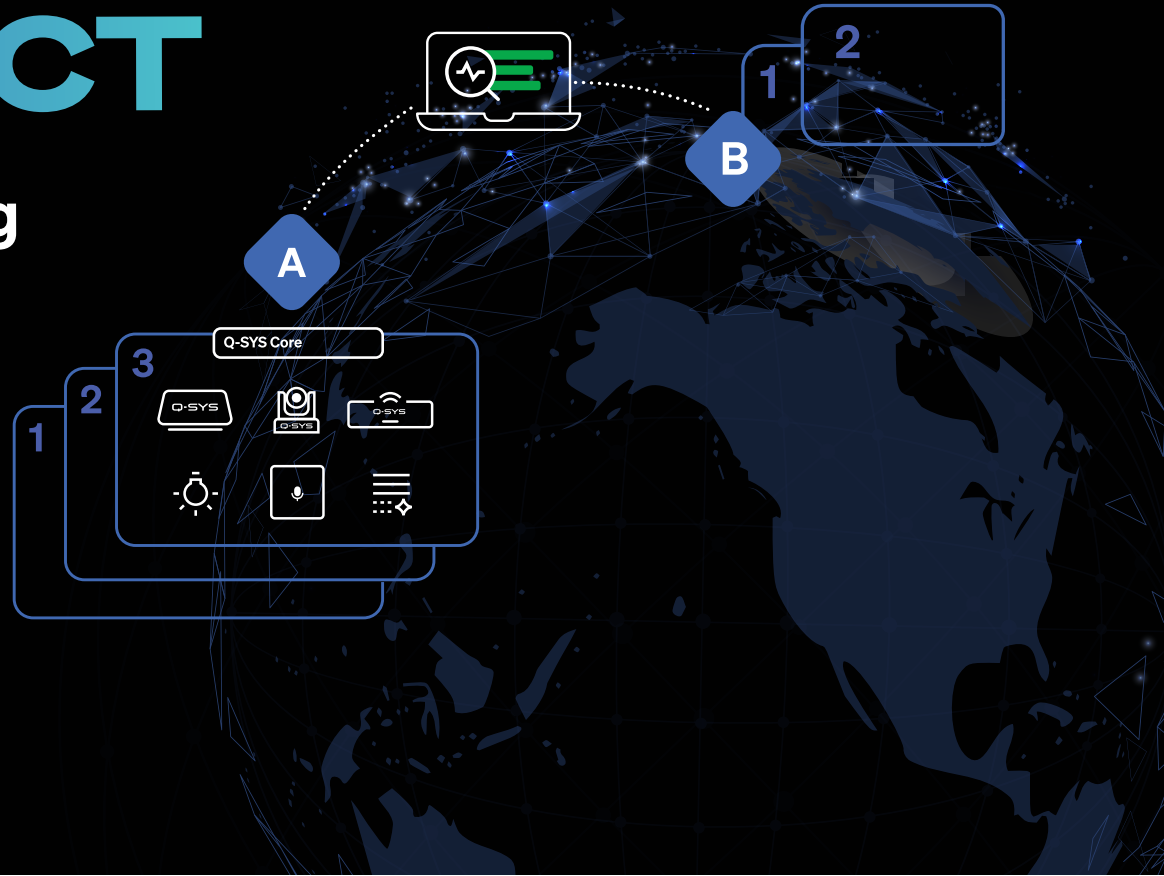
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