

VOL.24 ISSUE 02

FEBRUARY 2025

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# systems integrationasia

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### FEATURE

User Experience:  
The Game Changer

### VOICEBOX

The Future of Pro AV Industry:  
Emerging Trends Shaping 2025

### INSTALLATION

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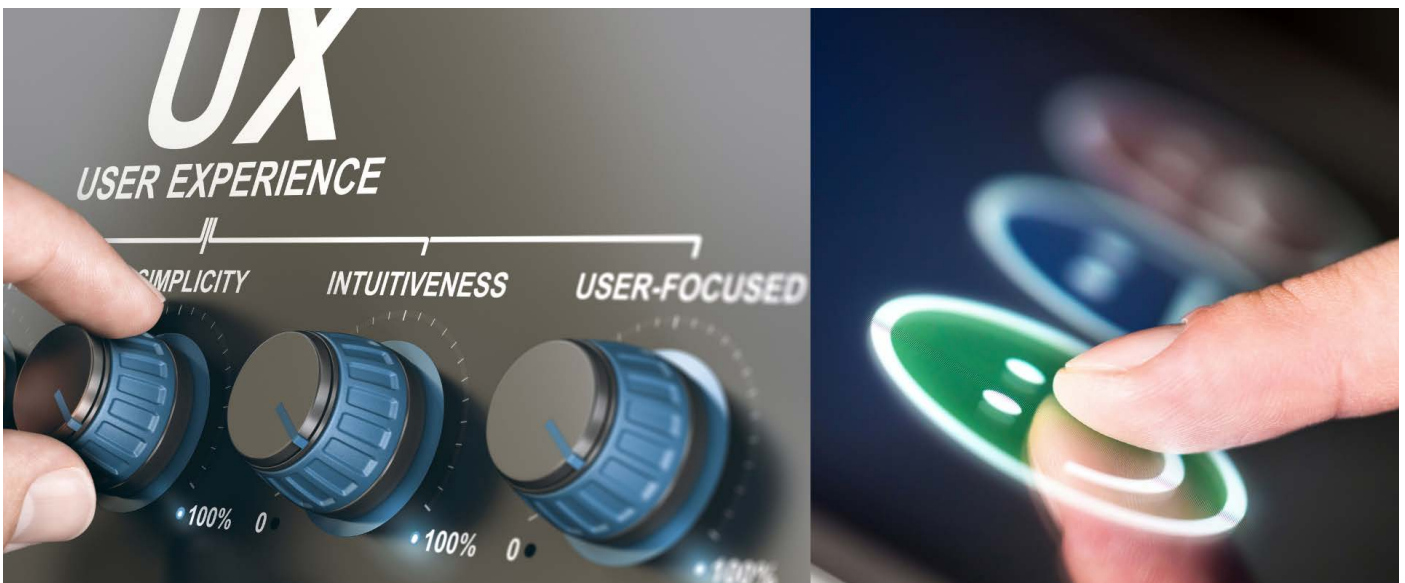


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**Steven Mederios, CEO, Vega Global** ◆◆◆◆◆

To read more go to Feature on page **36**



# From the Publisher

Thomas Richard Prakasam  
Publisher/Editorial Director  
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User experience (UX) lies at the core of how we engage with technology. It transcends basic functionality, emphasizing seamless, intuitive, and enjoyable interactions that boost productivity, satisfaction, and accessibility. This principle holds true in the AV world as well. In this issue's Feature column, we speak to two leading systems integrators—**Steven Mederios, CEO of Vega Global, and Daniel Sobkowski, Technology Specialist at CTSAV**—about their perspectives on the importance of user experience. In the Voicebox column, **Kirti S. Shetti, Country Manager, South Asia at Kramer**, builds on our January issue's feature on 2025 trends, challenges, and opportunities. She shares her insights into the key Pro AV technology predictions in the Asia-Pacific region that will shape the year ahead. Our Installation column highlights an ambitious urban upliftment project featuring a 100-year-old heritage masjid that required an extensive AV integration effort, executed with excellence by **Alphatec, ISSPL, Play Technologies, and QSC**.

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# The Future of Pro AV Industry: Emerging Trends Shaping 2025

by Kirti S Shetti, Country Manager, South Asia, Kramer



Over the past decade, developments in the Pro AV (Professional Audio-Visual Systems) industry have been phenomenal, especially in the APAC region.

According to a recent report by Mordor Intelligence, the APAC Pro AV market size estimated at USD 47.23 billion in 2024 is expected to reach USD 66.44 billion by 2029, growing at a CAGR of 5.54% during the forecast period (2024-2029). Pro AV solutions offer video conferencing, web streaming, and live broadcast services making it easier for teams across different geographies to communicate, collaborate, and work together. Thanks to AV and IT coming together to facilitate and build this new ecosystem. The Report also attributes the Pro AV systems' high growth to fast advancements in audio and display technology, rapid adoption of cloud solutions, the introduction of smart buildings, the expanding IoT ecosystem, and the rapid adoption of artificial AI.

Let us explore key Pro AV Technology Predictions in Asia Pacific that will define 2025.

## AI-driven AV

AI is revolutionizing various industries today including the Pro AV domain, bringing about unprecedented changes in this space,

enhancing learning, and meeting experiences. AV systems are getting reshaped by AI and new features are being introduced. Advanced Audio AI algorithms enhance voice clarity, remove background noise, reduce audio feedback, and are now able to identify speakers too. AI-powered systems are improving meeting experiences by framing, tracking and even automatically focusing on people. In the coming days, we can expect AI-driven features to further elevate seamless AV experiences creating intelligent audio adjustments and a more engaging and interactive environment for learners in remote locations.

## AV over IP

Traditional AV setups are now transitioning to AV over IP (Audiovisual over Internet Protocol), where users can transmit data or switch video or audio signals through LAN, WAN, or Internet Cloud. By doing so, organizations can benefit from cost efficiency, increased flexibility, and scalability, besides enabling long-distance transmission.

Separating audio and video signals over IP (Audio over IP) offers several advantages with Dante Audio as the leading protocol. Dante Audio offers uncompressed multi-channel, low-latency digital audio, and interoperability between numerous products. AV over IP equipment has diverse codecs for handling video and audio and proprietary codecs used by manufacturers deliver high-quality video at low latency. Video codecs that optimize bandwidth and ensure smooth transmission over IP create a scale and flexible matrix using the network.



### Immersive AV

The landscape of AV design is fast changing with evolving consumer behaviour and growing demand for more immersive and engaging content. There is a demand for bigger displays and higher video resolution which is increasing from 4K to 8K with the latter becoming the new UHD standard. In the coming days, we will see the quality of displays reaching greater heights with higher definition. 8K displays and projectors are becoming more prevalent and so are the cameras and mobile devices. A bigger canvas is used to create captivating environments. Video walls, displays, and projection surfaces are getting larger in all spaces and industries, be it, corporate or entertainment.

### Smart AV

IoT is playing a key role in defining smart AV environments today and this trend is fuelling the transition to smart offices. AV systems are increasingly getting integrated into the organization's IT and facilities solutions (Smart AV) as part of its ICT strategy. AV control systems' seamless integration with IoT solutions enhances user control, and energy efficiency such as optimizing room conditions based on time, occupancy, or usage pattern, thereby creating smart spaces and smart offices. Pre-integrated AV equipment,

furniture, and cable management systems for hybrid meeting spaces are designed to shorten implementation time and simplify support.

### Cloud AV

As hybrid and remote work models are snowballing, cloud-based AV solutions offering flexibility, scalability, security, and remote management are also transforming AV technology management further.

These solutions streamline the audio-visual ecosystem across different customers, vendors, environments, and device operations by provisioning and managing the entire AV infrastructure across networks regardless of location. In 2025, more organizations will invest in cloud-based AV solutions that enable seamless management, operation, optimization, and user experience of AV systems and establish smarter environments.

### The Road Ahead

Advancements in the Pro AV industry are driving organizations to adopt AV solutions offering superior experiences to the users and staying ahead of the curve. Corporate, education, retail, and entertainment sectors are driving the market's growth. Furthermore, the growing hospitality and event industry where there is a need for advanced Pro AV technologies is also boosting the demand for Pro AV solutions. AI integration into AV practices is enabling organizations to ensure their communication strategies are innovative and dynamic.

The Asia-Pacific Pro AV systems market is poised for significant growth over the next few years driven by technological advancements. Going forward, sustainable Pro AV solutions will be in huge demand, setting new standards for innovation and responsibility.

# VuWall, G&D, and Tritec Join Forces Bringing Best-of-Breed Control Room Solutions Globally



**G**LOBAL: **VuWall**, a global leader in video wall control and visualization solutions, has been acquired by **Naxicap**, a prominent private equity firm driving innovation in mission-critical technology. Naxicap previously acquired **Guntermann & Drunck (G&D)** in 2020 and **Tritec Electronic** in 2022. With VuWall as part of its portfolio, the companies are set to transform the control room industry with complementary technologies that elevate command and control environments worldwide.

This strategic alignment under Naxicap creates exceptional synergy, enabling the companies to leverage each other's technology, workforce, and market presence. Combining VuWall's cutting-edge software development expertise with G&D's and Tritec's renowned hardware development, this partnership fosters unparalleled collaboration and interoperability in control room environments. Customers will experience faster response times, streamlined operational workflows, and increased system

reliability through seamlessly integrated video wall and KVM solutions.

As part of this new collaboration, Thorsten Lipp, CEO of G&D, will now also serve as the CEO of VuWall, steering both companies toward shared success. Markus Müller-Heidelberg will remain Managing Director of Tritec Electronic. Meanwhile, Paul Vander Plaetse, Founder of VuWall, will assume the role of Chief Marketing Officer (CMO) for VuWall, G&D, and Tritec, bringing his vision and expertise to lead global marketing strategies.

"This acquisition represents a significant milestone in our mission to bring together best-of-breed solutions in the control room industry," said Joseph Pacher-Theinburg at Naxicap. "By leveraging the strengths of VuWall's software development team and G&D and Tritec's hardware expertise, we are unlocking new possibilities for innovation and market growth."



# Nineteen Group Acquires Pro Integration Future Asia Show from Montgomery Group

**SINGAPORE:** Nineteen Group, a leading international exhibitions and media company, backed by Phoenix Private Equity Partners, is pleased to announce the acquisition of **Pro Integration Future Asia (PIFA)** Singapore from Montgomery Group. This strategic acquisition marks Nineteen Group's significant expansion into the APAC market, following on from opening its APAC HQ in Singapore & the launch of Safety & Security Asia. PIFA further solidifies Nineteen Group's commitment to growing its business in the region.

Pro Integration Future Asia (PIFA), is Southeast Asia's leading international event

for the Professional Audiovisual, Lighting & Live Entertainment Technologies. With this acquisition, Nineteen Group aims to enhance the show's reach and impact, bringing its expertise and resources to elevate the event to new heights.

Peter Jones, CEO of Nineteen Group, said: "We're thrilled to welcome PIFA to our APAC portfolio. This acquisition strengthens our global presence and enhances value for exhibitors and visitors. We look forward to building on Montgomery's strong foundation and driving PIFA's future growth."

**Nineteen Group**

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# Bharath Kumar Elevated to Kramer-APAC President



**A** **PAC: Kramer** a global leader in audiovisual experiences, announced an exciting leadership transition in its APAC region. Effective January 15th, 2025, Bharath Kumar assumed the role of President, Kramer-APAC, succeeding Marc A. Remond, who will be stepping down from his position.

Bharath Kumar, a 19-year veteran of Kramer, brings a wealth of experience and industry expertise to this pivotal role. He has been instrumental in driving Kramer's growth and market presence, including establishing Kramer India, managing global accounts, and serving as APAC VP of Sales. A former member of AVIXA's Board of Directors, Bharath is a recognized leader and highly respected figure in the AV industry. His deep understanding of Kramer's business and strong relationships across the region ensure seamless continuity and a robust foundation for future growth.

Marc A. Remond has made significant contributions during his tenure, including establishing Kramer's new regional headquarters in APAC and fostering strong partnerships in the market. Kramer extends its gratitude to Marc for his leadership and wishes him all the best in his future endeavours.

Gilad Yron, CEO of Kramer, shared his thoughts on the transition: "As we look ahead, I am confident that Bharath's extensive experience, industry leadership, and strategic vision will further elevate Kramer's presence and impact in this critical region. At the same time, we are grateful to Marc for his leadership and the strong foundation he has built for Kramer's success in APAC."

This leadership transition underscores Kramer's commitment to growth and excellence, ensuring the delivery of cutting-edge AV solutions and exceptional value to partners and customers across APAC and beyond.

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\*Based on Futuresource Consulting. <sup>^</sup>Colour brightness (colour light output) in brightest mode, measured by a third-party lab in accordance with IDMS 15.4. Colour brightness will vary depending on usage conditions. Top-selling Epson 3LCD projectors versus top-selling 1-chip DLP projectors based on NPD sales data for May 2017 – April 2018. \*3 years or 20,000 hours, whichever is earlier.

## Sonance Welcomes Allison Clifford as Channel Marketing Manager for Professional Audio



**G**LOBAL: Sonance, a leader in architectural audio solutions, has announced the addition of Allison Clifford as Channel Marketing Manager for Professional Audio. In this role, Allison will

spearhead marketing strategies and initiatives to strengthen Sonance's presence in the Professional audio market globally.

"We are thrilled to welcome Allison Clifford to our team," said Morten Jorgensen, Vice President of Professional Audio at Sonance. "Her extensive background in Channel Marketing within the Pro Audio industry and her dedication to fostering strong partnerships make her a valuable addition as we continue to expand our Professional audio division."

Allison's expertise in developing and executing successful marketing campaigns will be instrumental in driving growth and expanding awareness of Sonance's Professional Series offerings.

"I am thrilled to join Sonance during this exciting period of growth and innovation," said Allison Clifford. "Working with a thoughtfully designed product line like the Professional Series is an incredible opportunity, and I look forward to contributing to its continued success."

**Sonance**

## PPDS Appoints Lutz Harder as New Global Product Manager for Interactive Displays



**G**LOBAL: PPDS the exclusive global provider of Philips Professional Displays and complementary solutions, is delighted to announce the appointment of highly experienced AV specialist

– and long-serving TP Vision employee – Lutz Harder, as the company's new Global Product Manager – Interactive Displays.

Lutz brings a wealth of knowledge, and experience to the PPDS product management team, with an accomplished career in AV and technology spanning more than two decades. This includes 10 years at TP Vision – the world's largest manufacturer of computer monitors and TV panels.

Based in PPDS' R&D and product development offices in Gent (Belgium) – and reporting to Andrea Barbuti, Global Product Management Lead for EMEA – Lutz will play an integral and strategic role in the growth and development of PPDS' evolving interactive display portfolio and business.

Andrea Barbuti added: "Our strategy is to drive the market forward and to achieve those high bars we set ourselves, we need industry innovators. People who want to make a difference. Lutz absolutely ticks these boxes and, on behalf of PPDS, I welcome him to the team and wish him every success."

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- **Sustainability Commitment:** Perfect for businesses prioritizing eco-conscious operations.

Upgrade your workspace with the Kramer TBUS line  
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Scan the QR code  
to learn more



# QSC Launches Q-SYS Hong Kong Experience Centre



**HONG KONG:** QSC Asia Ltd. has announced the grand opening of its seventh Q-SYS Experience Centre in Hong Kong, providing an innovative and interactive environment for customers and partners to explore the versatility of Q-SYS solutions. Customers and partners will have an opportunity to experience how Q-SYS can elevate collaboration spaces with the use of multicamera switching, room automation, presenter tracking, and more.

Equipped with the latest Q-SYS audio, video, and control technology, the centre will act as a hub for our partners and customers to gain valuable insight into the future of collaboration spaces, allowing them to get hands-on with products and view them in a multitude of real-world applications including corporate and higher education. Conveniently located minutes from the Hong Kong West Kowloon station, the Experience Centre, allows easy access for partners and customers in Hong Kong and the Greater Bay Area of China.

"We are incredibly excited to share our new Q-SYS Hong Kong Experience Centre. The

Hong Kong and the Greater Bay area remains a key location for many of our customers and demonstrates our ongoing commitment to this market," said Duncan Savage, Vice President and General Manager, APAC, QSC. "The centre is more than a place to showcase technology, it is a space for collaboration, learning, and creativity, made possible with the support from our valued partners, consultants, and the technologies they have provided."

The Experience Centre also includes a Q-SYS training facility that will feature engaging, practical training sessions led by Q-SYS technical experts. In this dedicated space, trainees will have the opportunity to further deepen their understanding of the Q-SYS Platform with the award-winning training curriculum.

Contact them today to schedule a tour of the Hong Kong Experience Center: [APAC.Sales@qsc.com](mailto:APAC.Sales@qsc.com). For more information on Hong Kong and other global Q-SYS Experience Centers, click [here](#).

**Q-SYS**

# Lawo and Comcon Announce IP Technology Day in India

**INDIA:** Lawo, a global provider of media production technology, will host “IP Technology Day” in collaboration with its Indian partner, **Comcon**. The event will take place on February 18, 2025, in Delhi and February 20, 2025, in Mumbai. It will introduce attendees to Lawo's IP technology solutions for Radio, Audio Production, Media Infrastructure and Control applications.

The event will feature live demonstrations of Lawo's mc<sup>2</sup>36 all-in-one live production console, providing insights into its capabilities and applications in media production workflows. Other sessions will cover Lawo's video and audio solutions provided by HOME Apps

using a virtual demo setup. Case studies will also be presented to highlight practical implementations of Lawo's IP technology.

The IP Technology Day is designed to provide professionals in broadcasting, audio production, and related fields with an opportunity to learn more about Lawo's technological offerings and their potential to enhance operational efficiency and media production quality.

For registrations & further information, contact [sales@comcon.co.in](mailto:sales@comcon.co.in)

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# Christie Laser Projectors Illuminate Guangzhou's Art and Cultural Museums



The stunning projections at the "Futuristic Touch" exhibition in Guangdong Museum of Art are accomplished by Christie DWU880-GS laser projectors (Images courtesy of Jianye Display)

*Immersive projections on panoramic curved screens showcasing culture and heritage at the Guangdong Literature Museum.*

**C**HINA: Christie has announced that its 1DLP laser projectors have transformed three museums in China's Guangdong province into immersive cultural landmarks that deliver captivating experiences to visitors and guests.

In a breathtaking showcase of art, heritage, and technology, the Bai'etan Greater Bay Area Art Center in Guangzhou—home to the Guangdong Museum of Art, Guangdong Intangible Cultural Heritage Museum, and Guangdong Literature Museum—is illuminated by 50 Christie DWU880-GS laser projectors and four Christie Captiva DWU500S ultra-short throw laser projectors, redefining how audiences engage with cultural narratives.

These installations are part of a major engineering, procurement, and construction (EPC) lighting project undertaken by Christie's

trusted partner, Jianye Display, which served as the project's lead contractor, managing every aspect from scheme design and projection layout to installation, calibration, and commissioning of the projection systems.

"Christie's GS Series and Captiva projectors are the ideal choice for the installations in the three museums due to their colour accuracy, installation flexibility, and reliability," said Dongzai Ye, Project Manager at Jianye Display. "These capabilities allowed us to deliver visually stunning, large-scale immersive displays that bring fine arts, literature, and cultural heritage to life. Collaborating with on-site art instructors enabled us to meet the stringent colour accuracy requirements demanded by the project."

Known for their performance, colour accuracy, and reliability, the Christie DWU880-GS and





DWU500S projectors were vital in meeting the project's technical requirements. The installations included innovative setups such as three-fold screens, panoramic five-fold screens, and large curved displays. Spanning a total projection area of 980 square meters (10,549 square feet), the exhibits featured impressive visuals, with the largest single display measuring 7.68 meters (25.2 feet) by 4.8 meters (15.7 feet).

At the Guangdong Museum of Art and Guangdong Literature Museums, Christie DWU880-GS projectors brought immersive visuals to life on large, curved screens, while the Christie DWU500S projectors provided seamless backdrop projections for display cabinets at the Guangdong Intangible Cultural Heritage Museum. Praised for their vibrant imagery and reliable performance, the projectors earned widespread acclaim from industry visitors, further reinforcing Christie's leadership in projection technology.

"Projection displays in the various galleries have created a unique sensory experience that combines the visual appeal of artworks with the intellectual depth of literary masterpieces,"

added Co-Project Manager Chuhua Chen. "Beyond their aesthetic appeal, the installations represent a seamless blend of art and technology, elevating the cultural offerings of arts centres in the Greater Bay Area." Despite tight timelines and installation challenges, Jianye Display implemented robust safety protocols and conducted meticulous power tests to ensure seamless installation. "Christie's projectors exceeded our expectations, offering unmatched stability and vibrant visuals, even in the most demanding settings," Chen noted. "Their ease of use was instrumental in ensuring the success of this large-scale project."

April Qin, Senior Sales Director for China, Enterprise, Christie commented, "This project reflects how our projection technology can create awe-inspiring cultural experiences. The ability of our solutions to deliver such vivid and stable imagery underlines our commitment to pushing the boundaries of visual storytelling. We are proud to support Jianye Display in delivering a world-class solution that enhances the artistic, cultural, and educational value of these venues."

**Christie**

# Industry Analyst Omdia Recognises Nureva's HDL Pro Series as Standout Solution for Larger Spaces



**GLOBAL:** Nureva Inc., an innovator in advanced audio conferencing solutions, has received recognition in an independent report by **Omdia** titled **On the Radar: Nureva's audio products—the importance of performance and ease of deployment**. The report includes an evaluation of the Nureva **HDL pro series** of audio conferencing systems, comprising the **HDL310** and **HDL410**. It identifies the two systems as a compelling choice for large and extra-large rooms, emphasizing attributes such as high-quality audio, ease of setup and ability to be managed at scale. Omdia highlights the plug-and-play simplicity of the HDL310 and HDL410 systems, which deliver seamless, full-room coverage without the complex installation and calibration often required by other solutions. Nureva's patented **Microphone Mist technology** is also recognized for providing a unique advantage over traditional microphone arrays or beamforming solutions, as it automatically calibrates and maintains consistent coverage throughout the room.

Omdia's report acknowledges the strong, consistent demand for advanced audio

solutions in larger spaces, with investments remaining steady across various organizational working models. Its analysis concludes that Nureva is well positioned to meet these demands with its innovative technology – with the HDL pro series systems providing a competitive edge in the evolving meeting room solutions market. It also validates Nureva's approach to integrating its audio systems with cameras from other brands, including Sony, AVer and Logitech, to improve the overall audio and video experience for remote participants.

"Nureva's HDL pro series is a standout response to the market's demand for high-quality, reliable audio with plug-and-play simplicity in large and extra-large spaces," said Prachi Nema, Principal Analyst, Unified Communication and Collaboration at Omdia. "Their innovative Microphone Mist technology sets Nureva apart, providing full-room microphone pickup and precise sound location data to enhance camera tracking and automated camera switching – areas where challenges often arise in large spaces."

"It's rewarding to see our HDL pro series systems recognized as high-performing audio solutions in large and extra-large spaces," said Nancy Knowlton, Nureva's CEO. "This independent report from Omdia underscores the uniqueness of our technology and positions our HDL310 and HDL410 systems as excellent alternatives to traditional pro AV solutions, which are often costly and complex."

**Nureva**



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# Eastern Acoustic Works (EAW) Announces New Headquarters



**G**LOBAL: Eastern Acoustic Works (EAW), a leading innovator of professional loudspeaker systems and technologies, proudly announces the opening of its new headquarters in Franklin, MA. This state-of-the-art facility marks a significant milestone in EAW's legacy, reinforcing the company's commitment to serving the diverse needs of the live sound and installation markets with precision-engineered solutions for years to come.

Located just 45 minutes from Boston and 30 minutes from Providence, the new 56,000-square-foot standalone building consolidates all EAW operations, advancing the company's efficiency. The facility includes 32,000 square feet dedicated to production and warehousing, 6,000 square feet of engineering lab space, a 3,000 square foot indoor training and demo space, 3,000 square feet for in-house technical service and support operations, and 12,000 square feet of office space. Alongside all of this, expansive outdoor demo spaces on

the grounds are an exciting new addition to EAW's operations.

The modernized warehouse and production areas are equipped with advanced systems and infrastructure, enabling faster lead times for customizable products, including colour options. "Streamlined logistics and improved production capabilities translate directly into exceeding customer expectations for quality and response times," said EAW's President, TJ Smith.

Among the many highlights of the new headquarters is the enhanced engineering lab space, which builds on EAW's legacy of precision testing. "The high ceiling in our acoustics lab, known historically as the 'PIT lab,' allows us to measure lower frequencies and provide greater resolution at all frequencies," explained Geoff McKinnon, Senior Director of Engineering at EAW. "On-site product development and testing strengthens our ability to deliver superior sounding solutions."



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New HQ Demo Towers.

The facility's cutting-edge indoor training and demo space provides a dynamic venue for classroom-style customer education and product demonstrations. It will also host a video production studio to accommodate virtual training. Complementing this are two expansive outdoor demo spaces, including a 175-foot throw area and a 300-foot throw area supported by three 40-foot scaffold towers and rigging capable of showcasing systems ranging in size from a large club or theatre to stadium-length arrays. These spaces allow EAW to validate and showcase its loudspeaker systems for potential customers in real-world conditions, all in the company's backyard.

"The best part of the new headquarters is that the proximity of all departments fosters closer interaction and communication," said Smith. "For example, having customer support, the service centre and engineering in close contact every day enables us to enhance our efficiency as we work to serve our customers."

Smith emphasized the advantages of the Franklin location compared to the previous

headquarters in Whitinsville. "While our overall square footage remains the same, the new space is far better organized and tailored to modern needs," he said. "This facility not only supports our growth but also allows us to welcome customers with confidence. The Franklin area, with its abundance of hotels and restaurants, creates a more accommodating environment for visitors."

The new facility's proximity to iconic New England venues like Gillette Stadium and the Xfinity Center further enhances its appeal. "Being within 15 minutes of two premier live music venues enables us to attract top talent and strengthen our connections to the live sound industry as we reclaim our production audio heritage," added Smith.

EAW's new headquarters at 19 National Drive, Franklin, MA, is now open to customers by appointment, offering a welcoming space for collaboration and innovation.

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# Brisbane Convention & Exhibition Centre Elevates Event Experience with L-Acoustics K2



**A**USTRALIA: The Brisbane Convention & Exhibition Centre (BCEC) is Queensland's premier multipurpose venue, hosting everything from international conferences and touring concerts to local cultural events within the 171,000-square-metre complex. The venue required a versatile audio solution capable of serving its diverse event portfolio. With over 40 multifunctional spaces hosting thousands of events annually, from the 4,000-capacity Great Hall to intimate conference rooms, BCEC needed a system that could deliver consistently superior sound across various ever-changing configurations.

After extensive market research in early 2023, BCEC partnered with **Brisbane Sound Group**

(BSG) an L-Acoustics Systems Integration Network Agent, to design and implement a new audio solution to replace the ageing system. The venue's previous experience with L-Acoustics touring systems, combined with the brand's reputation for pristine sound quality, made K2 the clear choice for their upgrade.

"A permanent K Series installation eliminated the need for constant load-in of external equipment," noted Josiah Kerridge, Installation & Projects Manager at Brisbane Sound, a longstanding audio partner to the Centre. "The K2 system's versatility perfectly complements BCEC's comprehensive rigging infrastructure, allowing for quick reconfigurations across their largest spaces."



The K2 system which Brisbane Sound purchased via local L-Acoustics Certified Provider Distributor **JANDS**, was strategically designed to serve BCEC's six largest spaces, with a particular focus on the 4,000-capacity Great Hall and exhibition halls that can combine to accommodate up to 10,000 attendees. The venue's innovative design features retractable tiered seating that allows spaces to be reconfigured, though this flexibility creates acoustic challenges from sound reflections when balconies are retracted to create larger spaces.

L-Acoustics Application Engineer Damien Juhasz developed specialized configurations using Soundvision 3D modelling software, ensuring optimal performance across all setup scenarios. Referencing these detailed

venue drawings with the K Series speakers freshly unboxed, Juhasz conducted a three-day training program with BCEC's technical staff, empowering the in-house team to manage the pre-configured modes and confidently deploy custom configurations for unique event layouts, simplifying the team's day-to-day operations.

"We knew the technical team at the Centre was especially excited to begin working on a brand new 'best-in-class' PA system, and that is exactly what they got," says Kerridge. "A modern, brilliant sounding system that can be rigged or redeployed week in, week out, delivering excellent SPL and coverage for all sorts of event briefs."

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# Key Highlights to Look Forward to at LED CHINA 2025



**C**HINA: As the leading exhibition for the LED industry with a 20-year legacy, LED CHINA 2025 is fast approaching. Set to take place from **February 17-19, 2025, at the Shenzhen Convention & Exhibition Center, Futian District**. Following closely on the heels of ISE 2025 in Spain, LED CHINA 2025 is the perfect next destination for those seeking the latest innovations in LED technology and witnessing China's manufacturing excellence firsthand.

What's more, citizens from over 90 countries can now enjoy visa-free entry to China, making it the ideal time to visit and witness these groundbreaking LED innovations in person! (Visa-free policy details available [here](#).)

## The Ultimate Destination for LED and Audio-Visual Solutions

Featuring over 600 top-tier Chinese exhibitors, LED CHINA 2025 will present groundbreaking

innovations spanning nine key sectors, delivering an all-encompassing view of the LED and audio-visual industries. In addition, Digital Signage China 2025 and Pro Audio, Lighting & Systems Asia 2025 (PALS Asia) will be co-located at the event, offering dedicated opportunities for professionals in digital signage, professional audio, professional lighting, and AV system integration.

The nine key topics include: LED Displays, Commercial Displays, Digital Signage, Professional Lighting, Professional Audio, AV Integrated Systems, Metaverse VR/AR, LED Advertising Lighting, and Advertising Signage.

## Innovative Products to Look Forward to at LED CHINA 2025

**Holographic Invisible Transparent LED Screen**  
LED Transparent Invisible Screens are rapidly becoming a market favourite, with applications across stage design, live events, exhibition

halls, creative cultural tourism, and more. These innovative screens offer a see-through experience where images appear to float in mid-air, creating a futuristic visual that transports attendees into a world of cutting-edge technology and innovation.

At LED CHINA 2025, featured exhibitor MUXWAVE showcases its holographic transparent screen – the world's first large-scale, seamless, fully transparent, high-definition LED display. This cutting-edge technology meets a wide range of needs in both current and future digital interactive environments.

### **Giant LED Video Sphere**

One of the standout innovations to look forward to at LED CHINA 2025 is the LED Sphere Screens. Gaining massive attention after the debut of 'The Las Vegas Sphere,' these captivating 360-degree displays are ideal for interactive experiences, public spaces, and landmarks. At CES 2024, Enbon, a key participant at LED CHINA 2025, showcased its flagship spherical screen with a 2.5mm pixel pitch and 6-meter diameter. Featuring a double-curved, point-to-point modular design and advanced segmented stitching, it ensures a seamless, immersive visual experience. Other notable LED sphere manufacturers that will be participating include AET, MRLED, SVISUAL, YESTECH, and ABCHIP.

### **Digital Signage and AR/VR Innovations**

As digitalization accelerates, digital signage, augmented reality (AR), and virtual reality (VR) are becoming central to engaging customers in innovative and dynamic ways. At LED CHINA 2025, visitors will experience firsthand how these cutting-edge technologies are integrating

with LED displays to create truly interactive experiences. For example, WANGUO will present its Virtual Interactive Holographic Cabin, featuring advanced virtual assistant technology with voice interaction, emotional recognition, knowledge Q&A, and seamless human-computer interaction.

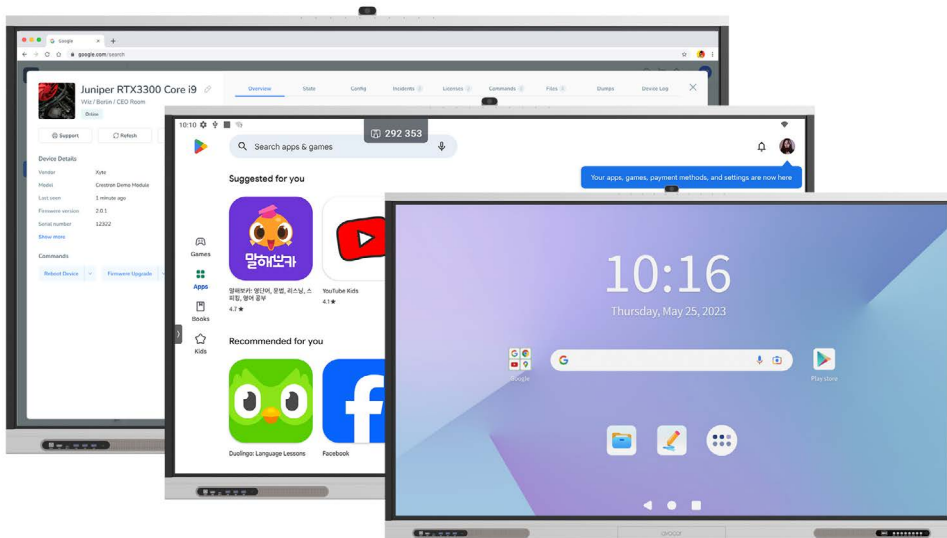
### **Held in the CBD Area of Shenzhen, Just a Step from Hong Kong**

Shenzhen, "China's Silicon Valley," is a hub for innovation and manufacturing. LED CHINA 2025 is held in the central area of Shenzhen, just 14 minutes from Hong Kong by high-speed rail. Visitors can explore Hong Kong's attractions or take advantage of affordable direct flights from Hong Kong International Airport.

### **Register Now—Limited VIP Spots Available!**

There are limited VIP spots for those planning to attend the show. Secure your place by visiting the **website** <https://www.ledchina.com/en/vip-registration.html>

# Avocor A Series Heralds a New Era of Interactive Displays for Modern Classrooms



Avocor has announced the launch of the A Series, a groundbreaking line of interactive displays designed to transform the modern classroom. The A Series empowers educators by integrating useful and familiar tools to deliver a premium in-person teaching experience, as well as seamless connections that facilitate hybrid and remote learning.

The A Series empowers educators with full access to the Google Play Store, allowing them to leverage cloud-based apps they trust, such as Google Classroom, Jamboard, and interactive learning platforms. This integration fosters a dynamic and personalised learning experience, enabling teachers to seamlessly incorporate their preferred tools into lessons. Furthermore, the A Series features a detachable 4K camera with noise reduction and auto-adjustment capabilities. This innovative feature enables crystal-clear video conferencing, high-quality classroom recordings, and seamless remote

participation, bridging the gap between in-person and remote learners.

The A Series is also built with premium touch responsiveness, ensuring a smooth and accurate writing experience that enhances collaboration and engagement. Coupled with stunning 4K visuals

and a powerful 2.1 channel speaker system (including a subwoofer) the A Series delivers an immersive audio-visual experience that captivates students and brings lessons to life.

In summary, Avocor A Series interactive displays are the ideal solution for schools aiming to modernise their classrooms, enhance the teaching experience, and equip students for the future of learning. These displays bring modern cloud-based technology into the classroom with Google Play Store access, secure NFC login, and exceptional touch responsiveness. Featuring advanced 4K displays and rich audio, they deliver immersive learning experiences, making them an ideal choice for educators transitioning to cloud-based platforms.

The A Series will initially launch in North America, Australia and New Zealand.

[Avocor/A Series](#)

# Q-SYS Expands NV Series with NV-1-H-WE Wallplate Encoder



QSC, LLC. has launched the [Q-SYS NV Series NV-1-H-WE](#), a single-channel HDMI wallplate encoder designed to deliver network video distribution in spaces where traditional surface-mount enclosures are not ideal. This discreet, innovative solution is perfect for flexible and divisible spaces or areas with reconfigurable furniture.

NV-1-H-WE joins the growing Q-SYS NV Series portfolio, which includes the NV-32-H, a multi-stream video endpoint, and the recently released NV-21-HU, a compact, dual-channel endpoint. This new addition allows designers

to customize and optimize their systems by mixing and matching endpoints to tailor their video distribution solutions based on connectivity requirements, I/O density, and physical form factor.

The NV Series distributes visually lossless, low-latency video signals of up to 4K60 4:4:4 throughout your Q-SYS system using Q-SYS Shift. This adaptive codec efficiently manages network bitrate by refreshing only the changes between frames, significantly reducing bandwidth without compromising quality or latency. As native Q-SYS peripherals driven by the Q-SYS OS, NV Series devices seamlessly integrate into your Q-SYS system, regardless of size or complexity, delivering effortless no-code deployments and highly intelligent automated solutions without additional management or control hardware.

## [Q-SYS/NV Series](#)

# Magewell Unveils Q-SYS Plugins for Pro Convert NDI Encoders and Decoders



SDI source signals into NDI High Bandwidth IP streams with extremely low latency. **Pro Convert decoders** convert live NDI High Bandwidth or NDI HX streams – as well as H.264 or H.265 streams in protocols including SRT, RTMP, RTSP and more – into high-quality SDI or HDMI outputs for display on devices such as monitors and projectors.

Video interface and IP workflow innovator Magewell has announced new Q-SYS plugin integrations for the Pro Convert family of live IP video encoders and decoders. As a contributor to the Q-SYS Ecosystem, Magewell collaborated with Q-SYS to create a market-ready solution that integrates seamlessly with the Q-SYS cloud-manageable audio, video, and control Platform.

Magewell will showcase the Pro Convert series alongside other innovations in stand 5C600 at the ISE 2025 exhibition, taking place February 4-7 in Barcelona.

The Pro Convert plugin integrations have been endorsed with Q-SYS Certified status and are now available for download through Q-SYS Designer Asset Manager found in the **Q-SYS Designer Software**.

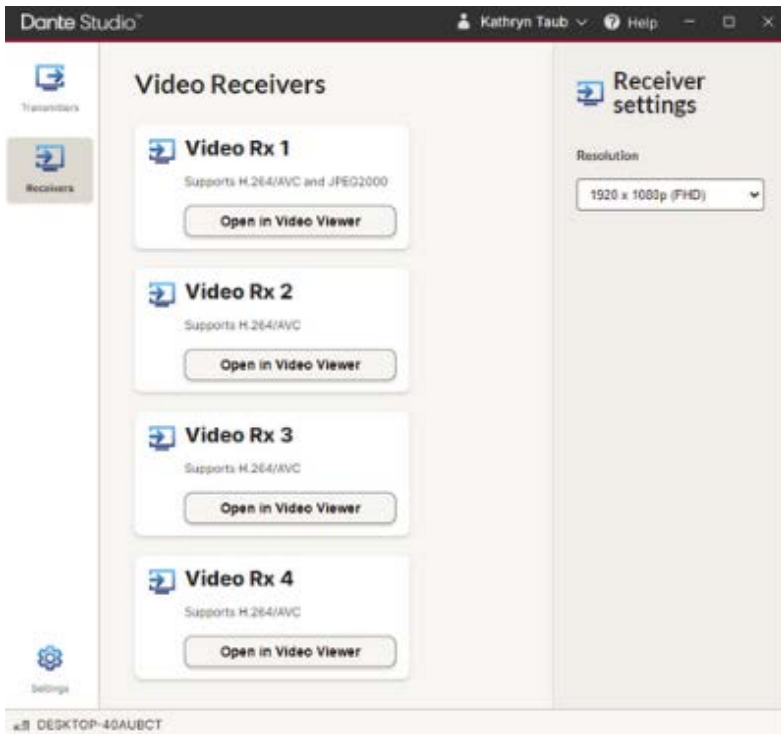
Magewell's Pro Convert family of converters lets users easily and reliably bring AV signals into and out of IP-based media infrastructures. **Pro Convert encoders** transform HDMI or

The new plugins enable monitoring, configuration, and control of Pro Convert devices through the Q-SYS Platform. For Pro Convert encoders, users can configure NDI encoding settings; specify the NDI transmission method; access an NDI Discovery Server; view technical details of the input source signal; and adjust image settings such as brightness and hue. With Pro Convert decoders, the plugin lets users configure NDI transmission and discovery settings; select between available NDI source streams on the network; view technical details of the NDI streams; configure the decoder's output resolution; and adjust video output functions including tally indicators, audio meters, image flipping and more.

The new Pro Convert plugins are Magewell's newest Q-SYS Certified integrations, joining the previously released Q-SYS control plugin for Magewell's USB Fusion video capture, mixing and presentation device.

**Magewell/Pro Convert**

# Dante Strengthens Multichannel Dante AV Offerings



decision-makers to deploy AV solutions with confidence, knowing they have secure, reliable, and scalable technology that easily adapts to growing demands—all within the trusted Dante platform.

## For End Users: **Dante Studio v2.6**

Dante Studio v2.6 brings Dante video directly to PCs, eliminating the need for extra hardware like capture cards. This release allows operators, video producers, and AV managers to receive and manage up to four Dante AV-H video streams, providing new functionality for video conferencing, streaming, and recording.

### **Key features in Dante Studio v2.6 include:**

- Receive up to 4 Dante AV-H video streams directly into applications: Dante Studio presents a virtual camera or video source allowing multiple Dante AV video channels to be brought into applications like Zoom, Teams, OBS or vMix. This makes it easier than ever to capture multiple angles in your events, meetings, or presentations.
- Monitor up to 4 Dante AV-H video streams: Dante Video Viewer, a stand-alone app bundled with Dante Studio, provides AV managers with greater control and monitoring capabilities, making managing multiple video streams in real time easier.
- Flexible Resolution Control: Users can adjust video resolution between 720p, 1080p, and 4K, tailoring video quality to meet specific project or customer needs, whether streaming in HD or delivering 4K content.

Audinate Group Limited has released Dante Studio v2.6 software and Dante AV-H v1.5 technology. Both updates, now available for download, support multichannel video with up to four video Rx channels, delivering enhanced control and functionality to meet the growing demand for versatile AV solutions across industries.

Designed to support a range of applications—from unified communications and education to live events—these latest releases add multichannel functionality, enabling rich, multi-angle video experiences suited to corporate meetings, classrooms, and live streaming environments. Dante AV seamlessly integrates with existing Dante audio systems, while Dante Domain Manager or Dante Director can offer centralized control, robust monitoring, and user access management. These products empower

**For OEMs: Dante AV-H v1.5**

For OEMs building products for professional AV applications, Dante AV-H technology delivers a rapid time to market and cost-effective solution for H.264/AVC and H.265/HEVC SoC-based video products. This latest release with 4 video Rx channels enables Dante AV-H to be built into new product categories like multichannel decoders, video switchers, vision mixers, and multi-viewers. This functionality enables seamless real-time video transitions, which are ideal for a variety of verticals within the Pro AV Industry. The firmware update is available to all Dante AV-H devices, new and in the field.

**Key benefits for OEM products:**

- Intelligent Camera Switching: In conferencing and educational environments, automated

camera switching can be achieved by utilizing positional data from Dante-enabled ceiling microphones, ensuring precise alignment with the active participant.

- Enhanced Switching and Monitoring: Operators can switch smoothly between multiple video sources, such as cameras and computers, in real-time, with support for multichannel viewers that allow simultaneous monitoring of all feeds for easy issue detection, switch timing, and quality control.

**Audinate**

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## JBL Professional Expands Versatility of PRX900 Powered Portable PA Series

HARMAN Professional Solutions announced two new loudspeaker additions to its JBL Professional PRX900 Series powered portable PA family. This expands the lineup to include seven models - five powered loudspeakers and two powered subwoofers to support even more needs and applications.

The new JBL PRX925 and PRX935 loudspeakers are perfectly aligned with existing PRX900 models by integrating advanced acoustics, comprehensive DSP, unrivalled power performance and durability, and complete BLE control via the JBL Pro Connect app.

The PRX925 is a two-way, dual 15" system that delivers clarity and definition at maximum volume as well as unprecedented SPL and

low-frequency performance, making it ideal for larger spaces that can utilize additional low-end support.

As a three-way, single 15" system, the PRX935 ensures exceptional mid-frequency range performance and vocal clarity at full volume. This makes it an ideal system for houses of worship, corporate A/V providers, or anyone who needs to provide powerful, room-filling sound.

Both speakers are easily managed by the powerful JBL Pro Connect app or the onboard colour LCD that both include a 12-band parametric EQ for system tuning; integrated dbx Automatic Feedback Suppression, and more. Both models were designed to withstand the





rigours of the road. They are enclosed in an 18 mm birch cabinet with optimized bracing for smooth, accurate low-end response. All PRX900 models are also reinforced by JBL's industry-leading test and validation protocols and an unprecedented 7-year warranty.

### **PRX900 SERIES HIGHLIGHTS:**

#### **Acoustic Performance**

Patented JBL 2408H-1 and H-2 1.5" compression drivers provide detailed high-frequency response even at maximum volume. High-quality NTC thermistors protect transducers when approaching the thermal limit.

#### **Class-Leading DSP and Control**

PRX900 Series processing includes 12-band parametric EQ and optimized system presets; onboard dbx DriveRack technology, Automatic Feedback Suppression, and more. The JBL Pro Connect app empowers mobile device control over a range of settings and effects.

#### **Versatile and Scalable**

Combine PRX900 Series loudspeakers and subwoofers in a range of configurations to meet

the needs of both mobile scenarios and fixed installs.

#### **Rugged and Road-Worthy, In it for the Long Haul**

PRX908, PRX912 and PRX915 loudspeaker cabinets are constructed from a polypropylene/talcum blend that's optimized for rigidity. PRX925 and PRX935 loudspeakers and the two subwoofer enclosures are built from 18 mm birch, with optimized bracing.

#### **Power that Performs for You**

Driven by 2,000W (peak) Class D power amps, the PRX900 Series provides enhanced acoustic clarity and definition, even at maximum volume.

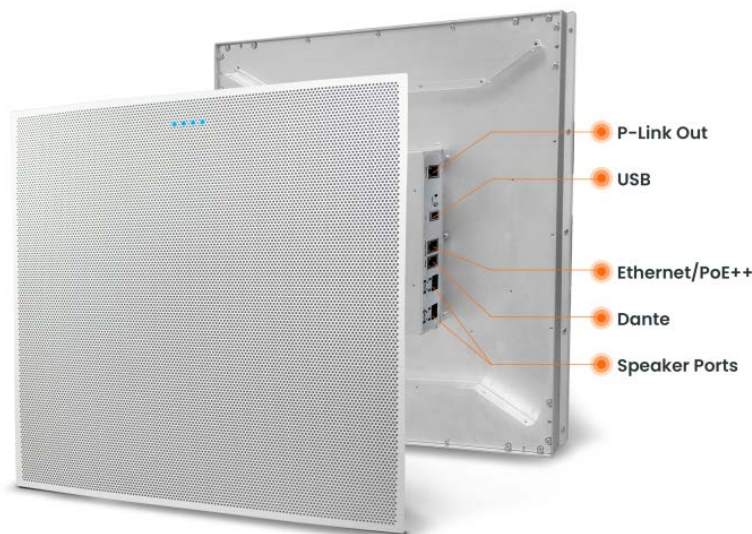
#### **Additional Details**

For complete product details and specifications, please visit:

- [PRX925 Two-Way Dual 15-Inch PA Loudspeaker](#)
- [PRX935 Three-Way Single 15-Inch PA Loudspeaker](#)
- [PRX900 Powered Portable PA Series](#)

[JBL Professional](#)

# ClearOne Launches BMA 360DX All-in-One Ceiling Tile



ClearOne has launched the BMA 360DX, a complete solution for superior conferencing audio and more sustainable meeting spaces. This innovative solution combines an advanced beamforming microphone array, a fully integrated DSP processor with Dante, and a built-in multi-channel amplifier in a single ceiling tile.

“The BMA 360DX shatters traditional barriers by combining advanced AV and IT technologies for unmatched performance and effortless deployment,” said Derek Graham, CEO of ClearOne. “This groundbreaking product embodies our commitment to offering both AV and IT practitioners the opportunity to make supreme professional quality audio accessible to all by seamlessly integrating superior audio performance and a sustainable design at an unbeatable price,” he emphasized. “This all-in-one design eliminates rack space, and reduces packaging, storage, and shipping requirements, so it contributes to a more environmentally friendly meeting solution.”

Integrated beamforming microphone processing within the BMA 360DX provides truly ultra-wideband, frequency-invariant performance with uniform-gain response across all frequency bands. FiBeam technology gives users the ultimate in rich, natural, and full-fidelity audio across all beams and within a single beam. Deep Sidelobe Beamforming, DsBeam, provides unparalleled sidelobe depth, below -40 dB, resulting in superior rejection of reverb and noise in difficult spaces for superb clarity and intelligibility.

ClearOne’s 7G Acoustic Echo Cancellation (AEC) and adaptive acoustic processing provide unrivaled echo elimination and full-duplex audio, even in the most challenging spaces. ClearOne’s BMA 360DX breakthrough technologies, FiBeam, DsBeam, and 7G AEC, combine to create VividVoice, a significant advancement for professional conferencing which ensures an equitable meeting experience.

Precision Beamforming provides intuitive camera tracking and unparalleled audio with rich, natural, full-fidelity ultra-wideband sound. Native camera tracking support for networked PTZ cameras provides an engaging and seamless visual experience, and eliminates the complexity and expense of external controllers. The Voice Lift feature provides a powerful way to cover multiple zones with unmatched gains, ensuring everyone can hear every word, especially in large spaces.

An Integrated DSP processor provides everything needed to combine, route, and process all the audio signals with no compromises. This includes acoustic

echo cancellation, noise suppression, auto mixing, equalization filters, delays, feedback eliminators, compressors, limiters, and Dante. The built-in power amplifiers, selectable as 4x15 Watt or 2x30 Watt, simplify installations with loudspeakers.

Setting up the BMA 360DX is incredibly quick and easy with auto-detection of additional beamforming microphone arrays and peripherals such as USB expanders, analog audio I/Os, and HDMI audio de-embedders. With everything on board, its scalable design easily adapts to a variety of meeting spaces. Configurations can be customized using the intuitive CONSOLE One software, while

the powerful CONVERGENCE AV Manager simplifies management and monitoring of the BMA 360DX and other ClearOne devices, including DSP processors, wireless microphones, and cameras.

As with all ClearOne solutions, the BMA 360DX supports leading collaboration platforms like Microsoft Teams, Google Meet, Zoom, and WebEx.

Learn more about the BMA 360DX [here](#).

[ClearOne](#)

## Extron Now Shipping New Network Button Panels with Flex55 and EU Mounting Options



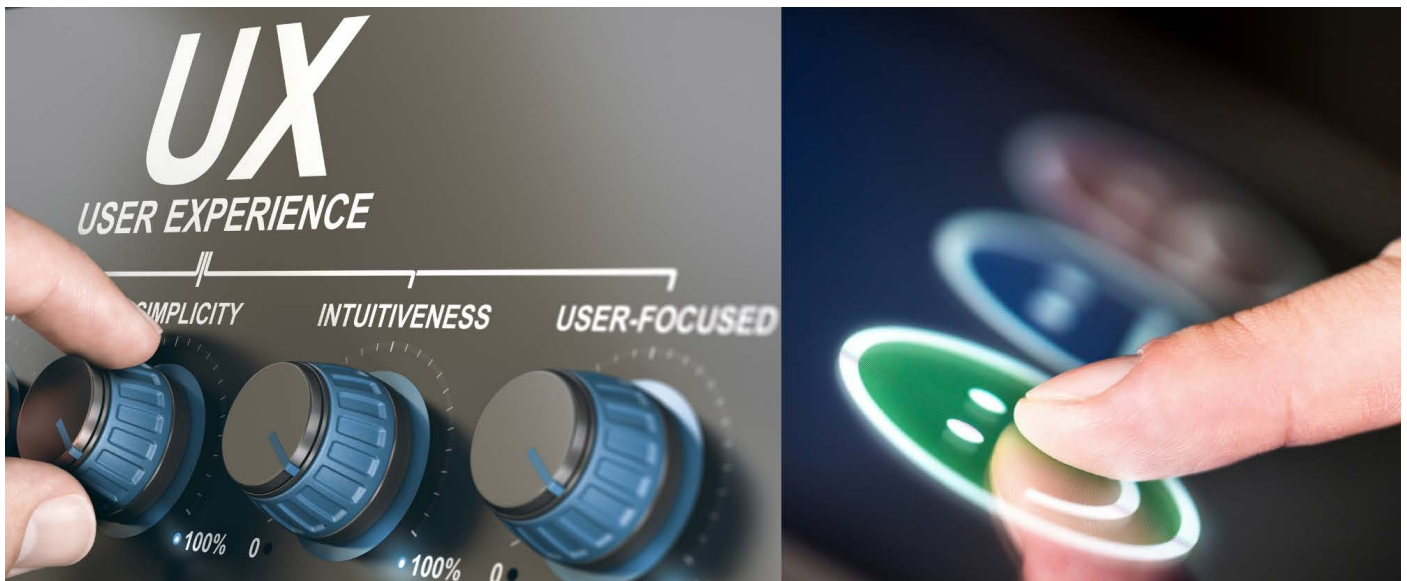
Extron is now shipping its new Flex55 and EU Series of [Network Button Panels](#) for Extron control systems. These fully customizable AV system control interfaces are easy to use and work in conjunction with a control processor to perform a wide variety of AV system functions. With a press of a button, users can power a display on or off, switch inputs, control volume, and much more. Network Button Panels connect to the Extron control processor using standard Ethernet and feature the convenience of PoE. Supporting applications worldwide,

the NBP EU Series is compatible with Flex55 modules, mounting kits, and enclosures, as well as EU junction boxes.

Depending on the model, Network Button Panels come with either backlit soft-touch buttons or dual-colour backlit buttons. Buttons can be easily customized using the online Custom Button Builder application or Extron Button Label Generator software.

[Extron](#)

# User Experience: The Game-Changer



User experience (UX) is at the heart of how we interact with technology. It goes beyond functionality, focusing on creating seamless, intuitive, and enjoyable interactions that enhance productivity, satisfaction, and accessibility. Great UX ensures that technology serves its purpose efficiently while making users feel empowered and engaged. In a world where technology shapes how we live, work, and communicate, prioritizing UX isn't just an advantage—it's a necessity for innovation and success. It is no different in the AV World and in fact UX is integral to the success of an AV installation. In this issue we speak to two leading systems integrators, Steven Mederios, CEO, Vega Global and Daniel Sobkowski, Technology Specialist, Corporate Technology Services Pty Ltd., on their take of the importance of User Experience.

## Putting Customers at the Heart of AV Innovation: Vega's CX Approach

by Steven Mederios, CEO, Vega Global

As the leading AV integrator in Asia, Vega knows that excelling in customer experience (CX) is not just a competitive advantage; it is a fundamental aspect of our mission and differentiation. Our commitment to our customers' customer, drives our innovation, guiding us in every project we undertake. In this article, I would like to share how we integrate



our client's vision into our project execution, ensuring that every interaction is a step toward transforming experiences through technology.

## Understanding Client Vision

Our CX journey begins with a deep understanding of our clients' company, culture and key objectives. By engaging in open dialogues, we clarify their unique needs and expectations. This initial investment in client relationships allows us to align our technological solutions with their vision, leading to projects that deliver not just expected results but exceed anticipated outcomes.

## Crafting Tailored Solutions

At Vega, we recognize that a one-size-fits-all approach is ineffective in our industry. But creating standardization with the client's footprint is paramount. Each project offers distinct challenges, and our team is adept at crafting custom solutions that reflect those specific needs. This flexibility is crucial in today's fast-paced world, where adaptability can make all the difference. We take pride in showcasing our clients' brands through tailored installations that resonate with their audience.

## Utilizing Cutting-Edge Technology

Our commitment to enhancing CX is bolstered using innovative technology. As we gain comfort in AI technologies, we see a better client experience whether you are presenting or receiving content. Advanced logic is automatically optimizing the audio and visual aspects without human intervention. In addition, from advanced project management software to state-of-the-art AV real time system management platforms, we ensure that every aspect of the project is seamless. By harnessing technology, we provide our clients with real-time insights and updates, keeping them engaged and informed throughout the entire process.

## Aftercare and Beyond

Our dedication to customer experience extends well beyond project completion. Training and support are integral components of the

Vega philosophy. Clients not only receive a comprehensive introduction to their new systems but also ongoing support, ensuring they maximize their AV investments. The VegaCare is our fastest growing business unit, only because our clients want us to provide a concierge level support in real time or proactive support through our remote monitoring capabilities. This post-project care fosters long-term partnerships and positions us as trusted advisors.

## Creating a Feedback Loop

At Vega, we believe in the power of a closed loop feedback system. Conducting surveys and follow-up meetings post-installation provides us with valuable insights into our clients' experiences and satisfaction levels. This information is critical as it informs and improves our service delivery, ensuring we adapt and innovate in alignment with our clients' evolving expectations. We commit to a 100% feedback loop while capturing trends for the good and bad.

## Conclusion: A Partnership for Tomorrow

In conclusion, customer experience is not a checkbox for us; it is the foundation of our philosophy at Vega. By prioritizing client engagement, personalized solutions, and continuous feedback, we set the stage for innovation and satisfaction in every project. As we move forward, we are excited to collaborate with our partners and redefine what exceptional customer experience means in the AV integration landscape. This is why 40 years of success in 30 cities and 19 countries differentiates Vega.

# AV Sux at UX: Bridging the Gap Between User Expectations and AV Design

by Daniel Sobkowski, CTS, Technology Specialist and Urbanism Advocate, Corporate Technology Services Pty Ltd

*This blog was written on September 4, 2023 and revised January 25, 2025*



*All sides need to have the same vision to produce high-quality technology outcomes.*

Two critical components often miss the mark in audio-visual (AV) design: room layout and end-user expectations. I'm Daniel Sobkowski and with over a decade in the AV industry under my belt, I've earned my Certified Technology Specialist credential and honed a variety of soft skills. I've been privileged to work with some of Australia's leading blue-chip companies and their talent, which has granted me a unique vantage point. Though my team and I are highly skilled with technology, we're also its end-users.

What strikes me most is the misalignment in the design of physical AV interfaces. It's as if two teams are working towards the same goal but using different maps. This misalignment manifests as clunky, hard-to-navigate touch panels, design oversights, and excessive or irrelevant technological features, essentially, a complete misunderstanding of what a room truly requires.

## Touch panels: A Democratic Interface, Not an IQ Test

Let's talk about where the rubber meets the road in AV systems; the touch panel. These interfaces aren't built for tech geniuses; they're designed to make AV technology accessible to everyone. In my on-site AV roles, I've witnessed firsthand how critical the user experience is. I'm not just an AV specialist, I'm also an end-user. And from this dual perspective, I always advocate for simplicity in touch panel programming. For instance, in one video-conferencing (VC) system, I had the programmer eliminate most remote-control functions from the touch panel. Why? Because they were confusing.

But designing a functional touch panel isn't just about removing complexity; it's about understanding workflow. Questions must be asked: How will the room be used? Will VC

dominate, or will content sharing be the primary function? What functions are necessary? Understanding the answers to these questions guides the design of a touch panel interface that meets the client’s real-world needs, not just tech specs.

**User Flow: Charting the Course for Intuitive Interaction**

When designing an AV system, line drawings of the equipment setup are common, but what about user flow diagrams? As noted by Browne (2019), these diagrams map "each and every step the user takes—from entry to the final interaction". This roadmap could be the missing link for creating an intuitive touch panel interface.

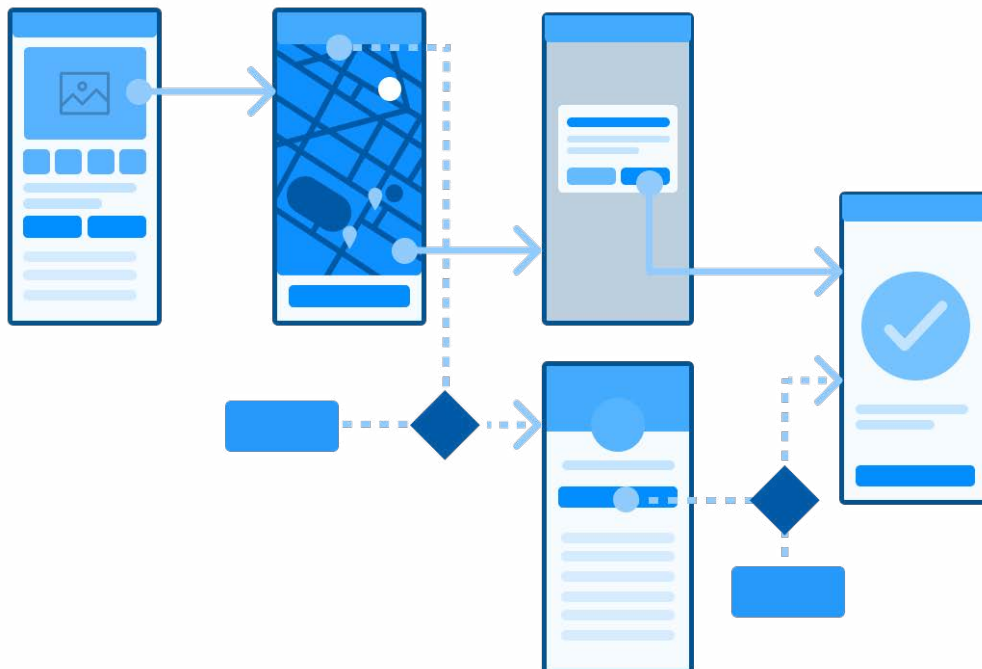
A hurdle to achieving stellar user-experience (UX) in touch panels is often the crunch for time during AV commissioning. Programmers, who are sometimes tasked with touch panel design, have their plates full of other technical requirements. Besides, programming skills don't automatically translate into UX design skills, and specialised talent doesn't come cheap.

By investing in a well-thought-out user flow diagram, you set the stage for an interface that is both efficient and enjoyable. This thoughtful planning ensures that end-users can fully leverage the AV technology in the space you've so meticulously commissioned.

**The Pitfall of Over-engineering: Keeping it Simple**

We've all been there, a room with an abundance of technological choices that do little more than clutter the user experience. I've used room systems where the tech menu offered many options, but only two were ever used. While having a feature-rich environment sounds appealing, the word of the day is "EASY". When simplicity is majesty, nothing beats a one-touch experience!

So, it begs the question: Are we making our AV systems too intricate? Is it time to scale back, or do we simply need a more targeted approach to meet our clients' needs?



*Interface diagram: Thoughtful planning needs to be considered for human interfaces of technology.*

The unused technology in this example points to a potential oversight: the lack of end-user input during the design phase. For instance:

- One wireless display option didn't sync with the organisation's standard user devices.
- Another wireless display provided a sub-par visual experience for the room's typical presentations.
- An integrated audio-conferencing system was made redundant by a unified communications system included in the room.
- Television functionality was irrelevant, given access to Internet on-demand channels.

### **The Cavalry in AV design: User-centric Solutions and Thoughtful Consulting**

Designing an effective AV space isn't a one-and-done affair; it's an ongoing commitment to efficiency and user-friendliness. After all, room users can't afford the luxury of moving on if the technology fails them. When the human-machine interface, i.e. the touch panel, is designed thoughtfully, support staff can focus on higher-level tasks, rather than just assisting with button pushing. Meetings can start on-time without any fluff.

Enter the AV consultant. Their role goes beyond mere troubleshooting; they're in the trenches with the end-users, shaping the user experience from conception to ongoing operations. Their expertise brings both strategic and design value, ensuring that what's delivered is not just technically sound but also user-centric.

An intuitive touch panel can be a game-changer. It enables both users and technicians to focus on meaningful tasks, rather than getting bogged down in the minutiae of technology. As Jony Ive eloquently put it, "True simplicity is derived from

so much more than just the absence of clutter and ornamentation. It's about bringing order to complexity".

Incorporating design elements that mimic familiar interfaces, such as a smart phone/tablet home screen, could enhance user confidence in troubleshooting and interacting with AV technology. Simplifying the terminology used on touch panels and other interfaces would also align with the goal of creating a user-centric environment. By speaking the same language as end-users, AV professionals can empower them to focus on their presentations without the added burden of deciphering complex AV jargon.

Success is indeed in the details, and it starts with an excellent user experience. The goal should be a tech environment that is fit for purpose, provides value, and is seamlessly integrated into the larger context.

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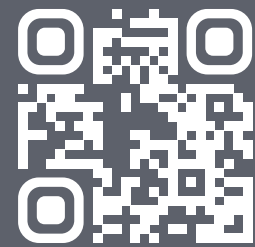
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Alex studied electro acoustics at the University of Applied Sciences in Cologne, Germany. His close collaboration with Apogee Sound Inc. and Adamson Systems Engineering helped him develop a deep expertise in large-scale sound systems. From 2005 to 2010, he worked with Real Sound Lab, focused on measurement software and correction tools, where he served as Director of Pro Audio. With over 35 years of experience as a sound engineer for broadcast, live sound, and system engineering for multiple tours, Alex effectively bridges theory with real-world applications. Since 2010, he has lived in Asia, developing his career and actively working across the APAC region.

## INDIA

# NLDHS Auditorium: A Showcase of Innovation and Excellence

*ANSATA and d&b combine to create exceptional experiences at the auditorium*



At N. L. Dalmia High School (NLDHS), the auditorium stands as a crown jewel of the campus. More than just a space for gatherings, it represents a hub of creativity, expression, and inspiration. With its state-of-the-art features and thoughtful design, the auditorium transcends the conventional purpose of a performance hall, offering a transformative experience for students, teachers, and audiences alike.

The moment you step into the auditorium, you are greeted by an ambiance that is both welcoming and sophisticated. The sleek, curved walls illuminated by elegant lighting create a warm yet modern aesthetic that immediately captures attention. Every design detail speaks of careful planning, ensuring a space that feels inviting while being functional. Fully air-conditioned and equipped with 300+ comfortable seats, the auditorium ensures that

## FACT FILE

**Project Name:** N.L. Dalmia High School Auditorium

**Project Location:** Mumbai, India

**Project Segment:** Auditorium

**Key Brand:** d&b audiotechnik's T-Series speakers, B6 subs and 10D amplifiers.

each attendee has an unobstructed view of the stage. Whether you are seated at the front or the back, the layout ensures an immersive viewing experience.

But beyond the architecture and seating arrangement lies the true magic of the space. While the vibrant LED and Par lights lend a dramatic and magical touch to every event, it is the cutting-edge sound system that takes centre stage. Good audio can make or break an event, and at NLDHS, this aspect has been given specific attention. Poor sound can spoil even the best performances, leaving the audience disengaged. Understanding this, the school sought an audio solution that would not just meet but exceed expectations. This is where ANSATA came into the picture.

ANSATA, the exclusive distributor of d&b audiotechnik in the Indian subcontinent, was entrusted with the responsibility of designing

an audio system that would complement the auditorium's premium standards. After a meticulous analysis of the space and its requirements, ANSATA supplied d&b audiotechnik's T-Series speakers paired with B6 subs, all powered by advanced 10D amplifiers. The result is nothing short of spectacular—a sound system that delivers pristine, crystal-clear audio to every corner of the room. From the softest whispers to the thunderous crescendos, the sound flows seamlessly, creating an experience that is as immersive as it is impactful.

The T-Series speakers were a perfect choice for the auditorium. Known for their versatility, these speakers are capable of handling a wide range of events with ease. Whether it's a dramatic school play, an enlightening lecture, a soulful musical performance, or a high-energy dance showcase, the T-Series ensures that every note, word, and beat is heard with



*d&b T-Series speakers were paired with B6 subs and powered by 10D amplifiers.*



stunning clarity. The addition of B6 subs enhances the depth of sound, ensuring that the audience not only hears but also feels the performance. Meanwhile, the 10D amplifiers ensure consistent and powerful audio delivery, no matter the complexity of the event.

This upgrade has revolutionized how events are conducted in the auditorium. Teachers can now deliver lectures without straining their voices, performers can focus on their craft without worrying about technical glitches, and audiences can enjoy every moment without missing a single detail. The sound system is not just about high-end technology; it's about creating an environment where every story, performance, and idea can be fully appreciated.

However, the auditorium is much more than its technical prowess. It is a space where students grow, both personally and professionally. Public speaking, stage presence, teamwork, and confidence are just some of the skills nurtured here. It's a stage where shy students discover their voice, where raw talent is polished into excellence, and where dreams are met with resounding applause. Every event, big or small, contributes to the holistic development of students, making the auditorium a true incubator of potential.

Of course, many of us have attended events marred by technical issues—microphones

screaming, voices muffled, or sound systems making speakers sound robotic. At NLDHS, those days are firmly in the past. Thanks to the expertise of ANSATA and the cutting-edge technology of d&b audiotechnik, every event now runs like a well-oiled machine. There are no awkward pauses, no missed cues, and no distractions—just seamless, high-quality sound that elevates the experience for everyone involved.

Beyond its role as a technologically advanced venue, the auditorium is a reflection of the school's unwavering commitment to excellence. It stands as a testament to NLDHS's dedication to providing students with the best possible resources to learn, grow, and shine. The space inspires creativity, encourages collaboration, and celebrates achievements, making it a cornerstone of the school's vibrant culture.

The design of the auditorium also reflects its role as a future-ready space. It is equipped to handle not just the demands of today but also the challenges of tomorrow. From hosting engaging lectures and interactive workshops to presenting large-scale performances, the auditorium is built to adapt to evolving needs, ensuring its relevance for years to come.

In essence, the NLDHS auditorium is much more than just a building. It is a space that shapes leaders, thinkers, and creators, inspiring them to dream big and aim higher. With every event, every performance, and every moment of applause, the auditorium reaffirms its role as a catalyst for growth and inspiration.

As the curtains rise and the lights dim, one thing becomes abundantly clear: this isn't just an auditorium. It's a sanctuary of possibilities, a stage for dreams, and a beacon of excellence. At NLDHS, the auditorium is not just a place—it's an experience, one that will continue to shape and inspire generations to come.

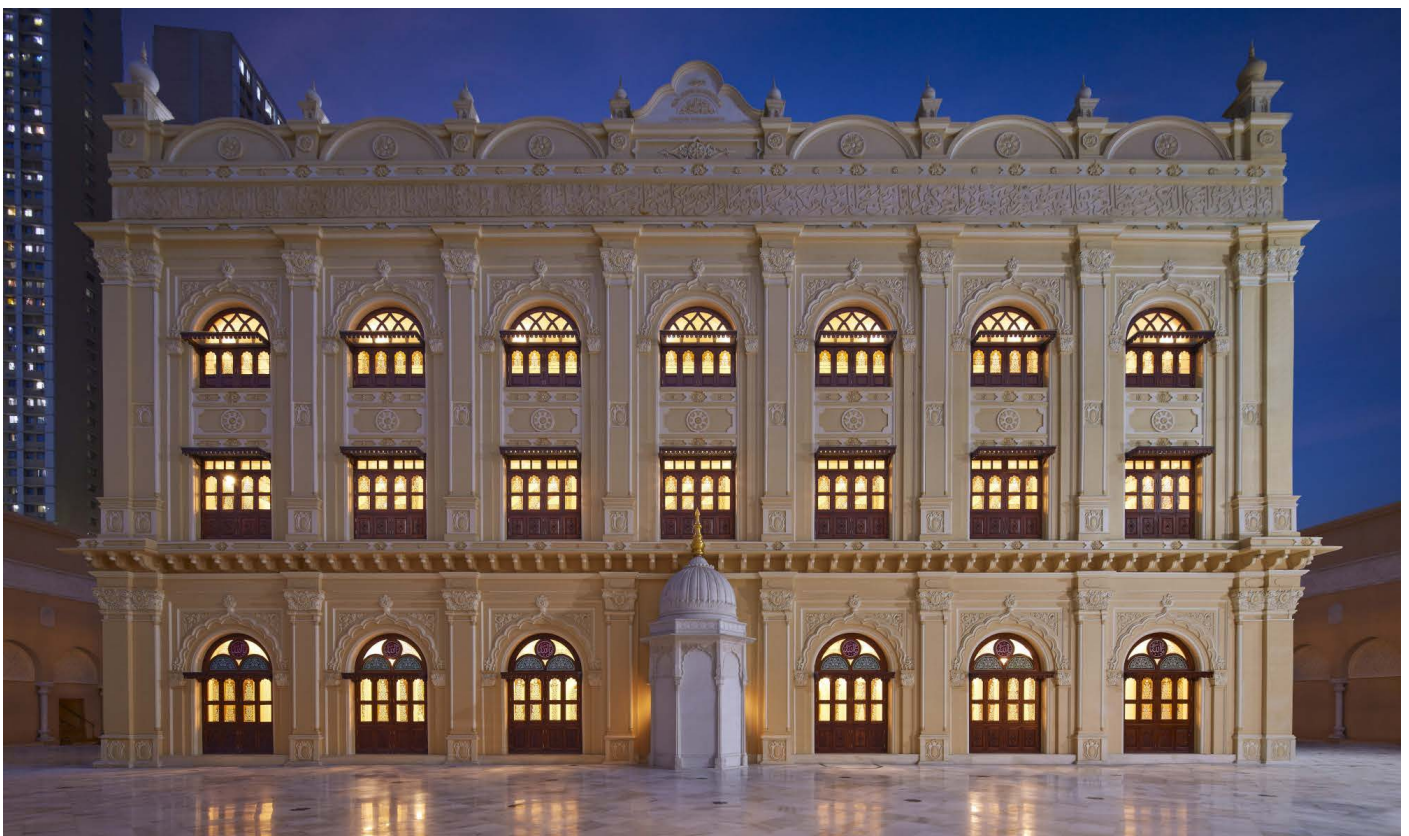
**ANSATA**

## INDIA

# Restoration of a Worship Heritage via AV ArtCoustics Exploration

*Alphatec, Play Technologies, ISSPL come together to relive Mumbai's Saifee Masjid's original glory*

*By Ram Bhavanashi*



***Saifee Masjid in South Mumbai's Bhandi Bazaar simply spells a century of 'spirituality of a class.' Originally built in 1926, and renovated in late 2023, the Masjid has come to be reckoned not only for its architectural heritage splendor but also for its ambitiously massive audio-visual systems integration that was synced with its grandiose aesthetics- by the coming together of four leading AV brands in the country: Alphatec, ISSPL, Play Technologies, and QSC.***

***SI Asia presents an exclusive of what has been one of the most ambitious AV integration projects, which is in turn part of a very massive urban development projects in India.***

FACT FILE
<b>Project Name:</b> Saifee Masjid Complex, SBUT Cluster 1
<b>Project Location:</b> Bhendi Bazaar, South Mumbai, Maharashtra, India
<b>Project Segment:</b> Place of Worship, Cultural Centre
<b>Project Owner:</b> Saifee Burhani Upliftment Trust
<b>Project AV Consultant:</b> Sachin Jain, Play Technologies Pvt. Ltd.
<b>Project Audio Consultant:</b> Sachin Jain, Play Technologies Pvt. Ltd.
<b>Project AV Systems Integrator:</b> Innovative Systems & Solutions Pvt Ltd.
<b>Project Commencement:</b> December 2022
<b>Project Completion:</b> October 2023
<b>Project Highlight:</b> A 100-year-old heritage masjid with three levels of worship area for as many as 7,000 worshippers; a multi-storeyed, multiuse building with 14 + ground level featuring four multipurpose halls, residences, satellite campus for their university, guest room floors serving as a community hotel for the community's diverse needs- all part of a major urban upliftment project, requiring a huge spectrum of AV integration

## The Precursor

Saifee Masjid – originally called *Ghurrat al-Masjid*, to mean the ‘*shining mark on the (masjid) forehead*’ – appears a veritable phenomenon for its grand Indo-Islamic architectural tenets, nay, the immensity of reverence it commands among the Dawoodi Bohra community.

Envisioned and originally built by the 51st *Dāṭ al-Mutlaq* (most senior spiritual rank and office in Tayyibi Isma'ilism) His Holiness Syedna Taher Saifuddin, the masjid had been a cornerstone for the Dawoodi Bohra Community in India. He chose the spot, and the city for his mission, as it happened to have the highest concentration of the community in the country.

The grand old masjid had all the parametrics that defined the characters of Indo-Islamic cultural and architectural tenets. The design of its minarets and the graceful ornamentations

are said to have been derived from the famous Taj Masjid built in 1902 at Morbi in Gujarat- built by the 43rd *Dāṭ* Syedna Abdeali Saifuddin.

Taher Saifuddin's son, and successor – the 52nd *Dāṭ* – Syedna Mohammed Burhanuddin initiated restoration of the entire spread of the complex housing the masjid- as part of the ambitious Saifee Burhani Upliftment Project (SBUT) that was actually aimed at uplifting the community life in entire Bhendi Bazaar area. The initiative was hailed as the largest urban renewal project in the country.

The renovation of the complex meant a truly massive scale of reconstruction, restoring the glory of old structure with high degree of ornamentation that featured extensive use of Burmese teak from the original structure, and opulent chandeliers etc. It measured 34.5 meters in length, 26.7 meters in width, and 15.1 meters in height.



### **Consider this nutshell:**

\* The 100-year old majestic (main) masjid, to be capable of accommodating 7,000 worshippers across three levels

\* *Bab-ul-Futuh*, an administrative building, with residential floor for the leader of the sect

\* A multi-storeyed, multiuse building with 14 + ground level featuring four multipurpose halls, residences, satellite campus for their university, guest room floors serving as a community hotel for the community's diverse needs

\* A triple-height Ground Floor area, facing the Courtyard, and serving as central gathering space for the community events and socializing

\* The complex includes a *la-Taj Mahal* historic structure *Raudat Tahera* which houses the tombs of two previous leaders of the sect.

### **The AV Mission**

Renovation of the complex meant that besides restoration of old glory, it was to be

interconnected through a state-of-the-art, networked Audio and Video infrastructure, enabling seamless transmission of audio and video streams between buildings. This integrated system was to allow effortless sharing of content, facilitating communication and collaboration across the various facilities, including the Main Masjid, Admin building, and the Multiuse building.

This 'monumental' task brought to place four leading, Mumbai-based AV design, supply, and integration majors. Alphatec, Innovative Systems and Solutions Pvt. Ltd (ISSPL), Play Technologies, and QSC- to blend their expertise into realizing an ambitious dream and vision.

The preset for design and integration was clear, and arguably massive:

- It had to be an advanced system based on digital platform with backward compatibility and fallback to analog connectivity;

- It had to be easy to use for smaller daily applications and scalable for larger complex events
- Failure of live AV transmission is not acceptable.
- The infrastructure had to incorporate 4K/12G-SDI standards with digital audio.
- It had to provide for additional floating displays, cameras, loudspeakers, microphones at various zones with minimal wires pulled on the floor.
- For daily events the system has to be operable on iPad while for large events a specialised team would operate the same
- For large events, the speech intelligibility had to be equally superior even as it is aesthetically compatible with sleek look to blend with the interiors.

The project was required to deliver seamless AV at all times on the basis of the size of the gathering and location.

Overall, the system was required to be modular, flexible and a scalable infrastructure for AV System which could accommodate increased capacities for larger events, incorporating multiple I/O sources for running as well as redundant solutions.

All this, with safeguarding the aesthetics and heritage value of the structure.



“The Saifee Masjid restoration was a meticulous heritage preservation project that demanded a delicate balance between technological

innovation and architectural authenticity,” says **Sachin Jain, Director and Principal Technology Design Architect at Play Technologies** who played both AV design and Acoustic Consultant for the project.

“Our design process spanned over three years, involving extensive consultations with stakeholders to seamlessly integrate state-of-the-art digital AV systems while respecting the masjid’s rich historical aesthetic,” Sachin Explains. “We needed to carefully select the AV equipment keeping in view the intricate Burmese teakwood and marble interiors; the systems had to blend harmoniously with the heritage interiors, while transforming the client’s traditional analog mindset towards a sophisticated, flexible digital infrastructure.”

According to him, the design team, in tandem with the systems integration team, and the major OEM suppliers, worked with clinical precision to transform the Saifee Masjid Complex’s AV infrastructure- by designing a cutting-edge, scalable system that seamlessly integrated digital and analog technologies.

## The AV Integration Action

A very important aspect of the integration was incorporating a control system which will provide an easy- to-use user interface for admin staff to operate the AV systems. Installed AV to have the functionality of wired and wireless presentation, local reinforcements, unified communication system, multiple recording and streaming to various platforms simultaneously.



“As the Build Contractor, our scope encompassed the entire project lifecycle, from cable laying to final commissioning,” informs **Bhavin Sureliya, Chief Operating Officer at**



<b>The AV Scale at the Heritage Masjid</b>	
<p>213 QSC 4.5" zero-bezel loudspeakers                      172 Tannoy CMS503ICT LP loudspeakers                      91 Lightware encoder/decors                      32 Lab Gruppen amplifiers                      28 Shure Microphones                      25 Blackmagic convertors                      23 QSC network expanders</p>	<p>21 QSC network wall plates                      14 LG LED TVs                      12 Renkuz Heinz loudspeakers                      3 PTZ Cameras with connectivity option for 11 locations                      10 Panasonic projectors                      9 Audix microphones                      8 dnp Supernova screens                      (And there are more...)</p>

**ISSPL.** "It involved collaborative design-level discussions with consultants and clients to optimize deployment, mitigate potential implementation challenges, and develop a comprehensive project plan."

According to him, the very nature of the structure posed some very potential challenges of scale- of acoustics and aesthetics. The integrator, while ensuring the aesthetic elements are protected, had to conduct rigorous dry runs on the digitally steerable array loudspeakers with various beam level settings. These combined with the SPL levels on the ceiling speakers across the three floors had to be matched so that it is uniform throughout.

The gains had to be adjusted such that 12 gooseneck microphones could be open at the same time without making the system unstable. The wireless microphone system had their antennas distributed throughout the space and on the upper levels so that any microphone could be used within the entire space without any constraints or restrictions.

DSP programming was done with an intuitive UI such that the operator can recall the various presets to account for the varying nature of programs. During regular daily event, the system including all microphones are tied to the DSP and driven from it. iPad-controls and recall

of presets made it easy for the users to use the venue without an assistance from the operator.

With a view to enabling the operator to manage the show from the console during large events, a digital mixer was provided in addition to the DSP integration, and all the input sources are available on the mixing console. Use of physical connections and Dante connectivity ensured that the user can move from mixing console to DSP depending on the nature of operation.

Floor boxes were also rendered with Analog connectivity to address any event of network failure.

AVoIP setup connected to the video mixer offered the capability to transmit the video across the campus and into the local venue. The transmission on the displays is through the AVoIP receivers connected to each display or projector.

The provision for 12G-SDI connectivity on floor boxes in the campus area and certain pre-decided locations ensured that the additional cameras installed during large events were connected to the video mixer in the master control room. Fiber extensions were used in case of distances larger than 80 meters.

Ambient microphones were placed in the audience area to capture live sound. This was



used by the video team to add live effects into their recordings along with the processed sound through DSP and mixing console. This also served as a tool for the operators in the audio control room.

During large events, as the space gets completely filled with worshippers, the operators are unable to go to various areas to check the live sound status. More, the higher floors are reserved for women which makes it even more preventive. This situation is visualized and addressed with ambient microphones- as the operations team is able to hear the real feedback of the sound in various areas allowing them to check if the loudspeaker sound is intelligible.

Seamless control of entire AV system for various areas within the campus had been addressed with Crestron control systems.

That the transmission points are multiple within the campus it did mean a big job for the

operator to manage all. While the Main Masjid itself is formidable, the triple-height area on the ground floor of the multi-use building, the cantilever balcony of the administrative building, from the tomb area of *Raudat Tahera*, from the multipurpose halls in the multiuse building and the central courtyard- all comprised these multiple transmission points.

The system implementation and the UI/UX controls equip the operators to use any of these transmission areas and relay the same locally using the local reinforcement systems and receive these remotely over AVoIP backbone. For Audio, the entire backend system was designed using Dante compatible products. The cameras are connected on a 12G-SDI backbone and the video transmission on AVoIP.

The video distribution for reinforcement is completely over Lightware's Wings AVoIP backbone. The system is flexible to also allow simultaneous events in each of these spaces



or group of spaces using a hybrid mix of local and remote content. The provisioning of connectivity points across the campus in wall boxes and floor boxes over network has made this system absolutely scalable.

“There are as many as 76 end-points meaning an even number of encoder/decoder devices,” says Bhavin. “that is one hint about the size and scale of the project.”

The current phase-I of the project has as many as 10 Panasonic projectors – eight of them being 7000-lumen MZ780 ST models, and two being RZ890 UST models – suspended from the ceiling facing 125-inch dnp Supernova Flex Classic Electric screens, and two 120” Elite Screens custom-built with five feet backdrop set-up.

The video integration also has as many as 11 locations provisioned for PTZ camera surveillance, with 3 4K Panasonic units weaved into the system by means of fiber extenders

by Blackmagic. The main switcher is again by Blackmagic, coming in with its ATEM Constellation which is a very high end ultra HD live production switcher, that works with Blackmagic 4 M/E Control Panel. Further, there about 14 LED TVs of LG 55” and 65” devices installed at various places across the complex.

“All this, the client wanted for broadcasting purposes,” explains the ISSPL exec.

The entire networking architecture is taken by CISCO 9300 Catalyst series.

Each building within the campus can be used independently for local events while harnessing the capability of remote transmission/reception to/from any other venue in case of any overflow during the events.

“We had to focus not only on a sophisticated AV solution that preserves the architectural heritage while enabling dynamic, high-performance communication across multiple

venues,” explains Bhavin, “it had to be a very flexible and scalable, with redundancy, and user-friendly interfaces.”

Apparently, the ISSPL’s work had won a great appreciation from the client.

“We are deeply impressed by the dedication and skilled work demonstrated by the ISSPL team; their attention to detail and commitment to delivering high-quality solutions have been invaluable to our project,” says **Huzefa Maimoon, Information Technology & HoD at SBUT**. “The professionalism and expertise shown at every stage have made a significant impact, and we couldn’t be more satisfied with the outcome. ISSPL has truly proven to be a trusted partner.”

For Huzefa – an acknowledged and multi-skilled-professional with expertise in IT, AV, AI, Network Design, and digital transformation – this project has been a very prideful embarkment, nay, accomplishment. Staying at the centre of the project and coordinating with all the solution providers from conception to completion, he led the mission much to the admiration of the SBUT management.

This project, ambitiously big as it is, has two more key stakeholders. Alphatec, the distributor of Tannoy and Renkuz Heinz speakers, as well as Lab Gruppen amplifiers; and QSC.

Both the AV majors apparently had a deep involvement with the project from ‘concept to completion’ with their expert advise, install nuances and dishing out the required systems in time.

Says an Alphatec spokesperson: “Alphatec’s commitment to excellence has been unwavering from the initial stages of discussion



to post-installation support. The seamless pre-sales guidance ensured that the right solutions were chosen, while their after-sales support proved to be reliable and excellent.

Renkus Heinz ICC 12/3 speakers – specializing in beam steering technology – allowed focusing on sound where it is needed. Given the venue’s hosting of 7000 people, these speakers were the perfect choice to be added to the wooden pillars of the Masjid.

Further, the Tannoy CMS Series speakers installed at various places completely blend into the space, especially the lobby area with a clear speech delivered all around.

Overall, the Saifia Masjid is a grand heritage phenomenon relived via AV.

**Alphatec**

**ISSPL**

**Play Technologies**

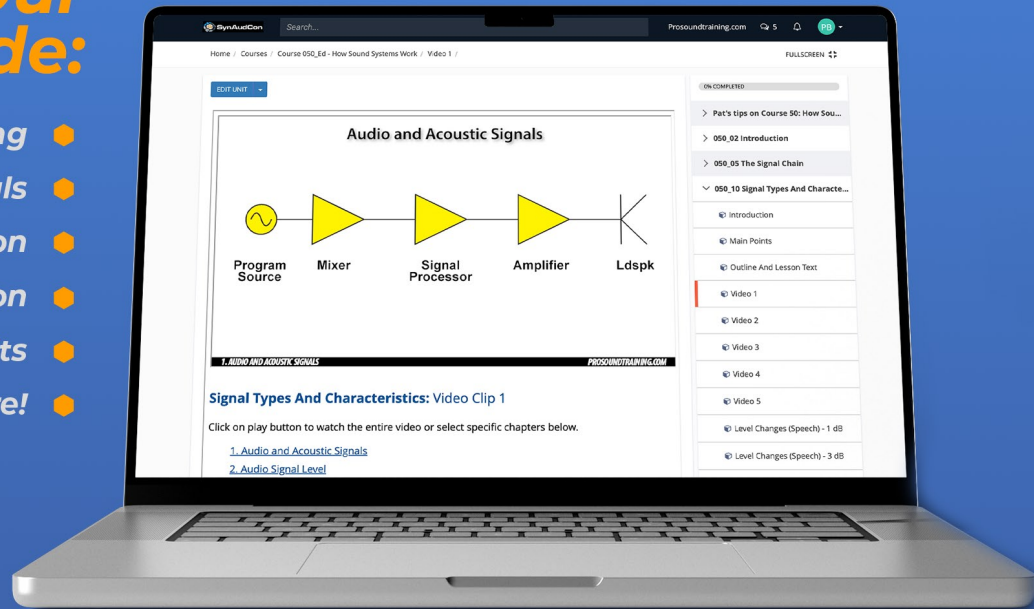
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