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Why Interoperability is Key to Future-Proofing AV-over-IP Systems

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"With advancements in harnessing data as the "eyes and ears" of built environments, the industry is unlocking new opportunities to enhance collaboration, sustainability, and overall functionality. The integration of technologies across audio, video, control, and space management will redefine what intelligent spaces can achieve, driving innovation and delivering meaningful outcomes on a global scale"

Jatan Shah, President, QSC

From the Publisher

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

Our Feature Column offers a forward-looking perspective on what 2025 holds for the AV industry. We engaged with leading manufacturers, regional system integrators, and consultants to share their insights into the sector's future—examining expected evolution, emerging trends, key challenges, and strategies for success in the coming year.

In our Voicebox column, Kat Taub, Product Marketing Manager for Networked AV at Audinate, underscores the critical importance of interoperability in future-proofing AV-over-IP systems.

The Installation column this month highlights the breathtaking 3D projection mapping at the historic Shamlaji Temple, one of Gujarat's most revered and ancient holy sites. Now illuminated with three-dimensional brilliance, the temple's riveting visuals and captivating storytelling have been elevated by the recent commissioning of a laser sound and light show.

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Why Interoperability is Key to Future-Proofing AV-over-IP Systems

by Kat Taub, Product Marketing Manager – Networked AV, Audinate

TsingHua University in Beijing features an extensive Dante network system.

Over the past decade, AV-over-IP technology has matured significantly. Nearly every major manufacturer in the commercial AV sector now offers some form of networked AV solution. However, the persistent lack of compatibility between these solutions continues to be a source of frustration for AV professionals, highlighting the urgent need for a solution forward.

Customers seek AV-over-IP systems that work smoothly and consistently from deployment to everyday use. They need the flexibility to mix devices from different brands without compatibility issues. The ideal systems are easy to install, user-friendly, and simple to maintain, ensuring hassle-free operations. Additionally, customers prioritize scalability, device management, robust control features, and security in their networked AV setups. Meeting these needs ensures reliable performance and a future-ready AV setup that meets evolving requirements.

Challenges in AV interoperability

One primary obstacle to AV interoperability is the varied implementation of protocols.

Many manufacturers adopt a "walled garden" approach to address this challenge, creating proprietary ecosystems where products from the same brand integrate seamlessly. These ecosystems offer essential benefits, such as scalability and proprietary control and monitoring systems that simplify usability for non-technical users. However, this approach restricts users to a single brand's offerings, which may not always fully meet their needs. It becomes problematic when different facilities require diverse capabilities not supported by the brand's products or when it's time to replace outdated equipment with newer models not available from the same manufacturer.

Establishing open standards presents a possible solution to interoperability challenges. While these standards define agreed-upon technological aspects, they may not consistently guarantee implementation quality or universal support across manufacturers, potentially leading to interpretation variations and interoperability issues. Moreover, the lengthy ratification process often prioritizes fundamental elements such as media transport and discoverability, leaving additional aspects like APIs for control, management, or security to individual manufacturers.

Third-party licensable solutions offer an alternative for achieving networked AV interoperability. Despite concerns about proprietary lock-in, many widely adopted interoperable solutions fall into this category. These solutions provide access to specialized engineering expertise from manufacturer implementation to AV integration support. They also offer new features such as SaaS-based monitoring, APIs, and security enhancements that can be deployed universally across manufacturers without requiring each to independently engineer these solutions from scratch.

Current Perspectives on Interoperability

AV-over-IP systems encompass much more than AV endpoints. Network infrastructure, control, monitoring capabilities, streaming protocols and codecs, security measures, and interoperability standards all must be carefully considered for success.

System performance of an AV-over-IP system remains paramount. The overarching goal is delivering a reliable, high-quality, and engaging AV experience that ultimately supports the organization's or event's overall goals. High performance ensures minimal latency, smooth playback, and high-quality audio and video, which are essential for user satisfaction. Any delays or degradation due to interoperability complications can disrupt presentations, broadcasts, or events.

System scalability is closely linked to interoperability. While some see scaling as merely adding more endpoints of the same type, it often involves incorporating new capabilities and hardware types and supporting new application requirements. A truly interoperable solution must perform well across various scales, from single-room systems to large-scale installations supporting thousands of devices across multiple sites.

Control and management are crucial aspects of modern networked AV systems. APIs are vital in ensuring seamless integration into any

control system, simplifying the system's use for non-technical users. Having a single API across multiple manufacturers further streamlines the process, making it easier to deploy a single pane of glass monitoring solution to help maintain and support the AV system.

Security is now synonymous with interoperability because a system is only as strong as its weakest link. AV has often been a weak point in corporate security plans and a significant reason why AV had to be run on separate hardware for many years. Many IT departments demand that specific security measures and protocols be implemented network-wide; therefore, AV security must also be system-wide. If you're not interoperable on security (e.g., not all devices support user access control or encryption), you're not interoperable at all.

Application-specific video options in AV-over-IP systems are highly relevant. Different applications—such as live events, corporate meetings, broadcast environments, or streaming—have unique requirements. Some applications, like broadcasting or professional video production, demand higher resolutions and frame rates, while others, like streaming, may prioritize bandwidth or lower resolutions. Different applications consume varying amounts of bandwidth. Organizations

can optimize bandwidth usage by adjusting compression rates or resolutions suited to the application, allowing for more efficient network management.

Integrators and IT departments must choose AV-over-IP platforms carefully. These decisions affect cost, efficiency, scalability, interoperability, security, and user experience. A good platform offers high return on investment (ROI) by being reliable, scalable, and adaptable, ensuring maximum value from the investment.

Empowering Interconnectivity Through Manufacturer-agnostic Platforms

Overall, AV interoperability is crucial for ensuring seamless communication, collaboration, and entertainment experiences across a wide variety of devices and platforms. It depends on standards, protocols, platforms, APIs, and rigorous testing processes to guarantee that different AV devices can function together harmoniously, enhancing the user experience and fostering innovation in the AV industry.

Given the availability of both hardware and software solutions tailored for various applications—from high performance to maximum flexibility and cost-effectiveness—a manufacturer-agnostic approach to interoperability is not just ideal but empowering. This approach allows integrators to utilize their preferred devices from different manufacturers, allowing them to choose the best solutions for their needs. With an interoperable platform, the possibilities are truly endless.

Audinate

Registration Opens for Asia's Biggest Smart Display & Integrated System Exhibition

CHINA: Registration has opened for ISLE 2025, which will take place in SHENZHEN WORLD, China from 7-9 March 2025. The last session of ISLE attracted more than 1,000 onsite and online exhibitors and 210, 000 on-site visits from 100+ countries – and next year's event is expected to be even bigger.

Located in the Greater Bay Area – renowned as a production hub for LED displays, as well as integrated system products – the ISLE will highlight the latest innovations from leading brands, such as Leyard, Absen, Unilumin, LEDman, AOTO, LianTronics, BOE, Skyworth, Hisense, etc.

ISLE will present an eye-catching 800 square meter live show for stage designers and systems integrators, with its ever-expanding range of LED displays, 3D naked-eye displays, transparent displays, LED spheres and 360°immersive displays.

ISLE has teamed up with the China Optics and Optoelectronics Manufacturers Association to pick and laureate the latest innovations in 3D naked-eye displays, mini/micro LED, etc. These new ideas are making their way into smart city solutions, virtual production, stage performance, the tourism industry, and infrastructure.

This year's event will feature products from more than 1,000 brands, including manufacturers of LED displays (XR stages, small-pitch, transparent, floor, irregular and smart interactive screens); professional lighting (stage equipment, AV system integration); commercial display (VR/AR/MR and 3D applications); LED lighting; Audio-visual integration and application.

To visit ISLE 2025, click **here** to register.

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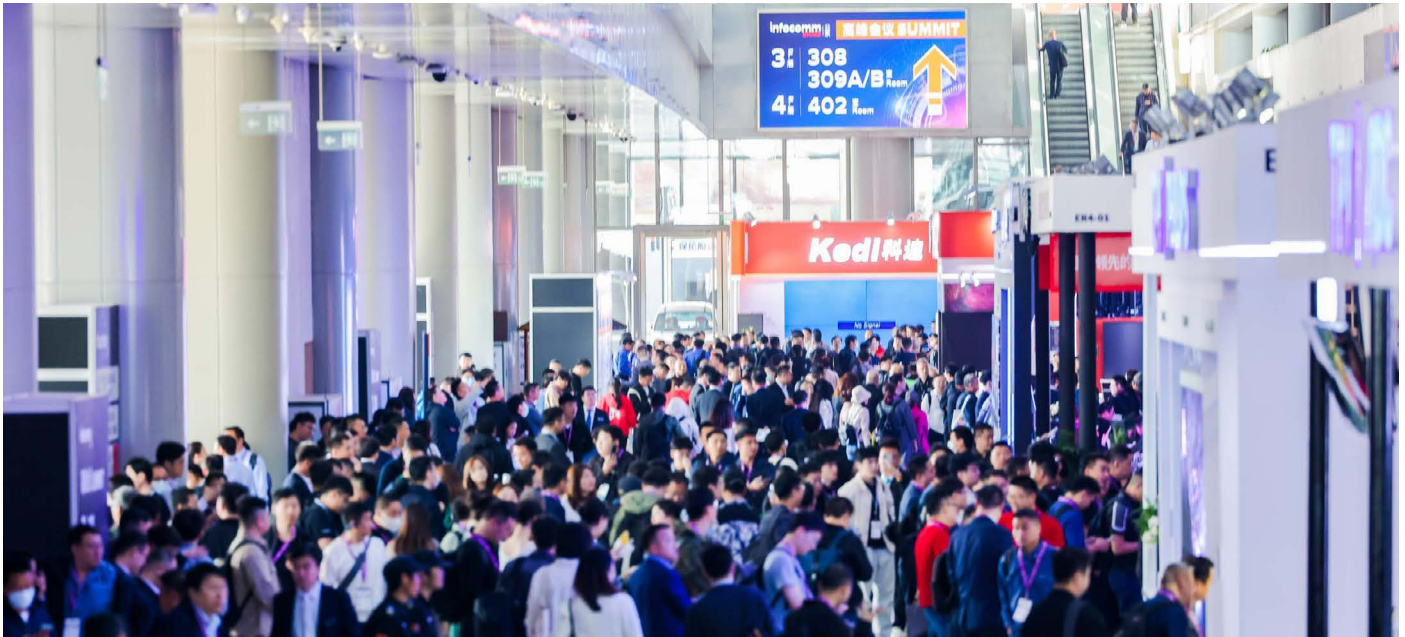
Photo by Beijing InfoComm China 2024

CHINA: According to AVIXA's latest Industry Outlook and Trend Analysis (IOTA) report, the global professional audiovisual (Pro AV) industry is projected to increase its market revenue by US$98 billion over the next five years, with a compound annual growth rate of 5.35%, and reaching US$ 422 billion by 2028.

Amidst the strong growth projections, the Asia-Pacific region is expected to experience the largest increase in Pro AV spending as its economies continue to grow year on year. Specifically, China's Pro AV market is forecasted to expand from US$71.5 billion in 2023 to US$97.5 billion in 2028, establishing itself as the core market in the Asia-Pacific region. As the leading Pro AV and integrated experience trade event in the Asia-Pacific region, Beijing InfoComm China attracts professionals from the global audiovisual industry as well as business professionals from over 30 vertical

sectors. The event serves as a platform for exploring how innovative technologies are applied across borders, driving the industry in new growth directions.

Beijing InfoComm China 2025 will take place at the China National Convention Center (CNCC) in Beijing, China from 16-18 April 2025.

This highly-acclaimed tradeshow has already confirmed the participation of numerous well-known international and emerging brands including BARCO, BOSE, Christie, Philips (Brand of TPV Group), Shure, Sony, Audio-Technica, Unilumin, Leyard, Absen, AVCIT and DIGIBIRD – all of which are global leaders and cutting-edge innovators in the technology sector.

High-quality Professional Buyers: More than 57% have high purchasing decision-making authority

In Asia-Pacific's rapidly growing market, Beijing InfoComm China has emerged as the foremost platform for innovative brands and companies to effectively connect with target buying audiences with their innovative offerings, seize market opportunities, and expand their business reach. The show has become a must-attend event for innovators and technology end-users alike, reaching over 30 vertical sectors, such as AV/IT channels, government/ public sector, culture and tourism, broadcast, education, smart cities, media and advertising, retail, and enterprises.

The quality of professional buyers at Beijing InfoComm China is exceptionally high. In 2024 show edition:

• 58% of visitors come from leading system integrators and contractors in the AV/IT field.
• 41% are end users from vertical markets, reflecting an 11% increase year on year.
• Over 57% of professional visitors have high purchasing decision-making authority.
• 28% were key decision-makers in government departments and public utilities, including public security, judicial agencies, the Ministry of Industry and Information Technology, the Ministry of Transport, the Ministry of Emergency Management, the Ministry of Culture and Tourism, the military and other essential departments.

Presence of High-Value International Buyers: Ample Opportunities Connecting to International Markets

Backed by the extensive experience in organizing its global series of Pro AV tradeshow in China, India and Southeast Asia, the Show Organizer retains a comprehensive database of professionals from high-growth markets across the Asia-Pacific region. This vast international resource ensures robust support from global buyers. In its 2024 edition, Beijing

InfoComm China attracted overseas buyers from more than 45 countries and regions including the United States, the United Kingdom, the Netherlands, Canada, Japan, South Korea, Malaysia, Singapore, Thailand, and India, effectively connecting exhibitors with ready-to-buy visitors and partners and expand their presence in the overseas markets.
The show will continue to enhance its global outreach through its extensive marketing channels including media and association partnerships, social media platforms, cross-show promotional campaigns and more.

Rave reviews from Exhibitors: 83% of exhibitors said Beijing InfoComm China is Core Channel to Promote New Businesses

In-depth surveys with past exhibitors revealed that 80% of the exhibitors were satisfied with the results achieved at the trade show; 83% regarded Beijing InfoComm China as the core platform to promote their business.

MAXHUB's Solutions Director Lin Liming said: "We have been participating in Beijing InfoComm China for many consecutive years. The show is a brand with global influence.

Photos courtesy of Beijing InfoComm China 2024.

Crestron Earns SAVe Certification, Advancing Sustainable Practices in the AV Industry

GLOBAL: Sustainability in AV (SAVe) a U.S.-based organization focused on mobilizing the audiovisual industry to achieve the 2030 Sustainable Development Goals (SDGs), proudly announces that Crestron has become SAVe Certified, underscoring its commitment to environmental and social responsibility. This milestone was reached following Crestron's participation in the SAVe Certification Program on July 18, 2024, at Columbia University's Lamont-Doherty Earth Observatory.

The event brought together over 30 Crestron employees from multiple departments, alongside five SAVe representatives and a guest speaker from Columbia's Climate School. The day's agenda included powerful educational sessions on climate change, e-waste management, plastic pollution, and recycling. These were followed by a workshop where Crestron employees collaborated to develop strategies for aligning the company's operations with the SDGs.

"We are thrilled that Crestron is the first manufacturer in the AV industry to become SAVe Certified," exclaimed Christina De Bono, Founder and President of SAVe. "It's a demonstration of its commitment to align with the Sustainable Development Goals and become a sustainability leader in our industry."

Breaking Barriers Through Cross-Departmental Collaboration

The SAVe Certification program highlighted the transformative impact of engaging representatives from several departments. Crestron employees engaged in a rich exchange of ideas, leading to innovative and forward-thinking initiatives, particularly in Product Design, which was a focal point of discussion. This collaborative spirit demonstrated the power of a unified approach to tackling sustainability challenges and created a shared sense of purpose.

Crestron's Sustainability Workshop Series

Inspired by the event, Crestron has taken decisive action to integrate sustainability into its core strategy. The company has launched a series of monthly workshops, ensuring that all three pillars of sustainable development—environmental, social, and economic—are deeply embedded in its practices. These workshops focus on:
• Facilities Management
• Social Sustainability
• Design for Sustainability
• Supply Chain and Manufacturing

Crestron's efforts exemplify how organizations can drive meaningful change by implementing comprehensive and continuous sustainability programs. To get involved, contact them at

info@saveav.org

EMEET Appoints Audacity Australia as Exclusive Distributor

AUSTRALIA: **Audacity Australia** , a leading distributor of audio-visual solutions, proudly announces its exclusive partnership with **EMEET** , a global leader in professional audio and video conferencing technology. This partnership enhances Audacity's portfolio, offering advanced meeting solutions to IT integrators and businesses across Australia.

Advanced Meeting Solutions for Modern Workspaces

Audacity will distribute EMEET's innovative products, including the EMEET Meeting Capsule Pro Room Kit, Airflow, and HS80. These solutions are designed to meet the growing demand for high-quality, user-friendly AV tools in corporate and commercial environments.

The **EMEET Meeting Capsule Pro Room Kit** is a comprehensive 360° AI-powered conference room solution designed to enhance hybrid meetings. It features dual 4K lenses for superior image quality, 8+2 microphones with advanced noise cancellation for crystal-clear audio, and a 10W Hi-Fi speaker. The kit also includes a pre-paired wireless & portable co-camera, which is ideal for capturing whiteboards, hosts, and additional perspectives in real time. This all-in-one solution ensures that every voice is heard and every face is seen, making it perfect for both small huddle rooms and large boardrooms.

The **EMEET Airflow** is an open-ear Bluetooth headset designed for comfort and is optimised for calls, featuring a detachable microphone and built-in UV light sterilization. With up to 20 hours of talk time with a charging case, IPX5 water resistance, and touch controls, it offers a seamless and hygienic audio experience, ideal for professionals on the go.

The **EMEET HS80** is a lightweight, wireless on-ear headset designed for high-demand environments like call centres and councils. Its advanced Environmental Noise Cancellation (ENC) and 270° rotatable boom mic ensure clear communication even in the busiest settings. With Bluetooth 5.2 connectivity, up to 46 hours of talk time, and dual-device connection capability, it ensures seamless multitasking and reliable performance in busy environments.

Supporting IT Integrators

Audacity Australia's collaboration with EMEET is a game-changer for IT integrators, offering plug-and-play solutions that seamlessly integrate with existing AV setups. This partnership empowers integrators to deliver cutting-edge meeting solutions to their clients, backed by Audacity's expert support.

Expanding Market Reach

Through this strategic partnership, EMEET aims to strengthen its presence in Australia, leveraging Audacity's extensive network and deep industry expertise. Together, they will provide Australian businesses with unparalleled access to cutting-edge conferencing solutions, ensuring seamless communication in every setting.

Xyte Welcomes AV Industry Veteran Randy Klein as President of the Board
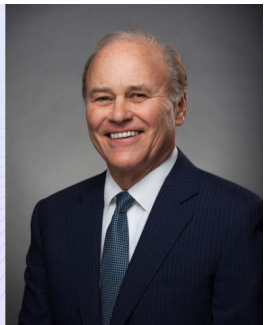
GLOBAL: **Xyte**, developer of the first all-in-one cloud platform for device manufacturers and system integrators, announced that Randy Klein, former President and CEO of Crestron Electronics, has been appointed the company's President of the Board of Directors. Klein, who previously served on Xyte's Advisory Board, brings decades of ProAV industry experience and a proven track record in global enterprise and residential technology growth.

Klein served as President and CEO of Crestron Electronics for a significant portion of his 31-year tenure at the company, until his retirement in 2021. Under his leadership, Crestron became the leading and most successful brand in the industry, recognized as the fastest-growing AV technology company. His visionary approach helped Crestron transform and change the industry by implementing strategic partnerships and a dramatic expansion of the company's global footprint, together with a customer-centric approach. Known for his dedication to innovation, Klein's influence has left a lasting impact on the AV industry.

At Xyte, Klein will bring his strategic vision and market expertise to drive the company's mission of establishing a unified industry standard for cloud-based collaboration. This includes the monitoring and management of AV devices, rooms and buildings, and advanced feature licensing, positioning Xyte to lead the industry through further innovations.

As he steps into this new role with Xyte, Klein expressed his enthusiasm for the company's forward-thinking approach. "I am energized to become Xyte's President of the Board and to take my part with this innovative team that is reshaping the AV industry," said Klein. "I was at the front of many industry transformations over my tenure. The cloud is the next big transformation. The industry needs to adopt a cloud standard which will open up endless opportunities to once again transform our value delivery to our customers. Xyte has built exactly that and will play a critical part in making our industry the most viable and powerful ever. Xyte is realizing a vision I have had for a long time. Some companies change processes, very few companies transform industries."

Xyte's CEO and Founder, Omer Brookstein, expressed his excitement about Klein's appointment. "We're excited to welcome Randy to Xyte's Board of Directors during this pivotal phase of growth. I've had the pleasure of working with Randy for over 25 years, and when I first showed him what we built at Xyte, his genuine excitement further proved to me that we're indeed onto something big. Randy brings a wealth of industry knowledge and visionary leadership that will be invaluable as we continue to scale and enhance Xyte's capabilities. I'm thrilled to have him on our board and look forward to working together as we advance the future of this great industry."

With Klein's appointment, Xyte is well-positioned to accelerate its mission to deliver advanced, cloud-connected solutions to organizations worldwide, redefining how the AV industry manages its connected devices.
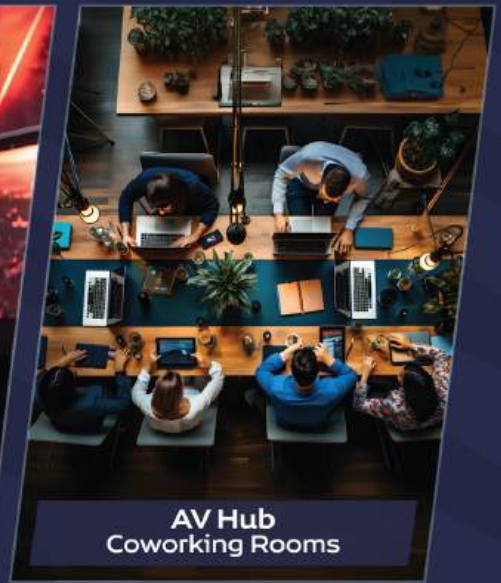
Canon Singapore and Temasek Polytechnic Sign MOU to Advance Security Training and Development

Canon Singapore and Temasek Polytechnic signing a Memorandum of Understanding to advance the security industry. From left to right: Aw Tuan Kee, Deputy Principal of Temasek Polytechnic, Sun Xueling, Minister of State, Ministry of Home Affairs & Ministry of Social and Family Development, and Norihiro Katagiri, Senior Vice President, Canon Singapore.

SINGAPORE: Canon Singapore (**Canon Singapore Pte. Ltd.** has announced a strategic partnership with Temasek Polytechnic to advance the professional development of security personnel in Singapore. The Memorandum of Understanding (MOU), signed between both parties and witnessed by Sun Xueling, Minister of State, Ministry of Home Affairs & Ministry of Social and Family Development, at the **Security Industry Conference 2024** , will see both organisations collaborate on the establishment of a new Security Technology Experience Centre (STEC) located at Temasek Polytechnic.

The state-of-the-art STEC, to be established by Q3 2025, will serve as an immersive, experiential learning hub for security technology training, equipping the current and next generation of security professionals with the skills and knowledge necessary to address the evolving challenges and opportunities in the industry.

The global security services market in Asia Pacific is expected to grow at a compound annual growth rate (CAGR) of **6.2% from 2023 to 2030**, fueled by surging demand for security services and solutions from both commercial and government sectors. Canon Singapore and Temasek Polytechnic's partnership will establish a premier learning hub that facilitates knowledge transfer and plays a crucial role in bolstering Singapore's robust security workforce for the future. The new STEC will also be open to local and international visitors, fostering knowledge sharing and promoting the adoption of innovative security solutions.

"This strategic partnership with Temasek Polytechnic aligns perfectly with Canon's vision of creating a smarter, safer future for communities and businesses with the power of Smart Surveillance. By collaborating with a leading institution like Temasek Polytechnic, we aim to address the skill gaps in the fast-evolving security industry while contributing to the development of a highly skilled workforce capable of leveraging advanced technologies to create safer and more secure environments," said Norihiro Katagiri, Senior Vice President, Canon Singapore.

"The new experience centre will not only train security professionals, but will also foster industry-academia collaboration, enabling us to work closely with industry experts, academia, and government agencies to shape the future of security in Singapore and beyond," Katagiri added.

The partnership will also involve the development of specialised training programs for mid-career security personnel under Temasek Polytechnic's Continuing Education and Training (CET) upskilling initiatives. With over 30,000 enrolments currently, the collaboration with Canon Singapore will help address the evolving needs of the security industry, and meet the growing demand for skilled security professionals, including security officers, who consistently remain amongst the top job vacancies yearly in Singapore.

"This partnership marks a significant step forward in advancing specialised security technology programmes. By upskilling our security workforce and supporting career transitions, we are not only strengthening individual capabilities but also addressing the dynamic needs of an evolving industry. With the launch of the new Security Technology Experience Centre located at Temasek Polytechnic in 2025, we look forward to sharing knowledge and promoting innovative security solutions to both local and international communities and businesses." said Aw Tuan Kee, Deputy Principal of Temasek Polytechnic.

Canon Singapore, as the primary consultant within the MOU, will spearhead the establishment of the STEC, in collaboration with its group of companies, Axis Communications, BriefCam, and Milestone Systems. Together, the companies will offer a comprehensive suite of security and surveillance solutions – including advanced cameras, intelligent video content analytics software and robust video management systems.

Leveraging deep technical expertise from each company, the collaboration will further elevate the capabilities of the new STEC. The combined resources will provide a world-class learning environment for existing security personnel, mid-career switchers, and Temasek Polytechnic students, equipping them with the knowledge and hands-on experience to navigate the complexities of modern security systems.

The strategic MOU between Canon Singapore and Temasek Polytechnic opens the doors to further developments in security technology and workforce training and will pave the way for future collaborations and innovations in the security industry.

Kent Cawthorne Appointed as Vendor Program Manager at PSNI Global Alliance

GLOBAL: PSNI Global Alliance, the world's largest network of leading technology integrators and service providers, is pleased to announce the appointment of Kent Cawthorne as Vendor Program Manager. With nearly 40 years of experience in the audio-visual industry, Cawthorne brings a wealth of expertise in sales, marketing, and business development, having worked with industry leaders such as Sony, Kramer, and Legrand AV.

In his new role, Cawthorne will work closely with PSNI's Director of Vendor Programs, Tom Roberts, to oversee and enhance the Preferred Vendor Partner (PVP) program. He will focus on building and strengthening relationships between technology manufacturers and PSNI's global network of Certified Solution Providers (CSPs). His leadership will ensure that the program continues to provide value to integrators, equipping them with top-tier solutions and support across more than 65 countries.

"PSNI's commitment to excellence in the AV and unified communications sectors is something I've long admired," said Cawthorne. "I'm excited to work with our valued vendor partners to unlock new opportunities, provide exceptional support, and ensure their success within the PSNI network."

"We're excited to welcome Kent to the team," added Tom Roberts, Director of Vendor Programs for PSNI Global Alliance. "His passion for delivering high-value partnerships and his deep understanding of the AV landscape make him the perfect fit for this role. We're confident that Kent's leadership will bring even greater success to our global network and the customers we serve."

As **PSNI** continues to expand its global presence and support its network of more than 113 Certified Solution Providers worldwide, Cawthorne's efforts will help ensure that integrators have access to the best technologies and resources available. His work will be instrumental in positioning PSNI for continued success and growth in the rapidly evolving AV and IT industries.

PSNI's Preferred Vendor Partner program remains central to the Alliance's strategy, enabling leading manufacturers to collaborate with PSNI's Certified Solution Providers to deliver innovative, high-quality solutions across the globe. The appointment of Kent Cawthorne underscores PSNI's commitment to continued growth, enhancing the value it offers to both its vendor partners and CSPs.

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Powersoft Grows Footprint with New Distribution Deals

ASIA: **Powersoft** is expanding its reach in Asia with the appointment of new distribution partners in three key territories. Qorsys AV Technologies is now the official distributor for Powersoft's market-leading pro-audio technology in the Philippines, while Universal Procurement Systems (UPS) will represent the Italian brand in both Singapore and Vietnam.

The new partnerships mark a significant step in Powersoft's ongoing expansion in the APAC region and bring its cutting-edge audio solutions closer to local integrators and end users. Both Qorsys and UPS bring extensive experience and a deep understanding of their respective territories, positioning Powersoft for further success in the Asia-Pacific market.

Universal Procurement Systems, headquartered in Singapore, has built a reputation for its professionalism and strategic approach to pro-audio distribution in Southeast Asia. Christian Liebenberg, senior consultant at UPS, shared his excitement to work with Powersoft in Singapore and Vietnam. "We aim to grow Powersoft amplifier sales organically, achieving a healthy market share across verticals like hospitality, entertainment and rental. By focusing on solution selling, building strategic partnerships and offering value-added services, we are confident we can deliver best-in-class efficiency and reliability to our clients."

Qorsys (a trading name of Ozum Sales Dynamics Inc. is similarly well-regarded in the Philippines for its dedication to providing high-quality products and exceptional customer support. "We were attracted to Powersoft because it has a reputation for solid reliability

UPS team.

and industry-leading technologies that are critical in providing the best solutions to our partners," said Ramon Borja, Qorsys AV Technologies' General Manager, about the new partnership. "Powersoft products work flawlessly with all of the other brands in our portfolio, including Q-SYS, Netgear, and Renkus-Heinz, which are focused not just on traditional audio, but also on the shift towards modern AV over IP.

"My vision is for Powersoft to be the first brand that comes to mind when systems integrators and consultants require a reliable amplifier for mission-critical applications."

Welcoming the new distributors, Luca Giorgi, Powersoft's sales director, commented: "Asia remains a key focus for Powersoft, and these new partnerships are a testament to our ambition to grow in this vibrant region. We are looking forward to working with Qorsys and UPS, both of which bring invaluable local expertise and a passion for audio excellence."

Biamp Sound Masking Reduces Distractions and Improves Office Privacy
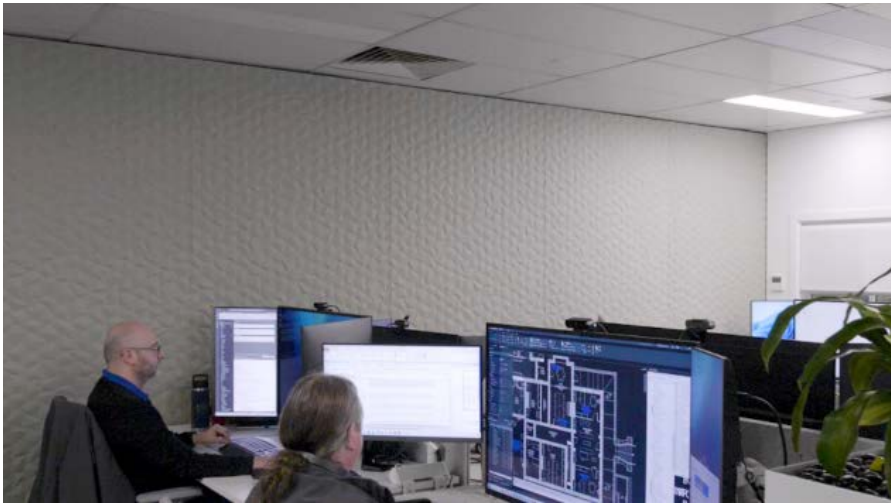
AUSTRALIA: **Biamp**, a leading supplier of professional audiovisual solutions, today announced that Pro AV Solutions South Australia, an AV Integration business located near Adelaide, Australia, has completed its office refurbishment complete with the Biamp Cambridge Qt X sound masking solution. This innovative technology uses a network of discreet ceiling speakers to emit a subtle, ambient noise designed to mask distracting sounds and improve speech privacy.
With an open-office design and various teams working in proximity, the need for both collaboration and focus was paramount. Some departments required frequent communication, while others, such as engineering and programming, needed quiet environments to boost concentration. Pro AV Solutions SA found its solution with Biamp sound masking, enabling the business to maintain privacy and reduce noise interference without compromising the office's collaborative, open feel.

Employees immediately noticed the results of the office remodel and sound masking

installation. Kate Rees, Video Production Sales at Pro AV Solutions SA, reported a significant improvement in the work environment, citing reduced noise and distraction from both inside and outside the office.

"Since we renovated and installed the Biamp sound masking system, we've all noticed a big improvement in the atmosphere, in the noise that we no longer hear from outside, and from other people," said Rees. "You can actually talk to people properly and you're not being overcome with other noises."

Biamp played an integral role in designing the solution tailored to the specific needs of Pro AV Solutions SA. "Biamp came to assist with the design, incorporating its Qt X system to ensure we can function as a team, but also minimize the interference amongst different departments working in the same area," said Marc Wilkinson, Account Manager, Pro AV Solutions SA.

"The improved working environment that the Biamp Cambridge Qt X system provides empowers workers to engage in clearer communication within a more peaceful atmosphere, especially in areas around conference rooms and collaborative spaces," said Niclas Brattberg, General Manager of Middle East and Asian Pacific Markets at Biamp. "For Pro AV Solutions SA, the system not only enhances speech privacy but also contributes to a more focused and comfortable workspace."

L-Acoustics Marks 40th Anniversary Year with Major Growth Milestone

GLOBAL: Capping off a year of marking the company's 40th anniversary, **L-Acoustics** has announced another significant milestone with the addition of its 1,000th team member. Kevin Gouriou joins the company as a prototypist in Research & Development, marking a milestone that showcases four decades of growth from the company's European roots to its current position as a global leader in professional audio.

This milestone comes during a remarkable period of growth for L-Acoustics, which has seen a 40% increase in its workforce over the past two years. With global hubs in Paris, Los Angeles, London and Singapore, the company has strategically expanded to support its worldwide network of partners and clients while maintaining its commitment to innovation, with 20% of its workforce dedicated to design and R&D.

"For forty years, L-Acoustics has been driven by a spirit of innovation and a simple vision: bringing people together through extraordinary sound," said Anne Hamlett, Chief People Officer at L-Acoustics. "Welcoming our 1,000th team member represents a significant milestone in our journey to connecting people by creating the world's most exceptional sound experiences and demonstrates our continued commitment to excellence across all geographies and divisions of the company."

L-Acoustics addressed its rapid growth through strategic restructuring, establishing specialized teams for key market verticals and strengthening support for its certified provider network across 80 countries. The company's significant expansion in 2024 included over 200 new positions created, 20% of which were filled through internal promotions, highlighting its dedication to employee development.

"Our growth strategy isn't just about the numbers – it's about building sustainable teams that can support our partners and drive innovation," said Oscar Heinke, Director of Talent Acquisition & Organizational Design at L-Acoustics. "To meet the dynamic demands of our industry, we're creating a versatile workforce - both by promoting from within and by bringing in fresh perspectives and top talent across all departments."

Renkus-Heinz Announces Distribution Partnership with HASOUB

SAUDI ARABIA: **Renkus-Heinz**, an industry leader in cutting-edge loudspeaker technology, is proud to announce a strategic distribution partnership with **HASOUB**, a premier regional distributor specializing in Extra Low Voltage (ELV) systems and Information and Communication Technology (ICT) solutions, based in Jeddah, Saudi Arabia.

This collaboration marks a pivotal step in Renkus-Heinz's expansion in the Middle East, where the demand for professional AV integration solutions is rapidly growing. With HASOUB's robust regional presence and expertise, Renkus-Heinz's award-winning sound solutions will now be accessible to diverse sectors, including smart buildings, education, hospitality, and entertainment.

"MEA is one of the most promising yet challenging regions when it comes to delivering best-in-class professional solutions," said Karan Kathuria, director of sales and development for Asia at Renkus-Heinz. "Renkus-Heinz is committed to offering the best customer experiences in the region via its advanced engineered solutions.

"With recent shifts in customer expectations, both pre-and post-sales, we wanted to restructure our go-to-market model. In this journey, we have been very fortunate to work with HASOUB, a renowned entity in MEA delivering some of the best ELV solutions. With its presence in major regions, HASOUB enjoys a great understanding of MEA customer trends. We are confident this alliance will enable us to better understand and serve our customers and improve our channels."

Founded in 2004 and headquartered in Saudi Arabia, HASOUB has grown into a trusted leader in delivering ELV and ICT solutions across the region, with operations in Egypt, Bahrain, the United Arab Emirates, and Oman. HASOUB's tailored approach to projects, from meticulous design to comprehensive after-sales support, has earned them a sterling reputation.

"As a trusted regional distributor, we are thrilled to partner with Renkus-Heinz, a brand synonymous with innovation and excellence in sound solutions," said Fathi Abdulmotalab, distribution executive manager at HASOUB. "This collaboration allows us to introduce transformative sound technologies to the Middle East market, elevating the standards of audio integration and exceeding customer expectations with solutions tailored to the diverse needs of our clients."

"Renkus-Heinz aligns perfectly with our mission to provide exceptional audio solutions to regional system integrators," added Saed Albanna, Business Development Manager at HASOUB. "This partnership enhances our value proposition, strengthens relationships with contractors, and opens new growth avenues for the professional AV market in the region."

Together, Renkus-Heinz and HASOUB are set to transform the audio experience in the Middle East, delivering state-of-the-art solutions that redefine quality and innovation.

SDVoE Alliance Introduces Power of 10+ Initiative to Highlight the Benefits of 10-Gigabit Ethernet

GLOBAL: The **SDVoE Alliance** , a nonprofit consortium of technology providers collaborating to standardize the adoption of Ethernet to transport AV signals in professional AV environments, announces the launch of its new branding initiative, The Power of 10, highlighting the 10-gigabit capabilities of SDVoE technology. As 10 Gbps Ethernet infrastructure becomes more accessible, affordable and widely deployed, SDVoE technology is unlocking the full potential of this standard, delivering unparalleled performance for professional AV applications.

By leveraging the SDVoE platform, organizations can achieve uncompromised performance and zero-millisecond latency, all while maintaining flawless image quality over 10 Gbps networks. With SDVoE, integrators and end users no longer need to patch together solutions from disparate components. Instead, they can rely on an off-the-shelf, end-to-end platform that simplifies

deployment, reduces costs and uncovers new possibilities.

With SDVoE technology, integrators and end users can unlock the benefits of the Power of 10, including:

• Zero Latency: Achieve seamless, sub-microsecond signal transmission (as low as 100 microseconds) for real-time, interactive applications.

• No Compression: Experience uncompressed 4K60 video with 4:4:4 chroma subsampling and advanced resolutions, including 21:9, 32:9 and 5K, for unparalleled image fidelity.

• Multiview and Video Wall: Native support for high-quality scaling, enabling seamless multiview and video wall capabilities, reducing deployment complexity and cost.

• KVM: Provides a comprehensive suite of commands and features to enable scalable, seamless KVM solutions for both simple and complex deployments.

• InstaSwitch: Instantaneous transitions without any visual disruption, making it essential for live production and control room applications.

• No Compromise USB 2.0 + Video: Transmit USB 2.0 data alongside video over a single 10G link, streamlining system design by reducing cabling for peripherals like touchscreens and KVM setups.

• Ultra-Low Power: The energy-efficient BlueRiver ASIC consumes just 2 watts, significantly reducing power usage compared to FPGA-based alternatives.

• Proven Interoperability: A common ASIC and API ensures compatibility across devices from multiple manufacturers, giving integrators unmatched flexibility.

• Standard Software Interface: Advanced software-driven features allow developers to innovate and create custom applications for specific verticals.

• Ultimate Flexibility: Unique bidirectional Ethernet transceiver capabilities, support for copper or fibre endpoints, point-to-point or network connectivity and customizable solutions with three-chip options.

• Bonus Bandwidth: SDVoE technology supplies 1G Ethernet connectivity at each endpoint, even while transmitting 4K60 4:4:4 resolution.

"Upgrading to 10 Gbps infrastructure is no longer a forward-looking investment – it's an essential step for unlocking performance and efficiency in audiovisual systems," said Stephane Tremblay, president of the SDVoE Alliance. "The Power of 10 celebrates the benefits that SDVoE technology brings to the table, ensuring integrators and end-users can deliver exceptional experiences across a variety of applications without compromise."

With The Power of 10, the SDVoE Alliance aims to redefine professional AV by eliminating traditional bottlenecks associated with outdated signal transport methods. By standardizing Ethernet for audiovisual applications, SDVoE technology provides a comprehensive, off-the-shelf solution that integrates seamlessly, scales efficiently and reduces overall costs. As accessibility and affordability of 10 Gbps networks grow, the SDVoE platform empowers integrators and end users to create scalable, sustainable and cost-effective AV systems that redefine possibilities.

Nteck Systems to Distribute Airtame Solutions in India
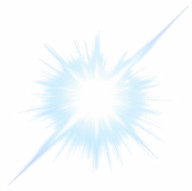
NDIA: Nteck Systems is bringing a new innovative and collaborative screen-sharing solution to Indian AV-IT market from Danish major **Airtame**.

The alliance brings to place a simpler, smarter and more engaging shared screen experience, offering solutions for hybrid conferencing, screen sharing and digital signage. Anyone can effortlessly share from their personal device to the screen on the wall- whether it is a student in the classroom or a participant in a hybrid meeting space.

Airtame solutions are designed to be completely agnostic – across the industry spectrum – in that they are compatible with products from Logitech, Shure, Poly, Jabra, Aver, Bose, Sennheiser, INOGENI and EPOS, and with soft codecs for hybrid meeting platforms such as Zoom, Microsoft Teams, Cisco Webex and Google Meet.

Nteck Systems, which had been focussing on building strengths and competence to provide complete solutions through key relationships- for hybrid and collaborative work environments and elevating conferencing experience, now stands a notch above the competition with unique screen-sharing-ecosystem with Airtame.

The partnership will allow Ntech Systems to not only further expand their product offering but also to provide AV community with simpler, and

smarter integration for screen-sharing, digital signage, and complete hybrid conferencing solution to its partners across India region.

Some of Airtame's globally recognized innovations include award-winning **Airtame Core** and **Airtame Hybrid**. Airtame's award-winning products meet and even claimed to exceed international standards.

"Partnering with Airtame is a natural fit into Nteck Systems' portfolio," declares Nataraju Upputuri, CEO and Co-Founder of Nteck Systems. "We had been focusing on this demanding area for quite some time," he said. "This partnership with Airtame not just strengthens and expands our portfolio; it does so for Indian AV spectrum as well for its unique solution ecosystem."

According to him, the new partnership uniquely expands the solutions spectrum for the domains of unified communications and collaboration, providing the customers with an 'A-list' brand for their collaboration requirement.

"We see the addition of Airtame to our portfolio as a unique win-win value proposition and look forward fostering a strong and long-lasting partnership with Airtame."

For Airtame, which had been looking for a footing in Indian market, this partnership is a significant stride forward.

Airtame's Distribution Head for MEA and APAC regions Fritz Andersen states, "Nteck Systems have experienced technical, presales, and aftersales support team to provide a value-added sales approach that will help us further develop business with Indian Pro AV channels."

Bose and Amanplex Reignite Malaysia with Presentations and Product Demonstrations

MALAYSIA: On November 27th, over 160 professionals from systems integration, rental companies, AV consultancy, M&E sectors, and AV/IT end-users gathered at the Grey Box in Kuala Lumpur, Malaysia. The event, organised by Bose Professional distributor **Amanplex** in collaboration with Bose Professional Singapore showcased cutting-edge audio solutions designed for diverse applications.

"Our mission was to let everyone know that Bose Professional has solutions for every occasion," said Muhd Farhan, Territory Account Manager – Pro, Bose Professional.

To captivate the audience, each product presentation was paired with a live demonstration. "This approach kept the audience engaged as they not only listened but experienced how our technology works firsthand," Farhan shared. "Many attendees praised our setup, as they rarely get opportunities for such immersive demos. Their appreciation motivates us to continue enlightening the industry."

Solutions Showcased:
* **Conferencing Solutions:** Featuring the VB1 paired with a Samsung Touch Display.

* **Conferencing DSPs:** With built-in Dante and versatile 2-in-1 amplifiers for volt line or impedance applications.
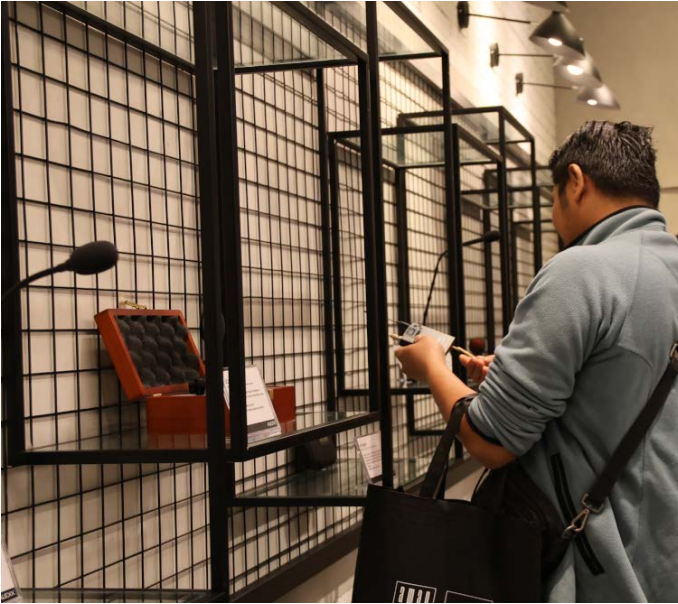
* **Portable Sound Solutions:** Adaptable for various spaces.

* **Edgemax Ceiling Speakers:** Featuring 180° and 90° low-profile directional throw technology.

* **ArenaMatch Utility Speakers (AMU):** With wider dispersion for diverse applications.

* **DesignMax Updates:** New 8-inch weather-rated speakers (IP55). Innovative mounting options for both DesignMax and AMU series.

* **Software Innovations:** ControlSpace Designer Cloud: Streamlining system designs. ControlSpace Accelerator: Simplifying configuration workflows.

* **Line Array and Column Array Speakers:** Including the IP55-rated MA12EX.

* **AMM Multipurpose Speakers:** Versatile point-source solutions.

* **Subwoofer Range:** From indoor 10-inch models to IP55-rated outdoor units.

The presentations delved into unique Bose Professional technologies, such as DesignMax's advanced features, the intuitive Bose Professional software suite, and ISO-standard simulation tools like Modeler. Attendees also learned about the directional capabilities of Edgemax ceiling-mounted speakers.

A Collaborative Success

Farhan also praised the event's seamless execution, crediting Journal Multimedia (JMM) for their role in supporting the showcase. "JMM not only provided exceptional workmanship in deploying and rigging our ShowMatch speakers but also managed event lighting and projector content. The personal involvement of their CEO, Mr. Kent, as the MC added authenticity to the event, especially since JMM is a valued customer of Bose Professional."

Reflecting on the event's impact, Farhan expressed his gratitude: "Together with Amanplex and JMM, we reignited interest in Bose Professional solutions, highlighting their quality and competitive pricing. The passion and enthusiasm we witnessed inspire us to innovate further and deliver better sound experiences in Malaysia."

Bose Professional

PPDS Provides One-Stop Wireless Content Sharing with Philips ScreenShare

PPDS, the exclusive global provider of Philips Professional Displays and complementary solutions, has launched the Philips ScreenShare – a comprehensive new all-in-one presentation software solution delivering seamless and unrestricted secure wireless content sharing and connected experiences.

Extending the experience with PPDS' evolving suite of dedicated solutions for education and corporate environments – such as the Philips Collaboration Displays range unveiled earlier this year – Philips ScreenShare effortlessly transforms any teaching or meeting space into a fully secure, inclusive, and connected environment, without any additional hardware.

Pre-installed on all new Philips Collaboration BDL3152E and BDL4152E interactive displays, and available for download via PPDS Wave on existing models, Philips ScreenShare offers near-universal compatibility, connectivity, and inclusivity, overcoming many common complexities, limitations, and frustrations experienced with other comparable content sharing solutions.

Universal compatibility
A fully GDPR-compliant solution, developed in collaboration with DisplayNote, whose software was used in over 300,000 classrooms and powering over 15 million screen shares in 2023 – Philips ScreenShare embraces BYOD, allowing the presenter (screen controller) and up to 100 participants to simultaneously connect and share content directly on the main display using their personal device. And that's not all.

Adopting a tech-agnostic approach and ensuring maximum inclusivity and equality, Philips ScreenShare's flexibility supports content sharing from any device, connected to any network (LAN, WiFI, mobile) and running on any operating system. This includes devices on Windows, Mac, iOS, iPadOS, ChromeOS, or Android, with AirPlay, Google Cast, and Miracast also supported, for effortless usability.

Freedom to teach / freedom to share
Utilising extensive market feedback, Philips ScreenShare requires almost no training, with even the least tech-savvy able to easily use and understand the solution. This includes extensive control and management of what is shared, when, and by whom.

Up and running within seconds, helping classes to run smoothly and on time, presenters simply open the Philips ScreenShare app on the Philips interactive display, which will automatically reveal a unique six-digit code. Unused codes are automatically refreshed after thirty minutes and at the end of every session, with all connected

devices being disconnected to avoid potential unauthorised access.

Upon entering the code into the Philips ScreenShare app or web browser on their device, the presenter has the freedom to remotely control, manage, and wirelessly present their lesson plans – supporting all file types** – directly on the Philips Professional Display from anywhere in the room, with the technology in the room doing all the heavy lifting.

Participants in the room simply connect to the display using the same process, with all content immediately shared and broadcast on their device in real-time, offering the perfect front-row view wherever they're sitting.

Maximising engagement
To encourage and facilitate effortless collaboration, presenters can seamlessly connect and disconnect specific devices/individuals at any moment, providing them with the opportunity to wireless present and broadcast their screens on the main display. For enhanced group interactivity, Philips ScreenShare features 'GridView' and 'extended GridView' allowing up to nine devices to connect and broadcast simultaneously.

Further extending and complementing existing out-of-the-box features pre-installed on Philips Collaboration Displays, SceenShare also includes Annotation Mode and a Whiteboard, letting presenters and selected participants draw and add markings over the top of the content being displayed.

Helping to keep the room engaged at all times, and to reduce potentially distracting notetaking, all content presented can be saved, with a shared items folder acting as a central repository for files and links shared during the session. Even those absent can quickly

catch up anytime and anywhere with Philips ScreenShare.

Philips ScreenShare at a glance:
• Saving shared content: With Philips ScreenShare content can be saved for connected users to upload via the shared items folder – a central repository for files and links shared during the session.

• Connect as a Teacher: The 'Connect as a Teacher' feature allows teachers to use their devices to invite connected students and attendees to share their screens.

• Whiteboard: Philips ScreenShare can also be used as a whiteboard, enabling greater interactivity and improving the meeting and teaching experience.

• Moderator mode: This feature gives teachers and presenters the ability to choose, connect, and disconnect the devices that can share onto the main display.

• GridView and extended GridView: Using GridView enables four attendees to connect to the display, while extended GridView allows up to nine devices to connect to a session at any time.

• Annotating over content: As well as showing content, the presenter can use the annotation mode to draw and mark, from their device, on top of the content on the display.

* A maximum of nine participants can be given simultaneous access to share content and broadcast their screens to the main display at any given time.

** File types supported: o Audio – mp3, wav o Document – doc, docx, xls, xlsx, ppt, pptm, pptx, ppsx, txt, odt, ods, odp o Image – jpg, png o PDF – pdf o Video – avi, mov, mp4 ZIP zip

PPDS

Alfatron Electronics Announces the VMix41 and VMix-Mini Video Switchers

ALF-VMIX41

ALF-VMIX-MINI

Alfatron Electronics, a manufacturer of products for the AV market, is pleased to introduce the VMix41 and VMix-Mini video switchers. Designed to select between multiple incoming video signals from various sources (camera, PowerPoint feed, etc.) and direct one of those signals to a monitor/screen, the new VMix41 and VMix-Mini offer rich feature sets and excellent on-board displays to manage one's signals.

The new **Alfatron VMix41** is a multifunctional, quad HDMI video switcher with four HDMI input ports housed in a tabletop form factor. The switcher is outfitted with a 5.5-inch FHD (Full High Definition) colour LCD to ensure excellent visual feedback while operating the unit. For managing the various video signals, the VMix41 offers a comprehensive feature set. This includes a variety of built-in video transition effects, PIP (Picture in Picture) / POP (Pop-Out), plus logo overlay and keying functionality with quick access buttons—all supported and accelerated by FPGA (Field Programmable Gate Array) technology.

Equally notable, the new VMix41 includes dedicated Quick Access Camera Select

and Preset recall buttons to ensure intuitive operation throughout the session. Further, the switcher offers advanced PTZ Camera control with dedicated parameter control buttons and a joystick to easily manage pan, tilt, and zoom operations. Additionally, the VMix41 supports UVC (USB Video Class) streaming, multi-network streaming, and local video recording.

Designed for easy transport, the new **Alfatron VMix-Mini** offers a rich feature set that is conveniently housed in an easy-to-carry form factor. Similar to its larger sibling, the VMix-Mini is a quad HDMI video switcher with four HDMI input ports. The unit also has a vivid 5-inch-wide gamut FHD (Full High Definition) colour LCD to assist with managing one's various operations. The VMix-Mini is outfitted with T-bar switching for control of more than thirty effects—providing smooth, easy operation for achieving world-class visuals. The system includes built-in transition effects, layering, PIP/POP, and keying functionality. The new VMix-Mini also includes a five-way rocker switch for PTZ camera control.

The Alfatron Electronics VMix41 and VMix-Mini video switchers are expected to be available from December 2024.

Uniguest Announced Global Launch of Uniguest Hub

Uniguest, a global leader in digital engagement technology, has announced the introduction of Uniguest Hub, an innovative SaaS-based platform designed to streamline digital communications. Uniguest Hub transforms how communications teams manage and broadcast their content to drive audience engagement by offering an all-in-one solution for digital signage, interactive TV, casting, room signage, and interactive wayfinding.

To meet the growing demand for delivering eye-catching, interactive, and informative content, Uniguest Hub offers a comprehensive suite of engagement technologies managed through a cloud-based CMS. This centralized approach simplifies deployment and management, making it easier for organizations to promote their brand, message, services, and products to every visitor.

Uniguest Hub is broken down into modules to offer customers flexibility, enabling them to invest in the technology that supports their immediate needs and budget while retaining the option to grow their engagement provision as they need it:

• Digital Signage: Scalable, 'drag 'n drop' digital signage that makes it easy to design, schedule, and display dynamic content across multiple locations.

• Interactive TV: A best-in-class solution for creating the ultimate IPTV experience, ensuring viewer satisfaction, and driving revenue opportunities through brand consistency, extensive personalization, and relevant promotions.

• Casting: Share content from devices such as laptops, smartphones, or tablets to any connected display with just a few clicks.

• Wayfinding: Ensure a stress-free visitor experience with interactive property maps and a directory of local attractions.

• Room Signage: Dedicated meeting room signage tools that synchronize room displays with a central calendar, helping to guide visitors and staff to the right space.

Uniguest's chief executive officer, Matt Goche, said, "We have always provided our customers with powerful, easy-to-use technology that enables engagement with their audience in whichever way is best for the individual. By consolidating digital signage, interactive TV, casting, room signage, and wayfinding into one user-friendly platform, Uniguest Hub encompasses this ethos, providing an intuitive platform with everything required to effectively engage audiences, enhance brand presence, and deliver a strong return on investment for end users and clients.

ISE 2025: Connection Restored

Prepare to immerse yourself in the cutting-edge world of audiovisual technology at ISE 2025, the premier event for the systems integration and AV industry, taking place 4-7 February 2025. Set against the vibrant backdrop of Barcelona, this year's show promises to deliver unparalleled insights and innovations. ISE 2025 offers a unique opportunity for professionals to explore the latest advancements and trends in AV technology, making it a must-attend event for anyone in the industry.

Inspiring Speakers

Globally acclaimed digital analyst, author, and visionary Brian Solis will take to the stage on Tuesday, 4 February to present the **Opening Keynote**. Known for his profound insights into the intersection of technology, business, and culture, Solis will share his vision on how the pro AV and systems integration industry can change and innovate through the latest developments in artificial intelligence (AI).

Exploring the future of tech development driven by AI, Solis will discuss the opportunities and challenges for the pro AV and systems integration business and the role each of us plays in shaping the future.

Secondly, on Wednesday 5 February, Italian digital artist Quayola will give the **Creative Keynote** presentation. He will be providing fascinating insights into his groundbreaking projects, including the mesmerising 'Arborescent' projection mapping experience on Casa Batlló, which takes place on 1 and 2 February as the next edition of ISE kicks off in Barcelona.

Book Your Tickets Now!

There are several special events at ISE 2025 that require advance booking. The content programme, curated by AVIXA, CEDIA and ISE, offers a multitude of opportunities. These include the Summits, the European Latin American AV Forum, and CEDIA Workshops.

This year ISE has shaken up the content programme to give greater focus to five mega trends making an impact in the industry: Retail, AI, Audio, Cyber Security, and Sustainability. These dedicated Track sessions complement the Summit programme and will take place from Tuesday through to Thursday. The entire programme provides a platform for pro-AV experts to stay ahead of industry trends and network with key players in the field.

Attendees can look forward to sessions on smart home integration, audio-visual technologies, and industry trends. ISE's goal is to provide valuable insights and knowledge to help attendees stay ahead in their respective fields.

New: ISE Day Pass for Conferences & Summits

For the first time, ISE 2025 introduces flexible ticketing options, including the new Content Day Pass. This pass provides daily access to ISE Summits along with additional Track Sessions happening on the same day - all at no extra cost. Running across the first three days of the show, the Track Sessions allow delegates to attend a conference and seamlessly drop into sessions of their choice, offering a more tailored and flexible learning experience.

The comprehensive programme ensures that attendees have access to the latest industry insights and trends, making ISE 2025 an unmissable event for anyone looking to advance their career in the AV industry.

Top Picks for AV Professional Attendees

Anyone wanting to appreciate the sheer scope of the AV industry's innovation should start their ISE journey at the Multi-Technology Zone which lies at the heart of ISE (Halls 3, 5, and 8.1). In particular, Hall 3 is the location of many of ISE's flagship exhibitor brands. Expect AI-powered innovations, the highest resolution displays in all shapes and sizes, audio systems for every scenario, projectors, cameras, control systems, encoders, decoders, and cloud-based platforms for communication and collaboration.

New for ISE 2025

Esports Arena Hall 8 (Stand 8B100)

Produced in collaboration with LVP, one of the world's leading operators of global esports competitions, the Esports Arena is one of the leading showcase attractions for the newly opened Hall 8. The 1,000sqm Esports Arena will showcase the latest in AV, broadcast, and esports technology in a fully operational facility broadcasting live each day. It's a unique opportunity for ISE attendees to get a technical insight into the production and broadcast of an esports event. Esports events are a benchmark for the application of cutting-edge AV and broadcast solutions and pushing the boundaries of what's possible in live event production. Esports professionals will compete each day in a different well-known game, all streamed live on Twitch. ISE attendees will also have the opportunity to compete amongst one another and with the pros.

Robotics & Drone Arena Hall 8.1 (Stand 8J300)

Equipped with state-of-the-art drones and robots, the Robotics and Drone Arena provides a platform for engineers, hobbyists, and students to collaborate, compete, and innovate. From obstacle courses to aerial races, workshops, and training sessions will be held across the four days of ISE 202512. This arena provides a dynamic and interactive environment for all to explore and experience the future of robotics and drone technology.

Discovery Zone Hall 8.1

Located for the first time in Hall 8.1, the Discovery Zone is a must-visit. Companies new to ISE since 2023 will be showcasing their groundbreaking innovations, ensuring that visitors encounter new and unexpected solutions that can revolutionise their projects.

Join us at ISE 2025

To discover the latest AV solutions and innovations from event industry suppliers exhibiting at ISE, as well as the hottest industry trends, register today and secure your place at ISE 2025.

As a reader of Systems Integration Asia, you can use code 'systemsintasia' to book your FREE pass, visit www.iseurope.org/.

2025

TRENDS   CHALLENGES   STRATEGIES

We brought together leading manufacturers, regional system integrators, and consultants to share their insights on the future of the AV industry—exploring how the AV industry is expected to evole, trends, challenges and strategies for 2025. Their diverse perspectives provide a compelling glimpse into the industry's evolution. We're confident our readers will find their views both thought-provoking and inspiring.

Jasline Tay, Asia-Pacific Regional Sales Head (Immersive Experience), Barco Singapore

How do you envision the AV industry evolving in 2025?

For 2025 we see continued growth in Themed Entertainment, immersive experiences, and experiential AV use in large-scale hospitality projects in APAC. With Immersive spaces coming of age, we start to see some of the original brands retire, and newcomers entering the market with a more streamlined and holistic approach covering the content & IP, the AV hardware and software, and the operational models all in sync. For Instance, India continues to grow in projection mapping with storytelling that explores the aspects of religion, history and culture like the Prime Minister's Museum, Cellular Jail and the most ambitious mapping

to-date, Statue of Belief. As the demand to revolutionise everyday consumer experiences increase, we also see an increasing demand in Extended Reality in diverse industry segments from entertainment to industrial manufacturing and even healthcare.

What key trends or technologies do you believe will shape the future of the AV industry?

2025 will be a breakthrough year for IPMX AVoIP networked image technologies, with various manufacturers developing and launching native IPMX support and receiver cards or breakout boxes to connect legacy hardware to a networked future. In projection technology we see a quest for smaller more powerful projectors that offer all the features and image quality of their bigger counterparts. Our new Barco I600 4K15 projector with unique single-step Pulse electronics is a great example of this trend: superior image quality, a wide range of available lenses and accessories and

a comprehensive choice of inputs straight out of the box. On top of that, sustainability and driving the use of eco-friendly solutions continues to be at the top of agenda. At Barco, reducing the environmental footprint has always been in our DNA. From product innovation to design, packaging and logistics, Barco substantially reduces CO_2 emissions and optimizes resources use.

What challenges do you foresee for businesses and organizations in the coming year, and how should they be addressed?

The move to IPMX will require a rethinking from point-to-point towards networked content flows, and with that the need for unique skills that combine general AV- and networking expertise. Manufacturers will have to provide easy-to-use tools and user interfaces that help demystify this new territory. Of course, we also recognised that staff shortages continue to persist to this day – which increases the need for efficiency and easy to use tools and systems. Barco Pulse is a powerful projector firmware and software toolset that facilitates easy installation, simplify workflows and improve efficiency.

What is your company's strategic vision for 2025, and how do you plan to achieve it?

Barco has grown significantly in Asia Pacific with offices in major cities in Singapore, SEA, Taiwan, India, Australia, Japan and Korea. We will continue to expand our footprint - to be closer to our customers and provide a greater level of service. xpanding through distribution and bringing deeper customer engagements in the rental, staging and fixed install market are all part of this expansion strategy. We're eager to serve these markets and we're looking forward to a successful 2025.

Kati Pajukallio, Genelec AV Business Manager

How do you envision the AV industry evolving in 2025?

There are a number of developing trends already in play in AV that we think will gather pace throughout 2025. It's clear that networked audio and video systems, cloud technology and a genuine commitment to sustainability are already key areas of focus, and they are already feeding into product development. We see that continuing.

What key trends or technologies do you believe will shape the future of the AV industry?

The customer experience will be key, and we've already seen an increasing focus on immersive technology, which is raising the bar on what the public can expect when they venture out. The pandemic was an accelerator for this process, as many people had the time and money to consume quality streamed content and invest in the latest AV technology for the home, and realise how good it could be. So now, there's an increased client awareness of the need to elevate the customer AV experience in response to that. Expectations are so much higher now. AI obviously has massive potential to impact the whole AV process, from content creation through to personalising the user experience. At this early stage there's still a mixture of hype and reality, but it's clear that this technology will be a very powerful force.

What challenges do you foresee for businesses and organizations in the coming year, and how should they be addressed?

There appear to be two opposing forces at work – the global need to upgrade and modernise

AV systems, and increasingly tight budgets with which to achieve this. So the challenge will be winning the argument that investment in AV technology should consider the total cost of ownership over a long period of time. Scalability, future-proofing and long term sustainability should be high on the priority list – not just short term expenditure.

What is your company's strategic vision for 2025, and how do you plan to achieve it?

Having come from the world of music production and broadcast audio, our aim is to continue our sustained growth in Installed Sound. Our offering in that market is already firmly rooted in networked audio and sustainability, so our plans involve an extensive program of events and training, allowing us to find ways to interact and let people experience exactly what we offer. For those that still view us purely as a manufacturer of studio loudspeakers, be assured that we have so much more to talk about!

Jatan Shah, President, QSC

How do you envision the AV industry evolving in 2025?

In 2025, the AV industry will continue its evolution beyond the convergence of AV and IT, incorporating technologies from adjacent industries to create unified, interoperable solutions. This marks a transformative moment, where the focus shifts toward designing smarter, more efficient, and people-centric spaces.

With advancements in harnessing data as the "eyes and ears" of built environments, the industry is unlocking new opportunities to enhance collaboration, sustainability, and overall functionality. The integration of technologies across audio, video, control, and space management will redefine what intelligent spaces can achieve, driving innovation and delivering meaningful outcomes on a global scale. As these trends accelerate, the AV industry will play a pivotal role in reimagining the potential of connected spaces to better serve the dynamic needs of organizations and their people.

What key trends or technologies do you believe will shape the future of the AV industry?

The future of the AV industry will be defined by intelligent, adaptable, and efficient spaces that address the changing needs of modern businesses. Key trends include smarter collaboration tools, energy-efficient technologies, and data-driven insights that optimize how spaces are utilized and managed.

AI and data-driven solutions will be central to this evolution, enabling AV systems to act as the "eyes and ears" of intelligent environments. By integrating with broader building management technologies and leveraging advancements in AI and machine learning, spaces will become smarter and more adaptive, dynamically responding to user needs. Organizations are seeking scalable, cost-effective solutions that can evolve with their needs, ensuring lasting value and adaptability. These advancements are transforming spaces into environments that prioritize collaboration, efficiency, and engagement, ultimately enabling teams to work more effectively and achieve greater outcomes.

What is your company's strategic vision for 2025, and how do you plan to achieve it?

Our strategic vision for 2025 is to lead the evolution of intelligent spaces by leveraging deep customer insights to deliver tailored,

high-value solutions that anticipate diverse user needs. As part of the recent acquisition by Acuity Brands, we are enhancing our ability to drive innovation and shape environments that intelligently adapt to users, fostering better experiences, greater energy efficiency, and meaningful end user outcomes.

Through the Q-SYS platform and its robust partner ecosystem, we aim to harness the power of data and interoperability to transform spaces into dynamic environments that come to life for their occupants. Together with Acuity, we share a commitment to unifying the data estate of built spaces—encompassing how they are managed, what happens within the space, and access to the space unlocking unique opportunities to deliver transformative value and redefine the potential of connected spaces.

Christopher Lim, General Manager, ESCO

How do you envision the AV industry evolving in 2025?

Broadly speaking, we expect awareness of the AV industry to increase within the end user base. Enterprise customers are recognising the fact that AV is not just a sub-category under IT and further refine their AV standards.

Key manufacturers will try to provide system integrators with offerings to increase their value offerings in their services portfolio and refine their channel strategy to remain competitive.

What key trends or technologies do you believe will shape the future of the AV industry?

AI will play a major role in automating complex solutions that previously required specialist

roles to operate. Townhalls are a good example of this - The tracking cameras, microphones and improvements to user interfaces all have AI underpinnings. They are now easy to book, operate and no longer need a specialist operator.

There will also be major improvements made to remote monitoring and control applications for AV, which is a key component of an SI's service portfolio

What challenges do you foresee for businesses and organizations in the coming year, and how should they be addressed?

There are challenges beyond counting, but the key challenge for a traditional AV SI is the commoditisation of UC based AV solutions. Telco's and IT companies are now taking these solutions on as part of their portfolio and are tend to operate at a lower margin structure. But in any large AV project there will always be complex rooms where actual AV expertise is required and this is where any AV company worth its salt can add value.

The modern workplace strategy for businesses is also a difficult to navigate. It is not about which manufacturers have the best specifications but analysing the needs of your existing workforce and finding out what works for them. Our advice is for businesses to engage with consultants or integrators in the modern workplace and learn about the best practices and successful use cases before simply coming to conclusions after simply analysing the technology available.

What is your company's strategic vision for 2025, and how do you plan to achieve it?

ESCO has 3 key pillars - Customer centricity, Innovation and Continuous Improvement.

ESCO has a strong presence in Asia and executes hundreds of projects a year across 15 different countries. Building a regional infrastructure requires time, investment and patience to build up a good project track record. We have a high retention rate in our enterprise customer base and it will continue to be our growth engine.

That said, we are always refining our processes to achieve operational consistency, but we believe we have laid the regional foundation over the last 10 years to grow exponentially in the coming years.
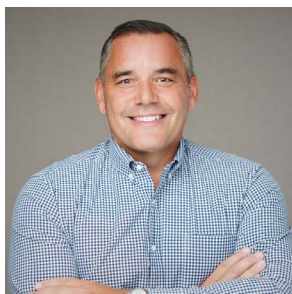
Steven Mederios, CEO, Vega Global

How do you envision the AV industry evolving in 2025?

By 2025, I envision the AV industry becoming increasingly integrated with emerging technologies such as artificial intelligence (AI), augmented reality (AR), and the Internet of Things (IoT). This integration will lead to more personalized, immersive experiences across various sectors, from entertainment to education and corporate communications. Collaborative tools and remote access solutions will also see significant advancements, enabling seamless interactions regardless of location.

What key trends or technologies do you believe will shape the future of the AV industry?

Several key trends will shape the future of the AV landscape, including:

1. AI and Automation: AI-driven analytics will enhance content creation and audience engagement, allowing for more tailored experiences.

2. Immersive Technologies: AR and virtual reality (VR) will see wider adoption, particularly in training, marketing, and entertainment, allowing users to engage with content more dynamically.

3. Cloud-Based Solutions: The shift to cloud platforms will enable more scalable, cost-effective AV solutions, facilitating remote collaboration and expanding access to high-quality content.

4. Sustainability Initiatives: As environmental concerns grow, the industry will increasingly focus on sustainable practices, including energy-efficient technologies and eco-friendly materials.

What challenges do you foresee for businesses and organizations in the coming year, and how should they be addressed?

Key challenges include:

1. Rapid Technological Advancements: Keeping pace with emerging technologies will require continuous learning and adaptation. We will move away from complex, multi-vendor solutions to single source solution providers. Companies should invest in training and professional development to stay competitive across the major players in the market that have strategic relationships with the top software platform.

2. Cybersecurity Risks: The increasing integration of connected devices poses significant cybersecurity threats. Organizations must prioritize robust security measures and conduct regular audits to protect sensitive information.

3. Cost Management: Economic uncertainties may impact budgets. More companies will move to an OpEx model versus CapEx to

conserve capital and provide a better service to their end users. Companies should explore flexible financing options and innovative solutions that deliver ROI without compromising quality.

4. Workforce Adaptation: As the AV landscape evolves, businesses will need to focus on building a versatile workforce skilled in both traditional AV and new technologies. This could be achieved through partnerships with educational institutions for tailored training programs. Our entire workforce needs to think more about our customer's customer, the end user, first. Focusing on the CX, Client Experience, will make everyone a success.

What is your company's strategic vision for 2025, and how do you plan to achieve it?

At Vega, our strategic vision for 2025 revolves around being a leader in providing innovative, sustainable AV solutions that meet the evolving needs of our customers. We aim to achieve this by:

1. Customer-Centric Approach: Focusing on understanding our customers' needs and delivering tailored solutions that address their unique challenges and aspirations.

2. Strengthening Partnerships: Collaborating with tech leaders, educational institutions, and industry experts to stay at the forefront of innovation.

3. Investing in R&D: Continuously developing cutting-edge technologies and solutions that enhance user experience while integrating sustainability into our product design.

4. Global Expansion: Exploring opportunities in emerging markets where AV solutions are becoming increasingly crucial to business operations.

Simon Long, Senior Director - Client Technology Consulting, CBRE

How do you envision the AV industry evolving in 2025?

Over the past few years, meeting room AV solutions have become increasingly simple to deploy and much cheaper in price. This presents 2 key questions 1) how do manufacturers compete without it being a race to the cheapest? and 2) how do integrators maintain their professional services value?. I believe the answer to both that we will see evolving the industry in 2025 is broader features and integration. An AV room solution that has a built in signage player and can provide you with occupancy data, room temperature and air quality has increased value and reduces the number of separate solutions you might buy. Accordingly, an integrator who can set all of that up, integrate it with you dashbaords and reporting platforms or even manage it all for you as a managed service, has significantly more value than their competitors who cannot.

What key trends or technologies do you believe will shape the future of the AV industry?

Undoubtedly AI but I believe not in the traditional way we've seen used to date in AV. Current systems leveraging AI for aspects like noise suppression, camera tracking and image quality are already very impressive but I believe the future of AI in AV will be the overlay of AI in new areas. For example, generative AI platforms like Sora from OpenAI could be integrated with content delivery solutions to create images and videos for signage using corporate themes and colours daily. This would keep content fresh and engaging and help to eliminate 'stock

footage fatigue'. It would also likely be both a key unique selling point of the solution and subscription based model - increasing value to the client and revenue to the manufacturer. This is how I see the future of AI in AV.

What challenges do you foresee for businesses and organizations in the coming year, and how should they be addressed?

The need for integration and data are reaching a critical point in organisations now. For systems to be truly effective, they need to be integrated. In AV this is aspects such as lighting, blind control, power management etc. And for systems to offer maximum value we need easily accessible data - in AV this includes usage patterns, occupancy counts from the cameras and environmental aspects such as room temperature and air quality that are now being captured. If AV is on a standalone network with no access to other networks or the internet - how do we integrate it or get any data from it? This is a key challenge that is now becoming more clearly recognised and understood by organisations. Resolving it is absolutely possible but requires a big shift in corporate IT mindsets around network architecture and a break away from the 'standards of old' to embrace the needs of the new.
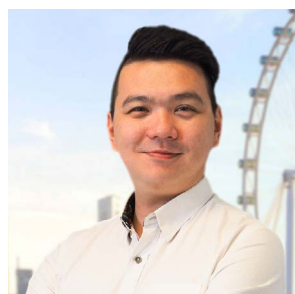
Rico Sim, General Manager, PTS Singapore

How do you envision the AV industry evolving in 2025?

A growing emphasis on immersive technologies and spatial audio will transform how people engage in meetings, presentations, and events, fostering deeper connections and more dynamic experiences. In parallel, the AV industry will continue to

evolve by delivering user-centric designs and intuitive solutions that enhance collaboration and creativity in hybrid workplaces. At the same time, progress in ESG compliance, cybersecurity, and data protection will ensure AV technology is accessible, secure, and contributes to a more sustainable future.

What key trends or technologies do you believe will shape the future of the AV industry?

1. AI and Automation: AI-powered systems will redefine AV functionality by enabling smarter room environments that adjust lighting and displays based on user preferences, intelligent cameras that auto-frame participants, and predictive maintenance that reduces downtime and improves system reliability.

2. Cybersecurity: As AV integrates further with IT networks, robust cybersecurity measures, such as real-time threat detection and encrypted data flows, will be essential to safeguard sensitive information and ensure operational resilience.

3. Simplified Interfaces and User-Centric Design: AV systems will increasingly adopt intuitive, consumer-like interfaces—such as touch-free room booking or voice-activated controls—that simplify workflows and enhance adoption, making technology feel effortless.

4. Sustainability: Technologies aligned with ESG principles will include energy-efficient hardware, modular designs for extended product life cycles, and solutions that reduce e-waste. For example, AV systems with energy optimization features or products designed for easy recycling will become standard.

What challenges do you foresee for businesses and organizations in the coming year, and how should they be addressed?

1. Economic Uncertainty: Volatility from global events may pressure budgets, requiring businesses to adopt flexible pricing models and prioritize solutions with clear ROI.

2. Talent Shortages: A growing skills gap in the AV industry necessitates investments in training programs, internships, and mentorship to attract, upskill, and retain talent capable of meeting evolving demands.

3. Sustainability vs. Cost: Balancing ESG goals with cost constraints will require innovative approaches, such as modular designs and energy-efficient systems.

4. Market and User Education: Many users lack awareness of AV's full capabilities, necessitating greater efforts to educate clients and demonstrate the technology's value in enhancing workflows and collaboration.

What is your company's strategic vision for 2025, and how do you plan to achieve it?

PTS Consulting envisions being the trusted technology partner in APAC, enabling clients to thrive through innovative, sustainable, and user-focused solutions. By prioritizing intuitive designs, educating clients and talent, and aligning with ESG principles, we aim to simplify workflows, enhance collaboration, and deliver future-ready systems that prepare businesses for the future of work.

SNAPSHOT

TRENDS

IPMX AVoIP

Immersive Technology

Data-driven Insights

Automation

Cloud-based Solutions

Leveraging of AI

Cybersecurity

Sustainability

CHALLENGES

Requirement of New Skills

Overcoming Tight Budgets

Commoditisation of UC Solutions

Cybersecurity Risks

Accessible Data in AV

Market & User Education

Cost Management

Talent Shortage

STRATEGIES

Expanding Footprint

Expand on Events and Training

Leveraging Customer Insights

Customer Centricity

Strengthening Partnerships

Prioritizing Intuitive Designs

Investing in R&D

Shamlaji Temple Shines in 3D Projection Mapping

Rhino Engineers, Magical Theatre, and Star Dimensions come together to create spellbinding visual

by Ram Bhavanashi

Shamlaji Temple – one of the most famous and ancient holy shrines in Gujarat – is shining in three-dimensional glow, in all its brilliance, with riveting visuals and captivating storytelling. The recent commissioning of laser sound and light show at the temple has made it the latest focal point of the country's '3D projection map.'

The minds that moulded the antique rock temple into an immersive, AV-powered spiritual manifestation – Rhino Engineers, Star Dimensions and Magical Theatre – brought to place not only a masterly artful work, but dedication and teamwork.

An SI Asia exclusive this month.

FACT FILE
Project Name: Shamlaji Temple Sound and Light Show
Project Location: Gambhoi - Bhiloda Road, Samalaji, Gujarat, India
Project Segment: Infotainment
Project Management Consultant: Rhino Engineers Pvt Ltd
Project Design Consultants: Rhino Engineers Pvt Ltd
Project SYSTEMS INTEGRATORS: Star Dimensions Pvt Ltd
Project Content Developers: Magical Theatre
Project Highlight: India's first fully sustainable AV Install. Entire AV&L show running on fully green-energy/solar power systems, with zero electricity costs
Key AV Brands: Barco Projectors, Barco Show Controller server, Dataton Media Server, Turbosund Surround sound system, Kwant laser light projection, Claypaky moving head, Aura RGBW LED Light fixtures, LED Linear Wall Wash and Wall Washer, Aura Linear luminaire facade lighting. Aura DMX controller systems, Saarvik solar power panels.

Shamlaji Temple – located on the banks of Meshvo river in Aravali district of Gujarat, some 135 km north of State capital Ahmedabad – is one of the most ancient and holy Vaishnavite temples in the region. Dedicated to Lord Vishnu, worshipped here as Gadhadhar Shamlaji, the temple's history is steeped in antiquity of at least 600 years, though it does show some traces of much earlier temple building.

While its architectural style hint at its origins in the 11th century in Chaulukya style, the present structure dates to roughly 15th century. Understandably, it underwent several renovations and expansions over the centuries.

Given the rich heritage, historicity, as also the revered place the temple occupies in the minds of people, the *Gujarat Pavitra Yatradham Vikas Board (GPYVB)* – the governing body of pil-grimages in the State – decided to promote the spiritual tourism potential of the place by installing a permanent laser sound and light show by means of 3D projection mapping on the temple.

Due diligence of the measures initiated for the purpose saw three reputed domain expertise teams coming together to bring the intended vision to reality: Rhino Engineers as the Project Management and Design Consultant, Magical Theatre as the Content Developer, and Star Dimensions as the Systems Integrator.

The PMC's job included – besides AV&L concept and design – supply, installation, commissioning, operation and maintenance for five years of the 3D projection mapping system. According to Rhino, they also worked on 7.1 audio system, projection system, and solar power installations.

Characteristic Structure Posing Challenge

Shamlaji temple – built in hard, white sandstone and brick – is characterized by rows of pillars and canopy of rock arches built in two rows above an expansive pedestal, and is surrounded by a compound wall with a gateway.

Profusely carved with episodes from the *Ramayana* and *Mahabharata* engraved on the outer walls, the temple surfaces feature numerous stone carvings of gods, nymphs, musicians, and celestial dancers.

All that made the projection surface of 90ft x 85ft area much more challenging for design and installation of suitable systems.

"It is the first of its kind to integrate such a spectacular combination of projection mapping and RGB dynamic lighting synchronization on ancient temple architecture," informs **Narendra Naidu, Managing Director/Principal Consultant of Rhino Engineers**.

"Designing the projection façade and viewing gallery posed significant challenges," Naidu reveals. "Selecting an appropriate location for the viewing gallery was difficult due to the site conditions," he explains. "The temple has four entry gates with constant pilgrim movement, so we had to opt for a back right-angle area. We then selected a projection façade area that covers a quarter of the temple's surface."

The typical nature of sculptural surfaces, and their heritage value also made the installing of electrical wiring and lighting fixtures more challenging.

"We used special mounting arrangements and created stone-based housings for speakers both for alignment and protection from tampering.

That the site is around 140 km away, taking about two-and-half hours of road journey, shipping the equipment without any damage was also challenging.

"Integrating the lighting and audio systems was also a major challenge," recalls Naidu. "As pilgrims move all around the temple area during parikrama, we designed light fixtures close to the base of the structure," he explains. "The front-of-house and base speakers were installed near the edge of the temple podium, while the surround speakers were placed on the rampart, forming 90-degree L shapes."

An air-conditioned control cabin, made from a container, was installed on the rooftop of the rampart to house five projectors, UPS, and audio/video hardware and software, protecting them from dust, heat, and rain.

According to **Jay Mathuria, Founder-Director of Star Dimensions**, the site also posed a very potential challenge of monkey menace. The extensive movement of the primates across the premises made it extremely challenging for protecting the cables and even projection systems too.

"They kept tampering with the cabling even while the install work was going on," Mathuria recalls. "We had to devise special protective cabinets for each of the projectors, and make special provision for AC conduits to prevent tampering by the monkeys."

That handling such challenging environments was a kind of routine for them, the Integrator maintains, they addressed every challenge, and came out with trumps.

"The design specs were there for us; we had to fit in the systems as per that," Mathuria asserts. He, however, maintains that they took liberty at some areas of specifications, suggested alternative systems that best suited the situations, and upon approval from the client and consultant, installed the AV- much to their admiration.

"It's the first fully sustainable AV&L install in the country," declares Mathuria. "The entire show runs on environmentally friendly and green energy-based power systems," he reveals. "This particular measure enabled the install to be a zero-electricity-cost project for the client."

Content – the Heart of the Matter

The show's content is rich and vibrant, featuring narration by Harish Bhimani and music by the band Indian Ocean. The 28-minute show, presented in Gujarati, Hindi, and English, narrates a rich history that is understandably unfamiliar to most people.

According to **Aman Arora, Proprietor and Creative Head at Magical Theatre**, who was entrusted with the task of content development, 'the client wanted a show that highlights the rich legacy behind the Shamlaji Temple. It had to present the historical facts and personalities who had contributed to its development.

"The central theme of the show revolves around the Shamlaji Temple itself, with the temple serving as the hero," Arora explains. "It is a celebration of *Sanatan Dharma*, Shree Shamlaji viewed through the eyes of devout followers of the Lord," he elaborates. "It had to emphasize the temple's beauty, significance, and the deep reverence it inspires."

Such an intense effort – that has bearing on people's beliefs and faith, needed a very careful and guided approach to the subject matter.

"The project presented several challenges," admits **Asha Kiran, Project Manager, Magical Theatre** for the install. "One of the main challenges was verifying the authenticity of the legends, facts, and visuals, as many references were not readily available," she reveals.

"We conducted extensive research; we interacted with academicians and the temple's pundits," Asha explains. "We explored various historical texts, visited several sites related to Shamlaji. We delved deep into books that detailed the geography surrounding the temple."

According to her, the temple trust was instrumental in providing valuable data and references, helping them create a comprehensive and accurate narrative.

"Among the many great projects we did, this one stands out," says the Magical Theatre exec. "It's like a truly magical theatre unfolding in front of the audiences; a true testament to the magic of storytelling through technology and art. For the sheer architectural beauty brought to life in vibrant colours and content, immersing the audiences like a magical spell."

Rhino Engineers   **Star Dimensions India**

Magical Theatre