

systems integrationasia

AUDIO | VISUAL | CONTROL | COLLABORATION | UNIFIED COMMS



BUFFERING TO BRILLIANCE How 5G is Transforming Video Streaming, Immersive Experiences, and the Overall Digital Landscape



INTERVIEW:
Mary Guo, Regional
Sales Director, APAC,
of YES TECH, on
Empowering Creativity
and Excellence



VOICEBOX:
Melvin Halpito, Managing
Director of MLV Teknologi,
on Artificial Intelligence and
Audio Visual

EXHIBITION PREVIEW:
Pro Integration Future Asia
(PIFA) 2024

**WORLD
LEADING
LED DISPLAY
BRAND**



The Exchange TRX in Malaysia
Absen LED Display



Register to visit

Join us at **PRO INTEGRATION FUTURE ASIA(PIFA) 2024**

🕒 25 - 27 SEPTEMBER 2024

📍 Marina Bay Sands Expo&Convention Center

🏠 **HALL B&C, LEVEL 1,F01**

✉️ hans.wan3521@absen.com

CONTENTS

Volume 23 Issue 09: SEPTEMBER 2024



52 INSTALLATION: Skyline SIB “Reforms” Building to Build a Thriving Community

INTERVIEW

06 Mary Guo, Regional Sales Director, APAC, of YES TECH, on Empowering Creativity and Excellence

VOICEBOX

12 Melvin Halpito, Managing Director of MLV Teknologi, on Artificial Intelligence and Audio Visual

14 NEWS

32 SOLUTIONS UPDATE

SHOW PREVIEW

42 Pro Integration Future Asia (PIFA) 2024

FEATURE

44 Buffering to Brilliance: How 5G Is Transforming Video Streaming, Immersive Experiences, and the Overall Digital Landscape

INSTALLATIONS

55 Harmonizing Spiritual Serenity: Ansata's Triumph at Kanha Shanti Vanam

“In simple terms, 5G technology enhances the performance of video applications by improving connectivity, speed, and efficiency, shaping bit rates, and managing sessions at a highly granular level – all of which enables efficient network utilization and optimization of Quality of Experience (QoE)”

Elton Noronha, Features Editor, SI Asia





Thomas Richard Prakasam
Publisher/Editorial Director
thomas@spinworkz.com

Among the emerging technologies that have shaped the video industry and OTT services in recent years, 5G connectivity stands out as one of the most transformative. This technology is poised to dramatically enhance the video viewing experience and unlock new possibilities in video and multimedia applications. As 5G continues to evolve, we can expect a wave of new applications and opportunities, though the full impact of the “5G effect” on the global economy is still unfolding. The advent of 5G also promises to bring high-speed connectivity to previously unconnected households and communities, offering greater capacity and bandwidth to support their growing number of IoT devices. Our Features

Editor, Elton Noronha, delves deeper into the significance of 5G in this issue’s Feature column. Melvin Halpito, Managing Director of MLV Teknologi, shares his insights on the impact of Artificial Intelligence on audiovisual solutions. He also expresses a wish list for project management, where he hopes AI will play a complementary role and drive improvements.



EDITOR, INDIA AND ME
Ram Bhavanashi
ram@spinworkz.com



FEATURES EDITOR
Elton Noronha
elton@spinworkz.com



ADMIN & CIRCULATION
Julie Tan
admin@spinworkz.com



MEDIA REP CHINA, HONG KONG, TAIWAN
Judy Wang
Worldwide Focus Media
+86-13810325171
judywang2000@vip.126.com



DESIGN & LAYOUT
Hazel Gundaya

PUBLISHED BY

Spinworkz Pte Ltd
71 Bukit Batok Crescent
#06-13 Prestige Centre
Singapore 658071
Tel: (65) 63162716

Disclaimer: Systems Integration Asia is published 12 times a year. All rights reserved. No part of this magazine is to be reproduced, whether mechanical or electronic without the prior written consent of the publisher. Views expressed in this magazine do not necessarily reflect those of the editor or the publisher. Unsolicited contributions are welcome but the editor reserves the discretion to use them. Whilst every care is taken to ensure the accuracy and honesty in both editorial and advertising content at press time, the publisher will not be liable for any inaccuracies.

Please be informed that products and company names mentioned in this publication may be protected with tradenames, trademarks or registered trademarks of their respective owners. Our non inclusion of such symbols is not an indication of us not recognising the copyright but rather to have a common look across our articles. Misuse of tradenames, trademarks or registered trademarks is strictly prohibited. It is the obligation of our readers to check if company names and products are protected with tradenames, trademarks or registered trademarks.

A Deeper PoE Experience



Introducing the new 3440A Smart IP Subwoofer

A truly pioneering new PoE subwoofer, the 3440A combines premium audio quality and single-cable convenience – integrating tightly with all Genelec Smart IP loudspeakers to enable the creation of scalable, full-range networked audio systems of the highest standard.



genelec.com/3440A

GENELEC® | Installed Sound

Empowering Creativity and Excellence: YES TECH's Multi-Functional LED Displays Shape the Future of Visual Innovation



YES TECH's LED displays complementing Usher's Super Bowl LV111 performance.

Founded in 2001, YES TECH has quickly risen to the forefront of the LED display industry, crafting cutting-edge solutions that light up the world. With a footprint spanning over 100 countries, YES TECH's innovative displays have left a lasting impression at some of the most prestigious global events. From the electrifying main stage of U2's Tour at the MSG Sphere to the grandeur of the Super Bowl LVIII, the splendor of the Qatar World Cup, and the high-

stakes arenas of the London Olympics, YES TECH's technology has consistently delivered unforgettable visual experiences.

Based in the Optoelectric Industrial Park of Changsha City, the company's headquarters is a hub of innovation. Their R&D team, fueled by a passion for excellence, operates from a state-of-the-art laboratory certified by CNAS, pushing the boundaries of what LED technology can achieve.



With over 150 patents, including three PCT Invention Patents, YES TECH is a recognized leader in the field. The company's commitment to quality and compliance is demonstrated through a wide range of global certifications, including CCC, CE, RoHS, FCC, ETL, AEO, RCM, and BIS. Whether it's a world-class sporting event or an international summit, YES TECH's displays ensure that every moment shines.

SI Asia chats with **Mary Guo, Regional Sales Director, APAC, YES TECH** about the company's best selling product, growth segments, competition and their plans going ahead.



The MG product is your best seller, could you share us the story behind it and tell us why it is so popular for over a decade?

The invention of the MG product reflects our ongoing effort to explore and satisfy our

customers' needs. Initially, facing the issue of heavy LED panels and lack of standardization in production, and the pressing demand from customers for thin, lightweight yet durable screens, we spotted an opportunity to revolutionize the product and embarked on a new chapter in LED display materials.

In 2012, the successful application of polymer nanotechnology material became the key to breaking through the traditional constraints of heavy-weight of LED displays. This new material not only makes the LED display lightweight, but also greatly improves the convenience and adaptability of the product. On this basis, we have experienced hundreds of tests, each time we adjust the design parameters, simulating a variety of application environments, until the first generation of the Magic Stage series of products successfully debuted. At the same time, our R&D team first introduced pin connection technology in automotive display design through global research. This innovation completely solved the problem of unstable signal transmission.

MG products have been a best seller for over a decade because of their innovative design and excellent technical performance. The core advantage of this series lies in the characteristics of "multi-functions & creative shapes", which can be used for indoor, outdoor, dance floor, ceiling screen, stadium screen, and other application scenarios, breaking the limitation of traditional rental activities that require multiple screens with different functions, and greatly reducing the procurement and management costs. By combining with the MG Creative-extended series, MG products can easily realize diversified shapes, such as letters,



YES TECH's LED displays used to create a sphere in Vietnam.

hearts, cylinders, cubes, Christmas trees, etc., which comprehensively cover the different needs of the modern stage, bring competitive advantages for the products, and create more business value and cooperation opportunities for the customers. The MG Series continues to be upgraded and now we have the tenth generation—MG10.

Could you provide an overview of YES TECH's latest solutions? What motivated their development, and what specific gaps or needs do they address in the market?

Our competence is the provision of professional indoor and outdoor rental solutions, an area in which we have always innovate and advance. Along with the evolution of market demand and technological advances, our rental solutions have been continuously upgraded, becoming richer and more mature. Our solutions not only meet the multi-dimensional needs of our customers, but also help them maximize the business value. Up to now, we have successfully implemented more than 10,000 classic projects, and the success of these projects is attributed

to MG products, which are widely recognized in the market.

The so-called “multi-functions” means that the one MG screen equals to 3 different functions one. Only the price of one screen, MG products that is to create outdoor screens, indoor screens and dance floor screens, the scope of application expanded to three times the conventional products, significantly improving the utilization of the product. This design allows customers to enjoy multiple functions at a lower cost.

“Creative Shapes” is reflected in its various shapes. Our customers say this is like playing with LEGO to create different shapes you like. The efficiency, convenience, and flexibility of this innovative design ensures that MG products can be used in a variety of scenarios to meet diverse needs.

Behind these success stories are our strict control of product quality, exploration of customer needs, and keen insight into market trends. We firmly believe that with the excellent performance of MG products and our professional services, indoor and outdoor rental solutions will bring more value to our customers.

In which market segments (e.g., retail, sports, TV studio, live events) is YES TECH experiencing the most significant growth, and what factors are driving this trend?

The rental and staging area has become a major growth driver for us against the backdrop of the booming cultural industry. As the focus on high-end stage visuals intensifies, our premium



products and professional services have enabled us to leverage this trend, fueling swift business growth.

Secondly, we have also received extensive attention in the field of smart cities. The application of products such as traffic LED display, street pole LED screens, advertising screen has provided strong support for the construction of smart cities.

Centring on customer needs, we delve into business visits, customize solutions, actively participate in international expos, enhance brand strength, and broaden our horizons. We prioritize after-sales service, promptly address client issues, and increase R&D investment to continuously innovate products. These efforts have led to remarkable achievements in the rental market, earning high customer satisfaction and widespread market recognition.

The LED display space is very competitive. How does YES TECH foresee this influencing

its strategic direction and product development further? What is the company's competitive edge in this space?

In the fierce competition of the LED display market, especially as competitors relax loan terms and implement price-cutting promotions, we recognize the challenges this poses to our strategic planning and product development. In response, we anticipated this trend early on and proactively adjusted our strategic approach.

Faced with pressure, we focus our core competencies on service, technological innovation, and product quality. In terms of service, we adhere to offer comprehensive one-stop services from pre-sales consultation and technical support to after-sales maintenance. Technically, we continue to increase our R&D investment, committed to product innovation.

Regarding product quality, we consistently uphold high standards, implementing strict quality control from material selection to



2014 FIFA World Cup.



Olympic Winter Games Beijing 2022.

production, ensuring our products are robust and durable. It is this relentless pursuit of excellence that allows us to stand out in a highly competitive market.

Looking ahead, what challenges and opportunities does YES TECH foresee in the near future? How is the company preparing to navigate these challenges and capitalize on potential opportunities?

Our primary challenge is the price wars in the industry, which could compress profit margins and affect the healthy growth of the company. We need to upgrade product configurations, adopting advanced technologies to enhance performance and user experience, while strengthening our quality management system to ensure products meet the high standards. In strategic adjustments, we are precisely targeting the market and implementing effective marketing to raise brand awareness, expand market share, and provide more comprehensive and convenient services to customers, thereby enhancing our overall competitiveness.

Please highlight 3 milestone projects that YES TECH is most proud of.

2014 FIFA World Cup: This was our debut at the globally renowned FIFA World Cup. We crafted a creative stage inspired by blooming flowers, which seamlessly integrated with Beyoncé’s spectacular performance, delivering an inspiring audio-visual feast to the world. This event marked a significant appearance of our products at a major event, showcasing the innovative design concept and high-quality display technology.

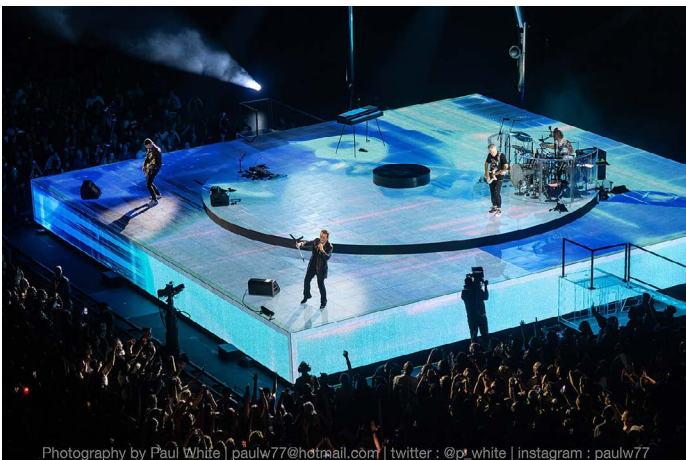
Olympic Winter Games Beijing 2022: At the 2022 Beijing Winter Olympics, our MG series shone brightly. Nearly 3,000sqm of our displays were used across various award ceremony plazas, providing high-definition and stable visuals that captivated audiences around the globe. The success of this project not only demonstrated our technical prowess in the LED display industry but also highlighted the strength of our national brand on the international stage.



Expo 2020 Dubai: In Dubai, where summer temperatures often soar beyond 45 degrees, and with a large water feature in front of the China Pavilion. Under such challenging conditions, our display screens have maintained outstanding performance while demonstrating high durability and adaptability to the environment, embodying our relentless pursuit of product quality and customer experience.

How does YES TECH plan to further expand into international markets and enhance its brand influence globally?

Firstly, we will continue to increase our R&D investment to drive product innovation and meet the diverse needs of customers in different countries and regions. By participating in international exhibitions and industry forums, we will enhance our brand's international visibility offline and strengthen communication and cooperation with global clients.



U2 performance at the Sphere in Las Vegas, showcasing YES TECH LED displays.



Expo 2020 Dubai.

Online, YES TECH will make full use of social media, official websites, and industry media to showcase our brand image in all directions and expand our international influence. In addition, we are optimizing our global layout, strengthening local delivery and service capabilities, and striving for the integrated development of specialization, globalization, and localization. Currently, we have established a subsidiary in North America and set up 2 after-sales service centers, 3 overseas warehouses, and 3 product showrooms worldwide.

Ultimately, YES TECH is committed to providing higher-quality products and more attentive services, actively developing projects with international influence. By accumulating successful cases, we continuously increase our brand's reputation and recognition in the international market.

YES TECH

Artificial Intelligence and Audio Visual

by Melvin Halpito, Managing Director, MLV Teknologi



I remember back in the early 2000s when transitioning from conventional photography to digital was no easy task. Photographers who were used to developing

photos with chemicals had to adapt to digital photography, which required nothing more than a computer with substantial RAM for editing and adjusting images. I recall how professional photographers at that time needed to stockpile film rolls to ensure they could run multiple photo sessions without interruption. I, too, struggled to learn Adobe Photoshop to enhance my photos. Although I disliked the process, I had to adapt

because technology was rapidly changing how we captured images. This shift affected not only professional photographers but the entire world.

Today, we live in an era where hybrid work is as commonplace as ordering iced tea, iced coffee, or mineral water at a restaurant. If you think about it, almost half the people you invite to a meeting now expect it to be online—they no longer anticipate in-person meetings. The time wasted in traffic and transportation seems unnecessary with our advanced video conferencing and collaboration technology, which makes distant colleagues feel as if they're right beside us. So, what's next?

I once imagined the future might bring us something akin to Iron Man's Command Center,

where Robert Downey Jr. waves his arms to access epic visual displays of information. However, I'm not so sure anymore. While that kind of visual and control technology is impressive, it may not be practical or necessary for our current business processes.

AI is now the trending technology—if you're not using it, you might be considered outdated. Personally, I've been amazed at how AI helps me create stunning images for my pitch decks. It's so efficient that I no longer need to subscribe to Shutterstock or iStock; I just use Openart.ai to generate AI images.

This got me thinking: what could the future hold for AI in video conferencing? Since flat panel displays, whether LCD or Micro LED, will likely remain with us for a long time, video conferences will continue to be housed within that familiar square box. AI might enhance the visual aspect by creating avatars, artificial backgrounds, or even real-time deepfakes. These are all possibilities that AI can already achieve.

Remember during the COVID-19 pandemic when a video surfaced of a guy at a football stadium with a laptop strapped to his belly and a green screen behind him? He was watching the game while simultaneously attending a Zoom meeting, pretending to be in his home office. With AI's ability to create realistic video backgrounds, such antics might soon be unnecessary.

AI is also proving useful in video conference content. It can assist in real-time by suggesting answers during meetings, which is incredibly helpful in interview-like scenarios where participants ask questions. AI listens, analyzes,

and provides recommended responses on the spot. It's practical, time-saving, and makes our lives easier.

In terms of working collaboration, AI can now help us build the perfect pitch deck in minutes—a task that used to take hours. This frees up time for other activities, like scrolling through Instagram or posting on LinkedIn. However, this raises an important question: if AI takes over tasks that once required our brainpower, what should we focus on instead? Until AI is universally adopted, there will be gaps in activities that only human capabilities can fill.

In large AV system deployments, one of the most challenging tasks is project management. Project managers and site coordinators must develop extensive yet efficient project execution programs, often involving hundreds or thousands of activity points. While I haven't heard much about AI applications in project management for AV deployments yet, I'm eager to see how AI could streamline the process, helping us create, manage, control, and monitor projects more effectively.

However, there's one thing AI cannot do: visit a construction site, pull Cat-6 cables, crimp them, and perform testing and commissioning. This is the domain of skilled technicians, who play a crucial role in building our impressive AV systems.

Change is the one constant in this world. We need to adapt, embrace change, and become part of it. Sometimes we follow change; other times, we lead it. One thing is certain: if you lead the change, it will last forever.

MLV Teknologi

Nureva Appoints MadisonAV as a Distributor in Australia

AUSTRALIA: Nureva Inc., an innovator in advanced audio-conferencing solutions, announces the appointment of **MadisonAV** as a distributor in Australia. A trusted AV solutions provider, MadisonAV will enhance the visibility and deployment of Nureva's breakthrough line of audio-conferencing systems in business and education, where hybrid working and learning models are thriving. A 2024 blog article by Jobgether highlights that remote work remains popular in Australia, most notably with employees in professional, administrative and support services, along with education and training. This trend continues to impact the Australian workforce, increasing the need for reliable audio-conferencing products. Addressing this demand, MadisonAV is strategically positioned to expand the adoption of Nureva's revolutionary audio-conferencing solutions by Australia's business enterprises and education institutions.

Nureva continues to grow its global channel. In addition to MadisonAV in Australia, the company has recently added distributors in Saudi Arabia, Türkiye, Philippines, Ireland and Iceland. These distribution agreements aim to accelerate the adoption of Nureva systems, including the HDL pro series of audio conferencing systems. Fully certified for larger Microsoft Teams Rooms and Zoom Rooms, these systems deliver pro AV

performance in larger spaces without the costs and complexities of traditional solutions, making them easy to deploy and manage at scale. Powered by Microphone Mist™ technology, all of Nureva's systems deliver the reliable full-room audio pickup and clarity required for an inclusive meeting experience, regardless of where participants are located or facing.

"Nureva audio solutions are ideal for the Australian market, offering outstanding audio clarity and unparalleled coverage with their cutting-edge Microphone Mist technology at a disruptive price point," said Ken Kyle, CEO at MadisonAV. "This innovation addresses the critical need for high-quality audio in hybrid work and flexible learning environments, giving our customers a competitive edge through superior audio experiences."

"Gaining access to MadisonAV's broad channel enables us to convey the benefits of Nureva audio solutions to a wide audience across Australia," said Nancy Knowlton, Nureva's CEO. "Our plug-and-play systems provide the superior audio quality needed for larger modern workspaces and educational environments, making them a valuable addition to any organization's AV strategy."

Nureva Inc.



Key Digital Expands APAC/MENA Region Rep Force



Key Digital's sales representative for the APAC/MENA region.

A **PAC/MENA:** Key Digital, celebrating its 25th anniversary this year, has announced the appointment of Dubai-based **Andrey Kulikov** as

"Andrey is extremely familiar with Key Digital solutions and with his strong technical background, he will no doubt be a key asset to distributors in the region," said Key Digital's Director of Sales, DeWayne Rains. "His location will allow prompt response to the queries of distributors in the region, saving them valuable time."

"Key Digital provides proven products for AV installations that are technologically sophisticated and cost-effective," noted Kulikow. "I look forward to providing support and information about these solutions with our growing customer base in the region."

[Key Digital](#)

AOTO

XR/VP

Breaking the Boundaries Between Virtual and Reality

70+ Global VP Studios | Dual IF & Red Dot Winner



SW (RGBW) - LED Ceiling Display

- RGBW
- Ceiling Installation
- Full Viewing Angle
- Magnetic Maintenance



RM Series -LED Wall Display

- Mini 4in1
- 15,000:1
- 7680 Hz
- 1/6 Scan Rate



CORPERATE MEMBER



www.aoto.com
949 421 3104

AOTO Electronics
led@aoto.com

Kramer Acquires ZeeVee to Strengthen Leadership in AVoIP and IT/AV Convergence

Global: Kramer, a leading provider of advanced audio-visual solutions, is pleased to announce the acquisition of ZeeVee Inc., a pioneer in AVoIP (Audio-Video over Internet Protocol). This strategic move aligns with Kramer's commitment to invest in AVoIP and position the company at the forefront of technological advancements in this domain.

Enhancing AVoIP Leadership and AV/IT Convergence

The acquisition of ZeeVee underscores Kramer's dedication to the AVoIP market and enhancing its product portfolio in this domain. ZeeVee, a founding member of the SDVoE Alliance, brings advanced technologies and expertise that will enable Kramer to offer a wider portfolio and accelerate growth and innovation. ZeeVee has been at the forefront of IT and AV convergence, leading the industry with innovative solutions and a forward-thinking approach.

Driving Innovation Through Growth Synergies

With this acquisition, Kramer will significantly expand its AVoIP portfolio, accelerating growth and innovation. ZeeVee's offering perfectly complements Kramer's existing AVoIP solutions, enabling Kramer to provide a complete and



integrated solution for their customers. As a founding member of the SDVoE Alliance, ZeeVee brings deep expertise and a proven track record in 10Gbps technology, facilitating large-scale and complex deployments. Their medical-grade and certified product line will expand Kramer's market reach and complement other Kramer solutions in this domain.

By combining Kramer's portfolios, ZeeVee can offer a broader range of solutions, enhancing their customer experience and opportunities. The merger also combines ZeeVee's on-premises AVoIP management solution with Kramer's cloud-based offerings, such as Panta Rhei and Kramer Control, resulting in a robust ecosystem for powerful management and control solutions

Gilad Yron, CEO of Kramer, commented: "The acquisition of ZeeVee reinforces our commitment to leading the AVoIP market. ZeeVee's innovative solutions and industry leadership align seamlessly with our strategic vision, and together, we will drive the next wave of technological convergence. This move not only enhances our portfolio but also accelerates our growth and innovation, ensuring we continue to provide comprehensive audio-visual solutions to our customers. Additionally, both companies' customers and partners will now benefit from access to the combined portfolio of products and services."

Kramer

ZeeVee

Generation AV Reshaping Their Focus

A **SIA:** Bensen Ong has joined Generation AV as a Regional Sales Director, responsible for the AV integration brands including LEA, Sonance, and NST Audio. Reporting to Dave McKinney, MD of Generation AV, Bensen is based in Singapore, and will manage and support the distributors and partners across the Asia region. Bensen has strong experience in the AV integration sector, working both as a system integrator, and also for leading brands like Christie Digital and Shure.

“With both a technical and sales background, and a track record of growing sales, Bensen is the perfect fit for Generation AV and the AV integration brands we work with. We are excited to have Bensen join the Generation AV team,” said Dave.

Bensen stated “I am thrilled to be part of the dynamic team in Generation AV. I am eager to contribute and grow alongside a team of experienced professionals, driving the company to greater heights.”

In addition, Generation AV has announced the promotion of Jeremiah Joseph to the position of Technical Manager. Jeremiah joined Generation AV at the end of 2023 as a Business Development Engineer, and quickly



From left: Jeremiah Joseph and Bensen Ong.

gained success in managing the Singapore Experience Centre, product training, and consultant relations. Dave comments “When the opportunity arose, it was an obvious move to expand Jeremiah’s role and have him run everything technical at Generation AV. His strong technical background and experience in both rental and install markets are exactly what we needed.”

Generation AV is now recruiting application engineers to expand the team under Jeremiah to raise the level of support provided across the region, in line with the growth in sales. Jeremiah commented “Since joining the GENAV Team, it’s been a blast. With the announcement of my promotion, I am excited about the new challenges and opportunities ahead. I look forward to working with our customers to deliver the best possible support in my new role.”

Generation AV

MSolutions Heads Down Under with Kordz Australia

AUSTRALIA: MSolutions, a leading supplier of AV extension products and test equipment, will broaden its presence across Australia through a new distribution partnership with **Kordz Australia**. The partnership will bring MSolutions' most popular AV extenders and test solutions to more customers throughout the country, leveraging Kordz Australia's strong relationships with Australia's large community of systems integrators and AV/IT technicians.

The official Australian distributor of Kordz International's range of cables and connectivity solutions, Kordz Australia, has gradually developed a distribution portfolio of complementary brands that helps them service customers with more complete solutions. Well-known in the high-end residential AV market, Kordz Australia also has a strong presence in the commercial space, further bolstered by strategic distribution partnerships with brands active in that market.

That activity has increased requests for certain products, notably HDMI and USB-C extenders, that streamline procurement needs for integrators as they design, install and verify AV systems for meeting and learning spaces. Upon surveying options and a fruitful meeting at ISE in Barcelona, Kordz Australia

determined that MSolutions was the right brand to fulfil those needs.

Beyond distribution and warehousing, Kordz Australia will support MSolutions' business growth through a range of professional services, including direct sales, marketing, and technical support initiatives for Australian customers. According to Managing Director Greg Parastatidis, these share one common theme: strong customer service, which he calls the company's greatest strength.

"Everything we do has roots in providing exceptional customer service, and that reputation has been solidified through our work with the Australian AV integration community over time," said Parastatidis. "Cables are an essential foundational piece of AV installations, and Kordz is globally recognized as a trusted brand and supplier of connectivity solutions. As we focus on building our business, we recognize the value of providing more complete solutions that address peripherals in the room through AV and USB-C extensions. Beyond offering reliable extenders to meet these requirements,



MSolutions’ emphasis on product innovation and customer service aligns with how we conduct business.”

As a committed cable supplier, Kordz Australia was already aware of the power that MSolutions’ all-in-one AV test solutions for HDMI, HDBaseT, IP and USB bring to field technicians. “The MS-TestPro handheld device offers our customers unrivalled insight into modern video distribution through its ability to test, troubleshoot and verify the signal presence and cable integrity in AV environments and help installers make informed decisions that lead to a quick resolution.”

“As we bring the MSolutions brand to more regions worldwide, our primary focus is to work with partners that offer clear synergies with our business,” said Eliran Toren, CEO of MSolutions. “Beyond the clear synergies of our technologies, Kordz Australia’s reputation for assured product availability, quick delivery and helpful technical support make them the ideal partner for representing our brand and building our visibility in the Australian AV market.”

MSolutions



MT SCREENS ELEVATE YOUR STAGE TO A HIGHER LEVEL



MT
Outdoor Transparent Screen

-  More Than 50% Transparency
-  One-Person Installation
-  Weighing Only 7.5kg & More Than 10m Safe Hanging
-  Supporting Splicing of ±10° Inner & Outer Arcs

Avocor Opens First Experience Centre in India



INDIA: Avocor, a leading innovator in collaborative communication solutions, has launched its first Experience Centre in India in partnership with regional distributor, **Mindstec**. Located in Bangalore, one of India's leading technical hubs, the Avocor Experience Centre opened with a three-day Mindstec 'open house' attended by over 150 industry professionals.

The state-of-the-art demonstration space is a superb facility for dealers, and clients, to get hands-on with Avocor's range of interactive displays for enhanced collaboration in professional and educational environments. Visitors can explore the features and benefits of a wide range of Avocor products, including:

Avocor H Series – superior interactive displays for hybrid collaboration.

Avocor G Series – interactive touch screens with whiteboarding capabilities.

Avocor E Series – with optimised touch technology for a smooth, accurate, low latency writing experience as well as object recognition.

Avocor L Series – premium ultra-wide 21:9 ratio 105" displays for interactive teamwork.

Avocor Google Meet Series One – Desk 27 premium, all-in-one video-conferencing device for personal desktops and small shared spaces, and Board 65 an all-in-one meeting solution optimised for Google Meet.

Avocor has also drawn on its strategic partnerships with Lenovo and Jabra in India to ensure its best-in-class displays are matched with industry-leading peripherals.

"We're thrilled to open our first Experience Centre in India, this investment cements Avocor's commitment to on-going growth in the region. The facility offers a unique opportunity for Mindstec customers to experience the possibilities of Avocor displays to transform collaboration, while benefiting from the in-house technical expertise of the Mindstec and Avocor teams," said Rohit AK, Director of Sales at Avocor.

"Avocor is one of the most comprehensive and dynamic collaboration display specialists in today's market, with a wide portfolio that offers solutions to suit every meeting or collaboration requirement. We're excited to drive further market expansion in India and tap into the immense business potential for Avocor within corporate and education markets," said Sabarish, Managing Director of Mindstec Distribution, India.

Avocor

Aurora Appoints Hal Truax as Vice President of Sales and Marketing to Drive Global Growth and Innovation

GLOBAL: Aurora Multimedia, an award-winning audio-visual solutions manufacturer, is proud to announce the appointment of industry veteran Hal Truax as Vice President of Sales and Marketing. In this key leadership role, Hal will implement and oversee Aurora's global initiatives, helping to evangelise integrators and distributors alike, on Aurora's innovative and disruptive range of products.

With a distinguished career spanning over three decades, Hal brings a wealth of experience and expertise to this new role. His deep understanding of the Pro AV landscape, combined with a proven track record of leadership and strategic vision, positions him as the driving force in helping Aurora to increase awareness and revenue across the globe.

"I am honoured and excited to take on this role at Aurora," said Hal. "The AV industry is undergoing a transformation, with more effort being directed at solving the day-to-day problems that many clients are experiencing.



Aurora is best positioned to lead the way with its truly innovative solutions. I look forward to working with the talented and experienced team at Aurora, where we will work together to drive growth and deliver exceptional solutions while providing uncompromised value to our customers worldwide."

From Aurora CEO Paul Harris, "Hal's impressive experience, extensive knowledge, and motivational attitude will be an asset to Aurora. His storied career of elevating brands and cultivating internal company culture is the blend we've been seeking."

This strategic appointment comes at a pivotal time for Aurora, as the company continues to push the boundaries of AV technology. With Hal Truax at the helm, Aurora is poised to raise the bar regarding new standards for excellence, further solidifying Aurora's position as a global leader in the AV industry.

[Aurora Multimedia](#)

Beta3 Powers Up Army Public School Bengaluru's Sports Complex with Superior Sound

INDIA: The Army Public School in Bengaluru, a prestigious institution known for its academic excellence and holistic approach to student development, has recently taken a significant step in enhancing its extracurricular facilities. The stalwart educational institution, which has a reputation for nurturing both academic and physical prowess among its students, has added a state-of-the-art multi-facility sports complex to its campus; with this addition designed to host a variety of sporting events and activities – thereby providing students with the infrastructure needed to excel in both individual and team sports.

The multi-facility sports complex is not just a venue for physical activities; it is a modern space equipped with amenities that support a wide range of events, from athletic competitions to cultural gatherings. And understanding the importance of audio clarity and quality in such events, the school has opted to outfit the complex with a cutting-edge professional audio system from Beta3, a renowned Indian manufacturer known for its high-performance sound solutions.

At the heart of this audio upgrade are Beta3's N series speakers; which are known for its ability to deliver consistent high-quality sound along with exceptional clarity and wide coverage.



These crucial properties, combined with its rugged and weatherised design, makes them ideal for large, open spaces like the sports complex at the Army Public School in Bengaluru. In total, the plush venue features nearly 10 units of the Beta3 N series loudspeakers, which engulfs the entire space in a pristine soundscape that assures every announcement, commentary, or musical performance is heard clearly by everyone in the audience, regardless of their position in the venue.

To complement the N series speakers, the complex is also equipped with the Beta3 TW118ba active subwoofers that feature an 18-inch woofer and a robust 1200W Class D amplifier, which culminates in providing deep, resonant bass that enriches the overall audio experience. And with the TW118ba designed to handle the rigors of challenging environments – complete with a durable birch plywood cabinet and a weather-resistant grille – the subwoofers prove of be the perfect companion to the N series speakers in rounding off a truly efficient high-performance loudspeaker system for the sports complex.

Powering the entire loudspeaker system are the DT4004 D-class power amplifiers from

Beta3, which efficiently distributes power to all the individual loudspeakers while ensuring that the audio remains crisp and clear even at high volumes. And alongside, the EC2600 digital signal processor (DSP) plays a crucial role in refining the sound output, leveraging its capabilities of fine-tuning the audio and adjusting frequencies to match the acoustics of the venue, while offering additional processing capabilities to optimize performance.

At the same time, the high-performance Beta3 audio architecture at the Army Public School sports complex also includes the BM18 analog mixer, which offers versatile mixing options for managing different audio sources during events; in tow with the VM01 microphone – known for its superior sound capture – which ensures that

all vocal inputs are delivered with clarity and precision.

“The comprehensive audio setup at the prestigious Army Public School in Bengaluru not only elevates the experience of events held at the sports complex but also underscores institution’s commitment to providing top-notch facilities for its students. By choosing Beta3’s suite of high-performance professional audio products, the school has ensured that the sports complex is not just a place for physical development, but also a venue where events are enjoyed to their fullest, with impeccable sound quality enhancing every moment” commented a spokesperson from Beta3.

Beta3

MG Series AV Over IP System

MG Series AV over IP system is a distributed management and control system based on network, nodes and digitization.

Exclusivity All-in-One Highly Integrated

Combine the decoder and sending card into one device with a maximum 13 million pixels loading capacity that supports arbitrary cabling and splicing.

Low Latency with High Image Quality

The system supports full link 4K@60Hz from input to encoding, decoding, and then to the output display. The system supports 10bit 4:4:4 encoding.

Secure system with Decentralized

The system is decentralized without central server and it can be operated even exposed to minor damage which is more stable and secure.



NOVASTAR

WWW.NOVASTAR.TECH

✉ zachary@novastar.tech



Barco Partners with DEMUK for Projection and Image processing in Thailand

THAILAND: Barco, a global leader in visualisation technology, is pleased to announce the appointment of **DEMUK**, with specialty in smart display solutions, as its new distributor for a selected range of projection and image processing solutions in Thailand.

DEMUK, officially known as DEMUK Co., Ltd, specialises in smart display solutions. The company has over 15 years of experience in the industry, managing more than 50,000 digital display projects both domestically and internationally. The company's offerings cater to various sectors including smart buildings, malls, and educational institutions, providing tailored solutions and services to help businesses realise their technology potential.

The newly appointed distributor, DEMUK, brings extensive experience and a strong reputation in the local market. Their deep understanding of local market dynamics and commitment to customer satisfaction align perfectly with Barco's core values.

"This is such a significant partnership for us. We are excited to partner with DEMUK to bring our advanced projection and image processing solutions to customers across Thailand," said Jasline Tay, Asia-Pacific Regional Sales Head Immersive Experiences at Barco. "Their



established network and expertise will enable us to better serve the growing demand for high-quality visual technology solutions in this region."

The new partnership creates opportunities for customers and businesses in Thailand to gain access to highly innovative ProAV technology and solutions offered by Barco, like the new I600 projector, the UDM and UDX projection series and the image processing platforms. These technologies cater to a wide range of applications including entertainment, education, corporate environments, and more. The appointment of DEMUK marks a significant step in Barco's strategy to strengthen its global distribution network and deliver superior value to customers worldwide.

"We are confident that this partnership will not only enhance our market reach but also ensure that customers in Thailand have a choice when it comes to their visualisation needs," said Tatsapoom Udompong, Managing Director at DEMUK. "Our customers will continue to be our focus and we are confident that this addition to our portfolio will meet their demands."

BARCO



DirectOut's Audio Solutions to be Distributed in Greater China by Digital Media Technology

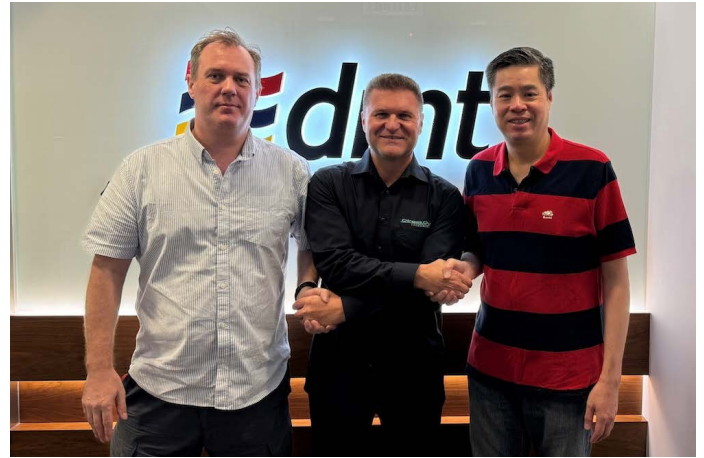
CHINA: DirectOut announced Digital Media Technology Co. Ltd. (DMT) as a new distributor for its audio solutions in the Greater China region. This exciting partnership marks a significant step in the expansion of DirectOut's presence in Asia and reinforces their commitment to providing world-class Audio Solutions.

Founded in Hong Kong in 1990, DMT has established itself as a leading supplier of audio and video system solutions. With four additional offices in Beijing, Guangzhou, Shanghai and Taipei, DMT offers a full range of services, from design to support.

"DMT's technical expertise and deep understanding of the market make them an ideal partner," said Luca Giaroli, Chief Solution Officer at DirectOut. "This collaboration ensures optimal integration of our audio solutions."

Over the years, DMT has successfully implemented complex installations, including music recording systems and networked post-production environments, expanding its reach and capabilities in the broadcast, music production, and live sound sectors.

"We are pleased to add DirectOut to our product portfolio and look forward to making this brand



From left Chris Fish, Technical Director of DMT, Luca Giaroli Chief Solution Officer at DirectOut and Desmond Stou, General Manager of DMT

available to our Greater China customers. The search for the perfect audiovisual equipment continues to be a challenge for many industry professionals," says Desmond Stou, General Manager of DMT. "DirectOut's continual provision of proven solutions to a wide array of applications definitely satisfies their needs."

With over 130 professionals in five offices, DMT is well equipped to support the introduction of DirectOut audio solutions and provide exceptional service. "We are incredibly excited to add DirectOut's innovative range of solutions to our portfolio. DirectOut's reputation for reliability, flexibility and redundancy is very desirable in our market and will allow us to add tremendous value and security to our clients' systems when downtime is not an option," concludes Chris Fish, Technical Director of DMT.

Additionally, Luca Giaroli and his team from DMT will be in Beijing for the BIR TV Show from August 21 to 24, at booth number 2006. This will be a great opportunity to meet with him and learn more about DirectOut's innovative solutions firsthand.

DirectOut

Martin Audio Immerses Patrons in a Wave Of Superlative Sound at Rickys Pool Club by Titos In Goa

INDIA: Rickys Pool Club by Titos, renowned for its vibrant nightlife and electric atmosphere, is undoubtedly one of Goa's most premium entertainment destinations. Situated in the heart of the ever-bustling Calangute beach, the venue is known for hosting some of the most memorable parties as it offers a blend of high-energy dance floors, intimate lounge spaces, and sophisticated ambiance that caters to a diverse crowd – thereby making it a hotspot for both locals and tourists seeking an unparalleled clubbing experience.

“We recently had Astys Audio Video Private Limited Pune at Rickys Pool club by Tito's

to install a brand-new Martin Audio sound system and we couldn't be more thrilled! The sound quality is simply phenomenal, elevating every event and ensuring our guests have an unforgettable experience. The installation by Team Astys was seamless and efficient, thanks to their expert team. Their post-sales service has been nothing short of exceptional, with prompt and helpful responses to any inquiries we've had. We highly recommend Astys Audio Video and Martin Audio for their outstanding products and stellar customer service!” states Swetesh Gaonkar, Partner, Rickys Pool Club by Titos – as he describes the superlative soundscape that the venue enjoys thanks to its newly integrated sound system that was designed and commissioned by reputed solutions provider Astys Audio Video Private Limited Pune.

Rickys Pool Club by Titos aimed to elevate the audio experience to match the venue's prestigious reputation. They sought a sound system that could deliver powerful, crystal-clear audio capable of handling everything from high-energy dance music to live performances.



The client's expectations were clear an immersive audio experience that would keep guests dancing all night long, without any compromise on sound quality or consistency. To address these needs, the installation team opted for Martin Audio's Blackline X15B and BlacklineX218 products. The Blackline X15B, a 15" Passive Two-way Portable Loudspeaker, was chosen for its exceptional clarity and power. This speaker ensures that high and mid frequencies are delivered with precision, providing an immersive audio experience. Complementing it, the BlacklineX218, a 2 x 18" Passive Subwoofer, was installed to deliver deep, punchy bass that energizes the dance floor high-quality sound throughout the venue.

"The Martin Audio Blackline X15B and BlacklineX218 products deliver outstanding performance, transforming Rickys Pool Club by Titos audio experience. The installation was a game-changer for the venue, providing consistent, high-quality sound that elevates the overall ambiance and energy of the club!"

exclaims Sparsh Basak, Founder and CEO, Astys Audio Video Pvt. Ltd.

Aditya Mudgal, COO, Astys Audio Video Pvt. Ltd adds to this as he informs, "The successful implementation of Martin Audio products at Rickys Pool Club by Titos highlights the importance of reliable and high-performance audio solutions. Our collaboration with VMT on this project has been incredibly rewarding, and the positive feedback from the client and patrons is a testament to the success of our joint efforts."

Surely enough, the management team at Rickys Pool Club agree with Sparsh, as Atul Halarnkar, Partner, Rickys Pool Club by Titos affirms, "The sound at our club has been a game-changer. The superior audio quality provided by the Martin Audio products has elevated the overall experience for our guests. The system delivers clear, powerful sound that enhances every event we host, from casual poolside afternoons to lively dance nights."

VMT

Bose Professional Appoints Adam Castillo as Vice President of Global Marketing

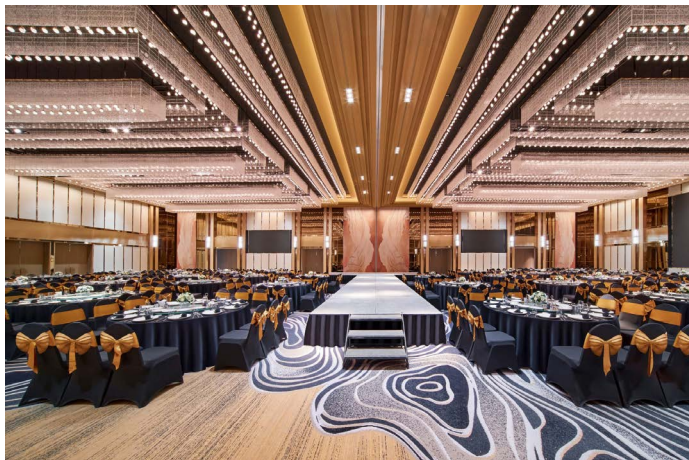
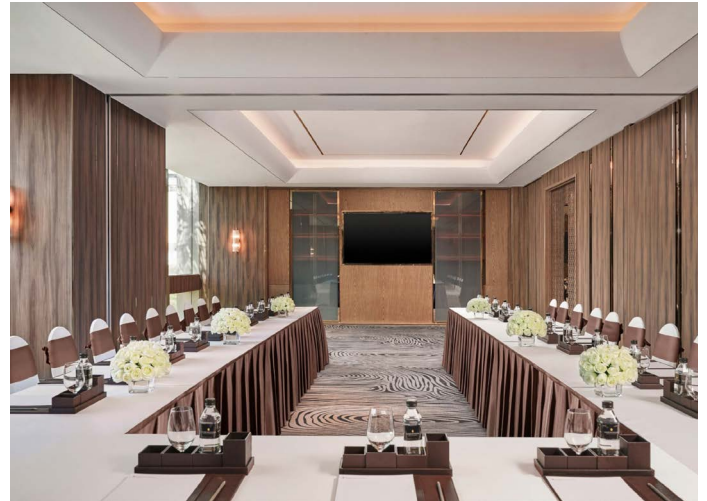
GLOBAL: **Bose Professional**, developer of world-class audio experiences designed to transform any space, announced the appointment of **Adam Castillo** as **Vice President**



of Global Marketing. Castillo brings over 20 years of experience leading marketing teams at companies ranging from startups to large, global technology companies. He joins a diverse and growing list

of senior tech professionals recruited to the newly independent Bose Professional team in the last year. Castillo will report to CEO John Maier.

HARMAN Professional Provides a 5-Star Experience for Guests at InterContinental Hotel Saigon



blend of contemporary elegance and traditional Vietnamese charm.

For the two main ballrooms of the hotel which are used mainly for social events, corporate functions, banquets and galas, the **JBL Professional Intellivox DSX180 speakers** coupled with the **JBL Control 40CS/T ceiling subwoofer** were deployed. The speakers feature Directivity Control (DDC) and Digital Directivity Synthesis (DDS) technologies which produce a high ratio of direct sound to reverberant sound which is critical to the intelligibility of any sound system. In this case, the speakers were commissioned to provide horizontal audio coverage across the ballrooms at high frequencies to enhance both speech and music quality which would improve the overall sound experience.

Additionally, 24 JBL Control 18CT speakers were installed in the Phú Quốc - Cát Bà - Côn Đảo Meeting Rooms. At the same time, six JBL Control 25AV compact Indoor/Outdoor loudspeakers were placed at the Terrace café to provide guests with a robust background music system. These speakers were carefully curated along with other professional equipment from AMX, Crown and BSS to ensure each space

V**VIETNAM:** In a collaborative effort to elevate the experience of guests at the luxurious **InterContinental Hotel Saigon**, Visco Joint Stock Company partnered with HARMAN Professional Solutions to develop a customized audio, video and control system with state-of-the-art equipment for the hotel's ballrooms, meeting rooms and Terrace Café from AMX, JBL Professional, Crown and BSS.

Recognized as Vietnam's leading hotel for over a decade, the InterContinental Hotel Saigon has been the stylish choice for international business leaders and discerning travellers who value classic elegance with a contemporary spirit. Boasting a prime location amidst the vibrant energy of the city centre, this iconic hotel offers all guests who enter through its doors a

was optimally matched with the right models of loudspeakers for its intended use to elevate the overall guest experience.

Apart from the enhanced sound quality, the installed HARMAN solution also enables audio and video sources from one room to be easily routed across multiple rooms using an iPad. This allows hotel staff to quickly combine individual Ballrooms and Meeting Rooms to accommodate different-sized functions in a short turnaround time.

An Ngô, who is part of InterContinental Hotel Saigon's AV Operation team, mentioned how everyone was pleased with the reliable installation and renovation outcome. "Thanks to

the upgrade works, we can continue to maintain our 5-star standard for corporate events," said An Ngô.

"At HARMAN Professional Solutions, we will continue to push boundaries when it comes to elevating the guest experience in hotels," said Amar Subash, VP & GM, HARMAN Professional Solutions of APAC. "We thank our partner, **Visco Joint Stock Company**, for their outstanding work on this project. The new audio and video systems complement InterContinental's world-class amenities and showcase HARMAN's ability to deliver comprehensive integrated solutions for the hospitality vertical."

HARMAN Professional

Don't Compromise

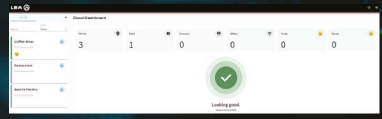
with Full Remote Control & Monitoring.



Proactively Support Your Clients with LEA



Text & Email Alerts



Cloud Dashboard

No Subscription Required



Proudly Serving the APAC Region

Represented by **GENERATION**

www.leaprofessional.com



Learn More



Erthpot and Cineworth Unite to Enhance Government Conferencing in Shillong

INDIA: The Integrated Planning and Advisory Cell (I-PAC) at the Meghalaya Basin Development Authority, Government of Meghalaya, based in the scenic city of Shillong, has recently undergone a significant technological upgrade. This transformation was spearheaded by Cineworth Sales & Service, featuring cutting-edge products from the renowned Indian brand Erthpot. This installation is a shining example of how advanced audio solutions can enhance communication within governmental bodies.

Faced with the need for a reliable and efficient conferencing system, the Government of Meghalaya had specific requirements. They sought Chairman and Delegate units, Audio IO on USB for seamless integration with software-based video conferencing, and the crucial "Look-at-Me" feature, which allows for intuitive and interactive communication during meetings.

Erthpot, known for its innovative and advanced solutions, was the ideal choice to meet these needs. Cineworth Sales & Service, with their reputation for excellence in professional AV solutions, approached the project with thoroughness and precision. They installed Erthpot NCS-C Chairman Mic and Erthpot

NC-5D Delegate Mic, ensuring crisp and clear communication across all meetings. At the core of the system was the Erthpot NCS-110CU controller, with the Erthpot Keyer 44 managing digital signal processing. To create a complete and cohesive conferencing environment, additional third-party components such as amplifiers, speakers, a video wall, and a PTZ camera were seamlessly integrated.

One of the most remarkable aspects of this project was the speed with which the installation was completed. The entire system was up and running within just four days, a testament to the efficiency and dedication of the Cineworth Sales & Service team. Their meticulous installation and configuration of the Erthpot products ensured seamless integration with the existing infrastructure, allowing for a smooth and immediate transition to the new system.

Furthermore, the professional-grade system has delivered clear and reliable audio, significantly improving communication during meetings. The inclusion of the "Look-at-Me" feature and Audio IO on USB has facilitated easy and effective integration with software-based video conferencing platforms, further enhancing the functionality and user experience of the system.

A representative from T J Enterprises, the procurement partner, remarked, "The system installed by Cineworth Sales & Service using Erthpot products has significantly improved our meetings with its clarity, reliability, and advanced features, all at a very reasonable price." This statement highlights not only the technical success of the installation but also the value for money that Erthpot products provide.



This project is more than just a demonstration of technical prowess; it showcases Cineworth Sales & Service's ability to tailor solutions to meet the specific needs of their clients, leveraging Erthpot's advanced technology to deliver exceptional results. By blending cutting-edge products with a deep understanding of user requirements, Cineworth Sales & Service is setting new benchmarks in the audio technology industry.

The work undertaken at the Meghalaya Basin Development Authority is not just about installation; it represents a significant enhancement in communication, efficiency, and productivity in government operations. This upgrade is poised to make a lasting impact on the quality of communication within the organisation, allowing for more effective and productive meetings.

Subhrojyoti Sen, Head of System & Datacom at Cineworth Sales & Service, shared his thoughts on the project as he stated, "We are thrilled to have partnered with Erthpot to deliver a solution that meets the high standards and specific needs of the Meghalaya Basin Development Authority. Our goal is always to provide seamless, high-quality installations that enhance our clients' communication capabilities."

This collaboration between Cineworth Sales & Service and Erthpot has resulted in a state-of-the-art conferencing system that meets the rigorous demands of a government body, providing a reliable and advanced communication platform that will serve the Meghalaya Basin Development Authority well into the future.

Erthpot

VSN V3 Processor from Datapath Now Available with Xeon Processor Option



of any size. Adding to its efficiency credentials, the VSN V3 chassis features a revolutionary award-winning design – optimising airflow to improve heat management and reduce noise. This design, along with a new platinum rated redundant power supply, makes this the most efficient VSN to date.

The latest VSN backplanes are designed by Datapath engineers to ensure stability and cool operating temperatures. The chassis also includes unique hot-swappable fan technology, enabling uninterrupted 24/7 use and maintenance in the most critical installations.

Trusted by governments and organisations across the world, Datapath’s VSN V3 video wall controller has been designed for use in demanding control room environments. Each component has been rigorously tested to ensure high levels of performance and reliability. Diag-Suite is available on all Datapath systems and provides real time information on the performance of the controller and can be used by system administrators and support teams to quickly identify and rectify any unlikely system issue.

Datapath

Datapath, an award-winning innovator of video management and control technology, has introduced Intel’s powerful Xeon CPU to its VSN V3 video wall processor to meet the demand for today’s high resolution, high demand Control Room applications.

Datapath’s VSN systems are used by governments and organisations around the globe, in industries ranging from defence and network security to utility and blue-light services. Already available with Core i9 or i7 processing power, the addition of a Xeon processor now gives the VSN V3 a further CPU option, with a clock speed of 4.8GHz and a 16MB cache. Memory options are the highest in the Datapath range – up to 128GB, with USB 3.0 included to support high transfer speeds and connectivity to the latest devices.

Along with a choice of processing power, each VSN V3 can be preconfigured with Datapath Image graphics, Vision capture, and SQX IP decode cards for specific project requirements

10

10 YEARS OF INNOVATION

Jetbuilt



THE PROJECT PLATFORM FOR EVERYONE



The All-in-One Platform



Fast



Create complex proposals in hours, not days, helping you close more projects faster.

Easy



Intuitive interface, millions of pre-populated items, & customizable templates.

Powerful



Realtime collaboration with internal and external teams, integrated labor & costing.

Contact Andy@Jetbuilt.com for a DEMO or a FREE TRIAL

Da-Lite Introduces Myriad Electric Screen System



Da-Lite, a brand of Legrand | AV, has introduced Myriad, an all-new ceiling-recessed, wall- and ceiling-mounted electric screen system. Available with 16' (5 m) of the SightLine cable drop feature, which gives the impression of a floating screen, Myriad is offered in sizes from 14'-16' (4-5 m) wide in 16:9 HDTV and 16:10 wide formats.

Tensioned products are available with HD Progressive 16K-ready and Parallax Ambient Light Rejection screen surfaces. Smart integrated anchor points for roller suspension allow for easy maintenance. Myriad is ideal for large meeting spaces, conference centres, lecture halls, large classrooms, houses of worship, and hotel ballrooms.

“Not only is Myriad an entirely new product, it also delivers on customer demand for the expansion of our SightLine feature,” said Wendy Cox, Director, Product Management at Da-Lite. “Myriad gives dealers an unprecedented level of flexibility by simplifying ordering, empowering them to expedite installations, and allowing them to make the necessary screen adjustments on the job site.”

The Da-Lite Myriad Conceal ceiling-recessed screen, designed with ceiling trim in place to conceal the rough opening, eliminates the need to complete additional trim work once the screen is installed. The crowd-favourite two-stage installation option affords the screen case to be installed during the rough-in construction

stage and the screen surface assembly during the finishing stage.

The Da-Lite Myriad Reveal wall-and ceiling-mounted screen (now shipping) features versatile and adjustable brackets that accommodate either mounting preference. Installation is made easy with the built-in case levelling [± 5 " (12.7 mm) vertically, and centring [± 6 " (152.4 mm) horizontally. An innovative weighted bar doubles as a black closure door (on SightLine models), which blends in with the border when the screen is fully deployed, and the bar smoothly rotates to white to blend into the sleek waterfall case aesthetic when retracted.

Available on all Myriad models, Da-Lite's SightLine thin cable drop feature, elegantly suspends the screen surface and eliminates black drop – the black border above the

projection screen. This removes the extra step of measuring and specifying drop distance before ordering. With SightLine, vertical placement of the screen can be adjusted as the cables accommodate a range of drop distances – up to 16' (5 m) standard between the ceiling and the top of the screen for much faster ordering. This feature also creates usable space above the viewing area to preserve architectural interests and provides the opportunity for camera/speaker placement.

The Da-Lite Myriad Reveal Electric Screen is now shipping and the Myriad Conceal will be released in Q3 2024.

Da-Lite

Logitech Launches MeetUp 2, the AI-Driven, Sustainably-Designed Next Generation Video Bar

Logitech has announced MeetUp 2, an AI-powered USB conference camera designed for bring-your-own device (BYOD) and PC-based setups in huddle and small meeting rooms. This next-generation camera is the modern evolution of the iconic Logitech MeetUp, the bestselling conference camera in Logitech history that has sold more than one million units.

"Instantly recognisable, MeetUp took video from the boardroom to the huddle space, making video collaboration achievable and affordable for everyone," said Alistair Johnston, Head of Collaboration at Futuresource Consulting. Now, MeetUp 2 is poised to disrupt the market once again as the need for huddle room tech increases in companies embracing hybrid work models.



With the rise in huddle rooms comes the need for video conferencing tech that fits multiple scenarios, including those who prefer dedicated PC-based deployment or using their laptop in a BYOD setup. And because Logitech has been using AI-enhanced features in conference room devices for years to create experiences that focus on the human and deepen engagement among meeting colleagues (with no manual control needed), MeetUp 2 is now designed with those intelligent features.

The quality of collaboration is becoming an increasingly critical consideration, given its impact on productivity and efficiency. Logitech MeetUp 2 elevates the discussions held in meeting and huddle rooms by harnessing the capabilities of AI through its RightSight 2 feature, which generates dynamic views that seamlessly integrate remote participants into virtual meetings,” said Sharon Seah, Country B2B Head at Logitech Southeast Asia. “Moreover, IT teams can remotely monitor and

update MeetUp2 devices to continually enhance their capabilities.”

Intelligent Meeting Experiences

AI-driven video features of RightSight 2 create equitable experiences for remote participants by using intelligence to automatically focus and frame in-room participants – whether focusing on the active speaker, the group of participants, or each individual participant. For advanced audio clarity, RightSound 2 uses AI-based algorithms that balance voices and filter out unwanted noise, while reducing reverberation in rooms with echoes.

MeetUp 2 works with popular video conferencing platforms people use every day such as Microsoft Teams, Zoom, and Google Meet, enabling MeetUp 2 users to enjoy features like Zoom Rooms Smart Gallery, which creates individual feeds of in-room participants; and Microsoft Intelliframe, which automatically

places participants in frames to make everyone equally visible.

Designed for Sustainability

Buyers of IT equipment are increasingly responsible for purchasing technology with a lower environmental impact. MeetUp 2 was developed using Design for Sustainability (DfS) principles, a framework that guides product teams toward lower-impact, more circular design solutions.

“We’re helping our enterprise customers better manage their carbon footprint,” said Prakash Arunkundrum, Chief Operating Officer at Logitech. “MeetUp 2 is the latest in our video conferencing portfolio to demonstrate our deep commitment to reducing environmental impact.”

MeetUp 2 replaces virgin plastic parts with post-consumer recycled plastic, lowering its carbon footprint and giving a second life to end-of-use plastic from old consumer electronics. The plastic parts in MeetUp 2 contain 62% recycled plastic, the highest percentage of similar products in the market today. By choosing recycled plastic vs virgin plastic, MeetUp 2’s design saves 15.5 tCO₂e saving per 10,000 units*, allowing IT tech buyers to lower their company’s Scope 3 indirect emissions.

To encourage other brands to adopt DfS, Logitech openly shares its knowledge about how to integrate Next Life recycled plastic into their manufacturing process. Meetup 2 is also packaged in paper sourced from FSC-certified forests and other controlled sources.

Better BYOD Experience

MeetUp 2, designed for up to six people in a small room, offers the flexibility of deploying in USB mode with an in-room computer device or in BYOD mode connected to a laptop.

In BYOD setups, users simply connect their laptops or mobile devices to the MeetUp 2 with the optional Logitech Active USB Cable to run video meetings from their platform of choice, while IT admins can monitor room status, deploy updates, and modify settings over ethernet or WiFi through Logitech Sync. When MeetUp 2 is not in a meeting, the display in the room can be used for digital signage, allowing custom content such as company logos or space usage instructions, through Logitech Sync and AppSpace.

Availability

MeetUp 2 joins Logitech’s lineup of conference cameras built for all people in all spaces, ranging from ideation spaces to large conference rooms. In Southeast Asia, MeetUp 2 is available in Singapore, Malaysia, Indonesia, Thailand, the Philippines and Vietnam.

Logitech

Uniguest Enhances Interactive Digital Signage for Onelan CMS



HTML content that creates more engaging and interactive customer experiences.

This enhancement will enable a variety of applications such as product selection kiosks or on-demand information displays, where customers are able to manually input their requirements, and the application provides suitable products and information.

This update also introduces a new API for automating content

Uniguest, a global leader in digital engagement technology, announced the release of Onelan 24.2, the latest software update for its popular digital signage software CMS. This update brings significant enhancements, including the addition of Node.js support for BrightSign devices and the introduction of a powerful new API for streamlined content scheduling via third-party applications.

Node.js is an industry-standard technology that allows developers to build rich, interactive, and dynamic web applications. This new capability allows Node.js applications to be uploaded to the CMS; these are then downloaded, installed, and run locally on the BrightSign player. This addition enables Onelan customers who utilise BrightSign devices to create sophisticated

management and playlist scheduling from third-party applications, enabling customers to leverage their existing schedule management tools to deploy content automatically across their Onelan signage network.

Uniguest’s Chief Technical Officer, Jeff Stonebrook commented, “Onelan has always had a strong interactive digital signage offering. By adding Node.js support we have opened the door for our customers to take advantage of more advanced technology that will, in turn, help them deliver even more engaging content to further enhance their customer journey.”

Uniguest

Extron Begins Shipping the DMP 44 xi New Compact Audio Matrix Processor



Extron has announced that the DMP 44 xi is now shipping. This Digital Matrix Processor is a compact 4x4 audio mixer featuring digital signal processing with audio signal routing and control. The DMP 44 xi features four-line level inputs and outputs, all offering balanced or unbalanced operation. It offers essential audio DSP tools for mixing, routing, and room optimisation, such as gain, EQ, and compression.

Intuitive configuration using DSP Configurator allows the DMP 44 xi to be quickly and easily set up. The DMP 44 xi is ideal for presentation

applications that require line level audio matrix mixing with DSP in a small form factor.

“The retiring DMP 44 LC has been the backbone of countless smaller systems for many years,” says Casey Hall, Chief Marketing Officer for Extron. “The DMP 44 xi is now available to carry on the tradition and is expanded to handle additional applications.”

The DSP built into the DMP 44 xi provides wide dynamic range and utilises 24bit audio converters with 48 kHz sampling to maintain audio signal transparency. Several essential, easy-to-configure tools are available: level controls, high and low pass filters, parametric EQ filters, bass and treble shelving filters, compressor, limiter, and ducker.

[Extron](#)

ZeeVee Introduces Enhancement to its ZyPer Management Platform



ZeeVee has released its ZyPer Management Platform (ZMP) 4.0, a robust update featuring the first of its kind visualisation, analysis and monitoring tool, or VAM, that provides a comprehensive overview of an entire AV over IP-based system. VAM provides efficient support and eliminates downtime for integrators and their end-users – resulting in cost-savings. ZMP 4.0 also provides a host of additional performance and security features.

VAM: Unique and Comprehensive AVoIP Capabilities

The innovative VAM tool enables integrators and end-users to visualise, analyse and monitor multicast traffic on an AV network and identify potential issues where bandwidth limits may be exceeded. Here is a breakdown of each of these aspects:

*** Visualisation:** VAM auto-discovers an entire AV network with graphical representation of each aspect of the system. By being able to see all switches and endpoints, it is easier than ever to identify ZyPer endpoints and trunks between switches. It also provides the ability to show all multicast streams between ZyPer encoder and decoder endpoints. This feature also works over LAG trunks.

*** Analysis:** The tool allows users to analyse what they are working on in real-time with instant access to switch-related data, including IP addresses and current firmware versions. It also indicates the status and allocated bandwidth of individual ports.

*** Monitoring:** Service providers and system managers can easily observe individual switch ports/links data via multiple live chart options.

This includes multicast packet rate (PPS), port bandwidth (Mbps) and network errors (PPS).

In addition, it provides critical, real-time graphical indication of trunk oversubscription, including links within an LAG. Another key feature is the automated checking of switch configuration required for AVoIP operation and generation of warnings as necessary. Detailed switch configuration and operational data is available for system-level parameters for snooping, the proxy querier, multicast forwarding database, VLAN and port-level configuration and statistics.

“Our ZyPer Management Platform has always been a key differentiator for integrators and end-users in choosing ZeeVee AVoIP products and solutions,” said Bob Michaels, CEO, ZeeVee. “With the latest version, we further expand on the industry’s most intuitive and seamless AVoIP system control that opens up more options for long term successful deployments in virtually any setting.”

Additional Enhancements

802.1X security support is now available for ZyPer4K-XS and ZyPer4K-XR AVoIP encoders and decoders. This feature, which allows the network to identify a connected device and decide whether to allow access, has been requested by a growing number of AV and IT professionals.

Additional enhanced performance and security features of ZyPer Management Platform 4.0 include:

- Updated zones features
- Transport layer security updates
- Multicast discovery enabled for ZyPer4K endpoints
- Configure Dante IP address (ZyPerUHD60-2EA and 2DA only)

“We are constantly pushing the envelope to empower our customers with more efficient AVoIP signal distribution workflows,” said Michaels. “There is no better example of this than our aggressive schedule of updates to our ZyPer Management Platform.”

ZeeVee

PRO INTEGRATION FUTURE ASIA

YOU ARE INVITED!

PRO INTEGRATION FUTURE ASIA 2024

25th & 26th Sep : 10am – 6pm, 27th Sep : 10am – 5pm

SANDS EXPO & CONVENTION CENTRE, HALL B & C

Join us at the region's market leading event for professional audiovisual, lighting & live entertainment technologies!

FREE

REGISTER NOW!

(RSVP is required)



Pro Integration Future Asia (PIFA) 2024, organised by Montgomery Asia and supported by

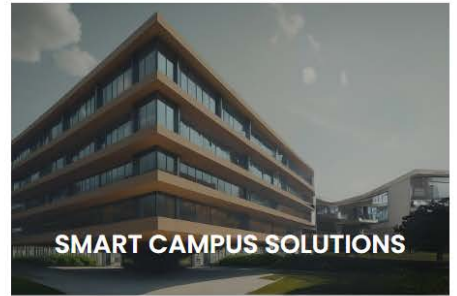
the Pro AudioVisual and Lighting Integration Association of Singapore (AVLIAS), looks forward to welcoming you to the Marina Bay Sands Expo & Convention Centre in Singapore from Wednesday 25th to Friday 27th September.

As the premier business platform for AVL (audiovisual and lighting) professionals, PIFA 2024 offers an unparalleled opportunity for suppliers and specialists to showcase cutting-edge technologies and solutions across diverse vertical markets in Southeast Asia. This unique trade show is the only one in the region

dedicated to advanced AVL solutions, featuring six key focus areas designed for companies aiming to enhance their business efficiency and customer experiences:

Southeast Asia's leading AVL Exhibition & Conference for end users and specifiers

This three-day event brings together 4,500 industry experts, specifiers, solutions providers and systems integrators from across Asia and beyond. Attendees will have the chance to explore the latest advancements and engage with innovative solutions shaping the future of the AVL industry. The free to attend Conference topics range from addressing the challenges of AI to the opportunities associated with executing projects in leading markets.



Engage with more than 100 participating companies showcasing the latest in audiovisual, sound and lighting technology at PIFA 2024



and many more ...

Special Feature: LOUD Experience Demos

Join us for a unique LOUD Experience of electrifying live demonstrations that bring audio and visual effects to life in unprecedented ways. Explore cutting-edge Audiovisual and Entertainment technologies as we present an immersive and dynamic audiovisual experience. Join us at PIFA 2024 to discover new opportunities and connect with the key players driving industry transformation.

Register now to visit PIFA 2024 from 24th-27th September.

For more information, visit www.prointegrationfuture.asia/

Follow us on [LinkedIn](#) for more event updates.

BUFFERING TO BRILLIANCE:

How 5G is Transforming Video Streaming, Immersive Experiences, and the Overall Digital Landscape

by Elton Noronha



Among the emerging technologies that have shaped the video industry and OTT services in recent years, 5G connectivity has the potential to be one of the most transformative. This technology is set to significantly enhance the video viewing experience and open up new possibilities in video and multimedia applications. According to the latest Ericsson Mobility Report from June 2023, the number of 5G subscriptions worldwide is expected to reach 1.5 billion by the close of this year.

Boasting increased capacity, lower latency, and virtualized network principles, the fifth generation of network technology is ideally

suited to bring high-quality video to a broader audience. A classic example of this lies in the fact that broadcasters and content producers can leverage 5G to utilize the internet as a dependable distribution channel. Additionally, they have the option to create their own contribution networks, resulting in fast and efficient production infrastructures. This advancement is particularly beneficial for managing a larger number of connected devices and enabling simultaneous data streams, especially during large-scale events such as concerts and festivals. Additionally, with video content generated by IoT likely to be broader and more diverse than ever imagined; and

considering the fact that present day IoT is closely intertwined with 5G – the impact of IoT on video production will be significant, from live sports coverage to advancements in Industry 4.0 solutions, resulting in a wider variety of content creation opportunities.

In the same stride, media transport, which is a fundamental aspect of content production, is found to be greatly streamlined with 5G technology. The reduced latency compared to 4G networks ensures quicker delivery, allowing post-production work to commence sooner, whether it's on-location filming for a drama series or live reporting from remote areas.

Plus, with mobile devices growing increasingly integral to the video consumption ecosystem, 5G enables video distribution services to deliver high-quality content to audiences wherever they are. The technology supports higher bit rates and greater bandwidth, facilitating the streaming of videos in higher resolutions, such as 4K and 8K, with enhanced image clarity and detail.

Despite gaps in 5G coverage in some major urban centres, it is anticipated that within a few years, 5G will achieve coverage levels comparable to 4G. With various implementations of this technology i.e. high, mid, and low-band, each offering different speeds and bandwidths – 5G is poised to provide consumers with more reliable and consistent cellular coverage, both indoors and outdoors. Also, the reduced need for technical infrastructure and associated costs means that 5G makes high-quality video production and processing accessible to individuals—capabilities once reserved for large professional broadcasters.

But What Exactly is 5G?

5G represents the fifth generation of mobile networks, succeeding the 1G, 2G, 3G, and 4G networks. It introduces a new global wireless standard designed to connect virtually everyone and everything, including machines, objects, and devices.

This advanced wireless technology aims to deliver multi-gigabit per second peak data speeds, ultra-low latency, enhanced reliability, vast network capacity, increased availability, and a consistent user experience for a greater number of users. With its superior performance and efficiency, 5G is set to revolutionize user experiences and connect new industries. Built on OFDM (Orthogonal Frequency-Division Multiplexing), a method that modulates a digital signal across multiple channels to minimize interference; 5G utilizes the 5G NR (New Radio) air interface alongside OFDM principles and incorporates wider bandwidth technologies, such as sub-6 GHz and millimeter-wave (mmWave). And although 5G operates on the same fundamental mobile networking principles as 4G LTE, the new 5G NR air interface enhances OFDM to offer greater flexibility and scalability. This advancement has the potential to extend 5G access to more people and devices across a variety of use cases. The technology expands the use of spectrum resources from the sub-3 GHz range used in 4G to frequencies as high as 100 GHz and beyond.

Engineered to deliver peak data rates of up to 20 Gbps (as specified by IMT-2020 requirements), 5G operates across both lower frequency bands (e.g., sub-6 GHz) and mmWave (e.g., 24 GHz and above), delivering extreme capacity,



multi-gigabit throughput, and low latency. That being said, speed is just one aspect of 5G's capabilities.

Beyond providing faster and improved mobile broadband services compared to 4G LTE, in addition to considerably higher peak data rates, 5G offers a significantly greater network capacity by utilizing new spectrum ranges like mmWave. The technology also provides significantly lower latency for more immediate responses and ensures a consistently high user experience, even when users are on the move. Furthermore, the new 5G NR mobile network is supported by a Gigabit LTE coverage foundation, offering ubiquitous Gigabit-class connectivity.

Advantages such as the ones mentioned above, and more – equip 5G with the the potential to expand into new service areas, including mission-critical communications and the massive Internet of Things (IoT); with this expansion enabled by innovative 5G NR air interface design techniques, such as a new self-contained TDD (Time Division Duplex) subframe design.

5G's Equation with the Global Economy

Reports indicate that the introduction of 5G has contributed over \$13.1 trillion to global economic output, created approximately 22.8 million new jobs, and is expected to generate an estimated \$265 billion in global 5G CAPEX and R&D annually over the next 15 years. A landmark 5G economy study also suggests that the full economic impact of 5G will likely be realized worldwide by 2035, with the technology being touted to support a vast array of industries and potentially enabling up to \$13.1 trillion worth of goods and services.

This influence surpasses that of previous network generations, with the development demands of the 5G network extending beyond traditional mobile networking sectors to encompass industries such as the automotive sector. Research also shows that the 5G value chain—including OEMs, operators, content creators, app developers, and consumers—could support up to 22.8 million jobs, equivalent to more than one job for every resident in Beijing, China. As 5G continues to evolve, new applications and opportunities will emerge, and the full extent of the "5G effect" on the global economy remains to be seen.

Adoption of 5G in 2024 and Beyond

Apple released the first iPhones to support 5G connectivity in 2020; working with both mmWave and sub-6 GHz 5G. And concurrently, mobile network service providers across the world announced the impending roll-out of their 5G service, with some companies indicating that its 5G service would be 'Ultra-Wideband'; meaning better coverage along with enhanced reliability. And ever since, the collection of technologies known as 5G become an integral part of application verticals such as retail experience, fixed wireless access, manufacturing, healthcare, mobility, IoT; and more; with experts believing that by 2025, the global impact of 5G will truly start to take shape. Reputed analysts have estimated that global 5G mobile subscriptions would reach 1.6 billion by the end of 2023, with a projected increase to 5.3 billion by the end of 2029. The fruition of such a development would in turn account for approximately 58% of total global mobile subscriptions. Furthermore, based on the fact that that 5G subscriptions with 5G-capable devices grew by around 1.4 billion globally in

the third quarter of 2023 alone, experts suggest that the uptake of 5G subscriptions is expected to outpace that of 4G significantly in the near future. The growth of 5G, however, will come at a significant cost, as experts predict that by 2030, only a quarter of the world's population will have access to high-band 5G coverage. And while 5G coverage will expand significantly, much of this expansion will be on the network's periphery.

The arrival of 5G means that previously unconnected households and communities will benefit from higher speeds, capacity, and bandwidth, supporting their growing number of IoT devices. 5G NR, which replaces the LTE network's 4G wireless communications standard, supports fiber-equivalent bandwidth transmissions for applications like video streaming and low-bandwidth transmissions in massive machine-to-machine (M2M) communication. 5G NR also handles vehicle-

to-vehicle (V2V) and vehicle-to-infrastructure (V2I) transmissions with extremely low latency demands.

Influence of 5G On Video Streaming & User Experience

In simple terms, 5G technology enhances the performance of video applications by improving connectivity, speed, and efficiency, shaping bitrates, and managing sessions at a highly granular level – all of which enables efficient network utilization and optimization of Quality of Experience (QoE). And thanks to this capacity of supporting higher bit rates and greater bandwidth, 5G is set to elevate video streaming to unprecedented levels. This technological leap means that streaming content in ultra-high resolutions, such as 4K and even 8K, will become more accessible, thereby offering viewers sharper and more detailed visuals than ever before.



5G has the potential to revolutionize content delivery by enabling more personalized and location-based experiences

5G Streaming



The positive impact of 5G, however, extends far beyond just improved video quality. The introduction of 5G wireless broadband is poised to revolutionize the global video streaming industry as a whole. With its promise of faster upload and download speeds, enhanced mobile connectivity, and significantly reduced latency, 5G will redefine the way we experience streaming. Picture a world where the dreaded buffer symbol is a thing of the past, where you can seamlessly stream high-resolution videos even in areas that traditionally suffer from poor connectivity. This is the future that 5G promises to deliver.

As 5G technology becomes more widespread, it will undoubtedly drive a surge in demand for high-quality video and audio content. With more people gaining access to fast and reliable 5G connections, the appetite for high-definition content is expected to skyrocket. The role of 5G in facilitating this increased demand cannot be overstated. By providing the necessary bandwidth and speed, 5G will make it easier for consumers to access and enjoy premium video and audio experiences.

Furthermore, the impact of 5G on the performance of video applications is set to be profound. Enhanced connectivity, speed, and efficiency will significantly improve the functionality of these applications. 5G will enable more precise management of bitrates and sessions, allowing for highly efficient network utilization. This, in turn, will optimize the Quality of Experience (QoE) for end-users, resulting in a more enjoyable and seamless streaming experience. As we look to the future, it is clear that 5G will be a pivotal force in shaping the next generation of video streaming.

And as 5G technology continues to shape the digital landscape, particularly within the realm of video streaming, its impact on user experience has become increasingly undeniable.

The growing demand for smooth, high-quality video streaming experiences proves to be the perfect backdrop to 5G's anticipated success – in that – 5G users can expect quicker loading times and more fluid playback, even in areas where connectivity has been a challenge. Backed by proven results, this advancement ensures that high-quality content is easily accessible, greatly improving the user experience and making streaming more enjoyable and hassle-free.

Alongside, 5G also excels in its ability to handle numerous simultaneous users without affecting the quality of the streaming experience. This is particularly vital during peak times and high-demand events, when user numbers can soar. With 5G, the network efficiently manages these surges, ensuring that all viewers enjoy a seamless and uninterrupted streaming experience, no matter how many are online.

In addition to enhancing speed though, 5G also enables richer, more interactive experiences for its users. The growing popularity, accessibility and level of engagement of virtual reality (VR) and augmented reality (AR) content means that 5G users can anticipate enhanced immersive experiences that go beyond traditional video streaming, fully harnessing the potential of digital content.



With the addition of 5G, the adoption of VR and AR is set to accelerate

Anticipating the Future of 5G in Video Streaming

Looking ahead, 5G has the potential to revolutionize content delivery by enabling more personalized and location-based experiences. Users could benefit from content tailored to their individual preferences, enhancing their streaming enjoyment and engagement. Additionally, 5G could support the delivery of content that is relevant to a user's specific location, creating new opportunities for localized advertising and programming.

5G also holds the potential to support groundbreaking formats and technologies in video streaming – the likes of which include 360-degree videos and holographic displays. These advancements promise to deliver a more immersive and interactive experience for users, pushing the boundaries of traditional video streaming. This evolution will not only enhance the viewer experience but also open up new

avenues for content creators and advertisers to explore innovative ways of engaging their audiences.

On the broadcast side, the deployment of 5G is poised to transform production workflows by reducing the need for large on-site crews. Content distributors will increasingly rely on remote resources, leveraging 5G to enhance efficiency with AI-enabled cameras, lighting, and other technologies. News reporters will be able to react to breaking stories in real-time using 5G-connected devices, while producers in the field will utilise drones to capture footage swiftly and effectively. Alongside, more data-intensive advertising and subscription models that capitalise on the increased bandwidth and speed of 5G can be expected. This will allow businesses to deliver more targeted and effective ads, while the enhanced user experience could drive growth in subscription-based services, as users may be more inclined



to pay for superior streaming quality and a seamless viewing experience.

Another crucial application segment that would hugely benefit from 5G is live entertainment. Today, even though live entertainment extends across multiple screens, especially at large-scale events and venues; attendees are often seen choosing to use mobile devices to enrich their experiences. Experts in on-field events highlight that 5G technology can significantly enhance how attendees engage with the event. Take for example, any game of sport. In such instances, a mobile app can provide real-time overlays of player statistics and information, while virtual reality glasses offer the ability to view the game from various angles. This means that, with 5G, every seat can feel like a front-row seat, providing an optimal view and a more immersive experience for all.

And speaking about AR/VR – it's no secret that previously these technologies were hindered by nagging issues such as pixelation and lag, this issues of which were resolved to a great extent through recent advancements in hardware and processing power. With the addition of 5G though, the adoption of VR is set to accelerate, unlocking new opportunities for live streaming. For example, Ernst & Young note that the Indian media & entertainment sector is transitioning from passive consumption to participative consumption fuelled by the popularity of immersive technologies such as AR and VR, networked gaming, and interactive game shows. In this regard, they believe that the host of benefits provided by 5G in terms of user experience, will not only help accelerate this trend and completely transform the consumer

experience, but also fuel innovation in the use of 5G for the distribution of live HD broadcast in big events, bringing alive the next generation stadium experience through in-stadium AR.

With its potential to drive personalized content, introduce groundbreaking technologies, and create new business models, 5G is set to transform video streaming significantly. At the same time, this advancement presents its own set of challenges and opportunities that will shape the future landscape of video content.

For example, enhanced security measures become even more crucial, as the increased speed and bandwidth of 5G could potentially expose the network to greater cyber threats. Additionally, 5G may spur increased competition in the video streaming market, with more players using this technology to offer superior streaming experiences. Navigating these challenges while seizing the opportunities will be key to fully leveraging the transformative potential of 5G in video streaming.

A New Page for Content Delivery Networks (CDN)

Growth in the adoption of 5G technology will in turn drive a surge in demand for Content Delivery Networks (CDNs); with this increase stemming from the exponential rise in global users simultaneously requesting video services. As 5G delivers faster and more reliable internet connections, the number of users accessing video content is projected to grow significantly. Consequently, the role of CDNs—essential for ensuring seamless video delivery—will become even more crucial, leading to a substantial rise in their demand.

Despite the enhanced speeds though, content providers still require a robust platform to store and deliver their content efficiently. And this is exactly where CDNs play a crucial role in this ecosystem by supporting API hosting, edge computing, and mobile video delivery. They act as a buffer, managing the surge in traffic and ensuring users experience uninterrupted access to their content.

5G's Increased bandwidth and decreased latency, however, presents new challenges for CDN security, in that, the need for more robust CDN security measures that can handle the heightened speed and volume of data transfer, is significantly greater. And as data traffic surges and becomes more complex, CDN providers will need to keep enhancing their overall security infrastructure to stay protected against potential cyber threats, while maintaining the integrity of the streaming experience. This kind of consistent investment in new technologies and infrastructure requires significant resources, both in terms of capital and expertise – an aspect that can be viewed

as a key challenge. Furthermore, CDN providers will have to navigate the increased competition in the market as more players leverage 5G technology to deliver high-quality streaming services.

Challenges notwithstanding, 5G technology not only offers CDN providers the opportunity to enhance their services but also opens the door to delivering more personalized and location-based content. This capability allows CDNs to offer a more tailored and relevant user experience, which in turn can boost user engagement and improve both the performance and profitability of their services. Furthermore, the advent of 5G encourages fruitful collaborations between CDN providers, ISPs, and other stakeholders. By working together, these entities can optimize network utilization, efficiently manage traffic, and ensure a consistently high Quality of Experience (QoE) for users. Such collaborations are poised to create a more streamlined and effective content delivery ecosystem in the 5G era.



With the accelerated adoption of 5G, CDNs - essential for ensuring seamless video delivery - will become even more crucial, leading to a substantial rise in their demand.

MALAYSIA

Skyline SIB “Reforms” Building to Build a Thriving Community

Tegas Broadcast & Multimedia ensures high quality sound system meets the church’s objectives



Skyline SIB, a dynamic and intergenerational city church in Kota Kinabalu, is making history by transforming a former casino clubhouse and sports arena into a thriving community centre. Founded by current Senior Pastor Dr. Philip Lyn in 2001, the church has grown to an average weekly attendance of 1,300 members and continues to expand its impact on the local community.

In a bold move to accommodate its growing congregation and future plans, Skyline SIB

purchased a four-story building, situated on a 3.6-acre plot, complete with 350 parking spaces. This landmark acquisition is not just about expanding the church’s physical space but also about creating a centre that fosters community engagement and marketplace relevance.

The transformation was no small feat. Undertaking extensive renovations during the height of the COVID-19 pandemic, the church faced numerous challenges due to restrictions and regulations. Yet, after 2.5



FACTFILE

Project Name: SkyArena

Project Location: Kota Kinabalu, Sabah, Malaysia

Project Segment: House of Worship – Community Centre

Project Owner: Skyline SIB

Project Systems Integrator : Tegas Broadcast & Multimedia

Key Audio Brand : L Acoustics, Yamaha and Sennheiser

years of perseverance, Skyline SIB has successfully converted the building into a state-of-the-art facility that serves multiple purposes.

The top floor has been renovated into a 900-seat main auditorium for the English service, while Level 1 now houses a 400-seat auditorium for the rapidly growing Mandarin service. The building also includes spaces for youth and children's groups, a production studio, an editing suite, a live stream broadcast system, a digital marketing hub, private office spaces, and co-working areas. Plans are in place for a future upgrade to a full-fledged recording studio suite.

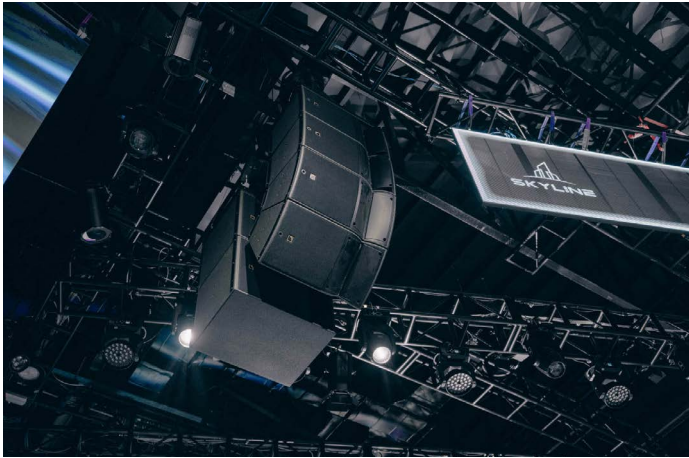
In keeping with its vision of marketplace relevance, the church has leased the ground floor and Level 2 to long-term tenants, including an eye-specialist clinic, a 24-hour gym, and a creative dance studio. This strategy not only supports the church's mission but also ensures



Pastor Peter Fred (with the guitar), with the Skyline SIB team.

that the building remains a vibrant part of the community throughout the week.

Pastor Peter Fred, Skyline SIB's Creative Director, played a pivotal role in the stage design for the main auditorium. He reflects on the journey, saying, "The stage design process began during the early pandemic years, starting with just a pen and a blank sheet of paper. There were doubts and challenges, but we persevered, ensuring that the design was robust, scalable, and future-proof."



The church’s new campus is equipped with cutting-edge technology, including a sophisticated LED wall and lighting design, as well as top of the line audio system, which some have criticised as excessive. However, Pastor Fred remains confident that these features are essential for future growth and design expansions.

The audio system, a crucial component of the worship experience, was designed by Tegas Broadcast & Multimedia, using Soundvision to accurately predict SPL and coverage throughout the main auditorium. It features a Left/Right system comprising of two units of L-Acoustics A15i speakers and KS21 subwoofers on each side, eight units of X4i front fills, four units of X8 as monitors, and a Sennheiser EW300 G4 wireless system. The sound mix is handled by Yamaha CL5 and QL5 consoles, ensuring clear and powerful audio for every event. The A15i Wide’s 30° enclosure ensures expansive coverage while preserving sightlines, making it ideal for medium-throw installations.

Skyline SIB’s vision for this new campus is to be more than just a church building. It aims to be a role model for marketplace ministry, a



place where the community can gather, grow, and thrive. As Pastor Fred puts it, “We want the building to work for us, not the other way around. We’re building for the future, ensuring that we’re not stuck on yesteryear’s anointing and vision. This is a place where our faith, community, and creativity can flourish together.”

Tegas Broadcast & Multimedia

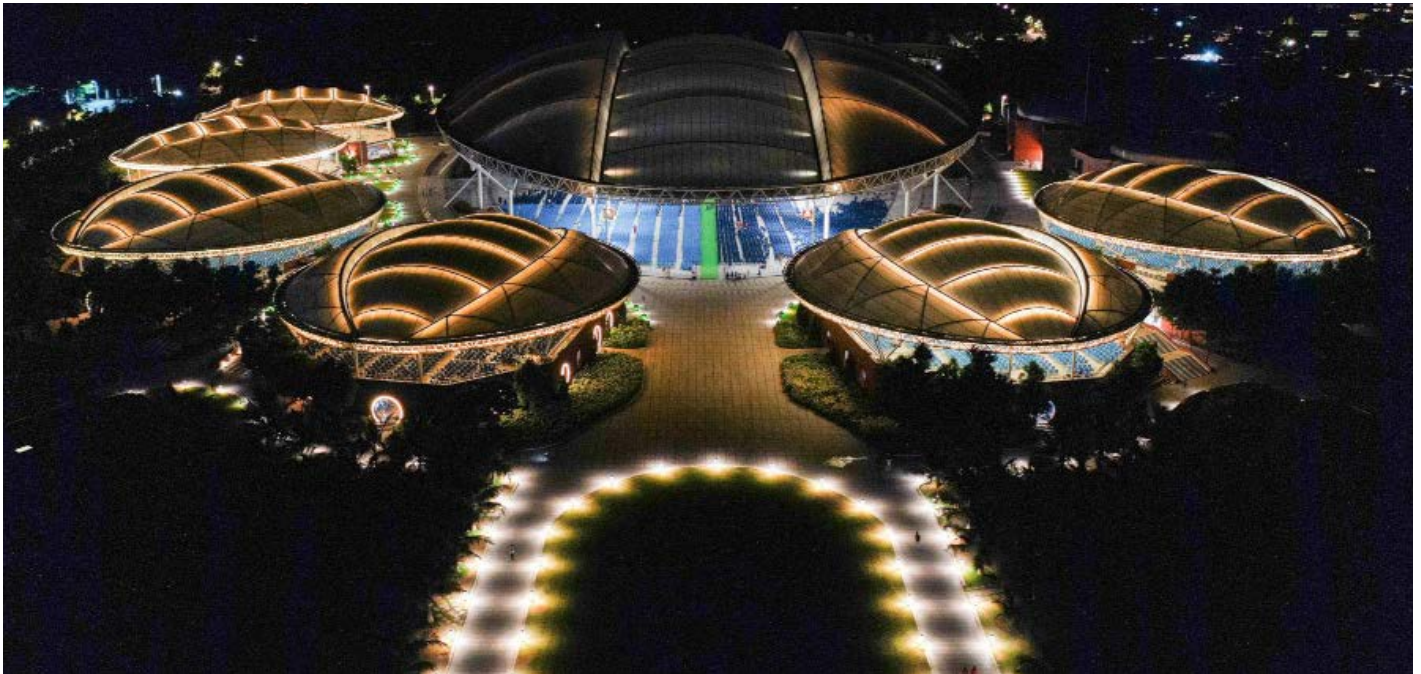
Skyline SIB



INDIA

Harmonizing Spiritual Serenity: Ansata's Triumph at Kanha Shanti Vanam

Ansata manages to succeed in managing the high reverberation within the expansive space



The Kanha Shanti Vanam is an architectural marvel that captivates the attention of all who enter its gates. In the realm of audio technology, the inauguration of Kanha Shanti Vanam on January 29, 2020, marked a significant milestone. With a seating capacity for an astounding 100,000 individuals, the meditation hall is a space of profound spiritual significance.

Kanha Shanti Vanam's awe-inspiring architecture incorporates a large open dome-shaped structure that poses a formidable acoustic challenge. The challenge lay in managing high reverberation within the expansive space. Despite numerous attempts by various companies, it was Ansata that

embraced this challenge and ultimately succeeded.

With a large dome at the center and five smaller domes surrounding the periphery, there was a dire need to deliver intelligible sound to the last person sitting in the farthest dome. This spiritual marvel is not only testimony to serene and quiet meditation waves but also sets it up for numerous musical shows conducted by some of the world's top maestros.

The central meditation hall, with its striking design, serves as the heart of Kanha Shanti Vanam. The crux of the project lay in addressing the substantial acoustic challenges posed by

FACTFILE

Project Name: Kanha Shanti Vanam Meditation Hall

Project Location: Telangana, India

Project Segment: Hospitality

Project Audio Design and Commissioning: Ansata Computer Systems

Project Systems Integrator : Kanha Shanti Vanam internal team

Key AV Brand : d&b audiotechnik

the hall's dome shaped structure. Its vastness required a thoughtful and innovative approach to audio system design and execution.

Overcoming Acoustic Challenges with Precision

Ansata, renowned for its expertise in electroacoustic solutions, deployed a team of skilled system engineers to develop the optimal solution for the acoustic challenges presented by the unique architecture.

The team meticulously worked on devising an electroacoustic design that would not only meet the technical requirements but also deliver exceptional sound quality.

The chosen solution centered around d&b audiotechnik's T-Series, which leverages the power of the smallest line array to create a distributed loudspeaker system. This strategic deployment effectively mitigated the high reverberation in the meditation hall, ensuring clarity and precision in audio delivery. The

main array consisted of T-Subwoofers and T10 loudspeakers placed on both sides of the hall, providing a balanced and immersive sound experience.

To complement the main array, fill arrays and compact point sources were strategically integrated as needed. The setup also included delay arrays, 8S, E8, and compact 5D amplifiers, demonstrating a holistic approach to audio system design. For musical performances, Vi-G Subwoofers were introduced, enhancing the overall versatility of the audio system.

One of the groundbreaking elements of the solution was the incorporation of Audinate's Dante technology. This revolutionary technology transformed the transmission and management of audio, enabling seamless, high-quality, and low-latency audio transmission over standard Ethernet networks. This innovation facilitated efficient signal transmission over both CAT 6 and fiber connections, enhancing the overall performance of the audio system.



Echoes of Triumph

Vikram Shrivastava, the Head of Production at Kanha Shanti Vanam, shared his experience:

"Every word was heard crisp and clear, not only in the meditation hall but also in the satellite building, so that was a very very successful demo, I must say of d&b proving that if you put d&b line array system in this particular fashion, in this particular design, not only the meditation hall but satellite buildings will also be taken care of."

He further elaborated on a pivotal moment after the project: "After the installation, Daaji came for satsang and he gave a small talk maybe 10 minutes or 12 minutes and when he started speaking my heart was really pumping fast after putting so much effort, money, and hope and technology, you know, what would be the audience reaction. While he was giving a talk, I was moving around in the meditation hall listening to how the speakers were sounding and just keeping a close watch on the places, and I was so flabbergasted that there was a smile on everybody's face. Apparently, they were listening to Daaji but showing thumbs up to me and that was such a big relief. I had tears in my eyes that

finally, you know, by Master's grace, his voice can reach each and every individual with the help of Ansata and d&b speakers."

The Confluence of Technology and Spirituality

Ansata's triumph at Kanha Shanti Vanam serves as an inspiration to audio professionals worldwide, inviting them to explore new horizons in the pursuit of audio excellence. The project showcases the transformative power of innovative audio solutions, demonstrating how technology can enhance and elevate spiritual experiences.

As we look to the future, Ansata envisions a continued confluence of technology and spirituality in the audio industry. The success at Kanha Shanti Vanam serves as a beacon, guiding the way forward for audio professionals to navigate and overcome challenges in diverse and unique environments. Ansata remains committed to pushing the boundaries of audio technology, creating immersive and transformative auditory experiences that resonate with the essence of the spaces they enhance.

[Ansata](#)

Earn Course Certificates & CEU's ANY Place. ANY Time.

SynAudCon is the world leader in online training for audio practitioners.

Courses available that serve all levels of expertise and on a wide range of topics.

SynAudCon focuses on the principles:
When the “why” is clear, the “how” becomes intuitive.

When knowledge increases,
opportunities will follow.



SynAudCon

www.prosoundtraining.com

systems
integrationasia