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COMMENTARY

ISE 2025: Connection
Restored in Resplendence

NEWS

Powersoft Acquires 51% of Share
Capital of K-Array, with Option to
Reach 100%

INSTALLATION

Glow Garden - A New
Genre of Infotainment in
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"It's hard to believe, but the SAVE Guide to Sustainable AV Design and Installation is an industry first. As established and large as our industry is, nothing like it had ever been published (to our knowledge) until late in 2024. The key takeaways from the guide are that sustainability can be addressed across the solution life-cycle in numerous ways "

Christina De Bono, Co-Founder and President, SAVE

To read more go to Feature on page **50**



From the Publisher

Thomas Richard Prakasam
Publisher/Editorial Director
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Our Feature Column in this issue shines a spotlight on sustainability in the AV industry. Sustainability must be a core consideration in every aspect of AV—from space design and solution selection to the responsible disposal of outdated technology. Leading the charge is SAVE—Sustainability in AV—an independent, all-volunteer 501(c)(3) non-profit dedicated to transforming the pro AV industry from a sustainability laggard into a leader. Christina De Bono, Co-founder and President of SAVE, founded the organization to drive meaningful change, rallying the industry to take responsibility for a challenge that affects not just AV, but our communities, our planet, and our very future. In this feature, we also highlight Jeremy C, Founder and Principal Consultant of ZYT, with 15 years of experience in the AV and ICT industries. Jeremy is working to help SMEs prepare for a crucial shift—mandatory ESG reporting—a regulation currently being introduced in Singapore. This initiative is paving the way for carbon tax implementation, ensuring businesses are equipped to meet sustainability requirements. Read our Feature Column for the full insights.

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ISE 2025: Connection Restored in Resplendence

AV world's biggest annual fare unveils a larger than life spectacle with a fusion of creativity and technology

By Ram Bhavanashi



Yes, it did appear one to claim the credit. It did pose a spectacle that appeared larger than life. The 'dynamic show floors, impactful showcases, and content-rich programming' ensured that the legacy of the brand ISE continues to notch up its metric of stats and status – attendance, exhibitors, and space – veritably blending into creative show of technology.

ISE 2025 – the 21st edition of global AV's largest congregation – for one, in the simplest of statements, has not only surpassed its previous records by impressive numbers but also vastly explored the horizon of possibilities of human experience of technology; how technology can make human life experiential- in a very sustainable fashion.

Whether it is LG's kinetic LED display turning visitors' faces into pop art, or Samsung's wall façade, or Kinglight's inorganic ceramic LED, or Christie's 3D mapping models, or Sonance's invisible audio experience, or Renkuz Heinz's new beam-steering demo or the ISE Firsts like *Esports Arena*, *Innovation Park* or the

Hackathon- all lived up to the intent, if not further scaled up even an AV connoisseur's expectations.

"I never knew ISE show would be this big, and wonderful," said Wang Chu Sui, a Chinese AV enthusiast who travelled to the ISE for the first time. "We are familiar with the audio-visual shows that happens in our country but this is so different," he asserts. "This is a whole big world altogether."

For his more 'experienced' colleague from Chengdu, it's been a new revelation. The technology fare that he got to see – the *Discovery* and *Drone Area* in particular – was like exploring new frontiers of technology.

For architect Safiyyah Alya from Malaysia, who was another first timer at ISE, the 'art forms' of technology applications that she got to see at the Casa Batllo and the Llum BCN were simply awe-inspiring. "It's a new fascinating way of knowing how technology can light up human experience," she says. "It's just wonderful."

"ISE acts as a meeting ground for global brands, solution providers, and integrators," vouches Raymond V Soans, Vice-President (Sales&Marketing), Sigma AVIT Solutions from India. "For us it' has always given us a opportunity to build relationships with international partners, suppliers, and manufacturers," he asserts. "It also allows us to establish business connections with international clients, helping them expand their reach beyond local markets."

That's the kind of sentiments aired and endorsed by most about this year's ISE which has continued to better its own records.

For one, the event in simple stats stood like this:

- Unique visitors: 85,351
- Number of countries (from): 168
- Growth Y-o-Y: 15.5 pc (over 73,891 from ISE 2024)
- Total registrations: 110,540 (vs 95,396 from 2024)
- Number of exhibitors: 1,605 (^ from 1,408 in 2024)

According to the figures released in the post-event communiqué from the ISE, the show opened strongly on Feb 4, the first day, with 49,981 attendees, reflecting a 16.1 pc rise compared to the first day of ISE 2024. The momentum continued on day-two, reaching

59,038 visitors – an impressive 14.4 pc growth from the previous year while day-three set a new milestone in the event's history, attracting 49,716 attendees, solidifying ISE 2025 as the most well-attended edition to date. The total number of registrations reached 110,540 with 185,700 visits across the four days.

Artificial intelligence (AI) apparently played central to the event's product showcases as well as tech sessions– so much so that the Opening Keynote itself talked about how *AI is Eating the World: Why the AI Revolution is Good for Business*.



Presented by Brian Solis, an acclaimed visionary in AI integration, digital anthropologist, and author, the session sought to decipher the intricacy of AI over AV, and find a successful way out. "There is no playbook for how to integrate AI in our work, which makes it difficult, but also special," declared Solis, who is also Head of Global Innovation at the cloud-based AI-focused firm ServiceNow.

Emphasising the imperative to think out of the box and 'unlock the unknown,' Solis quipped in quite a jargon: "This is quite literally a ctrl-alt-delete moment- means you have to imagine how to reboot yourself."

Technology's tryst with creative art came in a sort of larger-than-life view on the giant size South Access Welcome screen of the Fira de Barcelona Grand Via where the trio of

celebrated digital artists – French art director Alice Labourel; Italian AI wizard Quayola; and Dutch digital artist Jeroen van der Most – depicted their creative best blends of art in technology.

On the show floor- while visual segment visibly captured larger number of eyeballs – even as they did with the floor spaces as well – the aural segment did have its own cache.

Some of the most fascinating technology fares on the show floor included:

On the visual front-

- LG’s giant Kinetic LED wall measuring 7.2 x 4.1 meters
- Samsung’s 463-inch curved LED screen coupled with projectors
- Lang AG’s waterfall install with Muxwave LED & Robot Dogs
- Christie’s 3D projection mapping
- Philips’ AI-powered artistic LED
- Panasonic’s picture sharing projection and sustainable earth
- Airtame’s Screen-sharing solutions
- AV Stumpfl’s 50 Years of Innovation celebrations



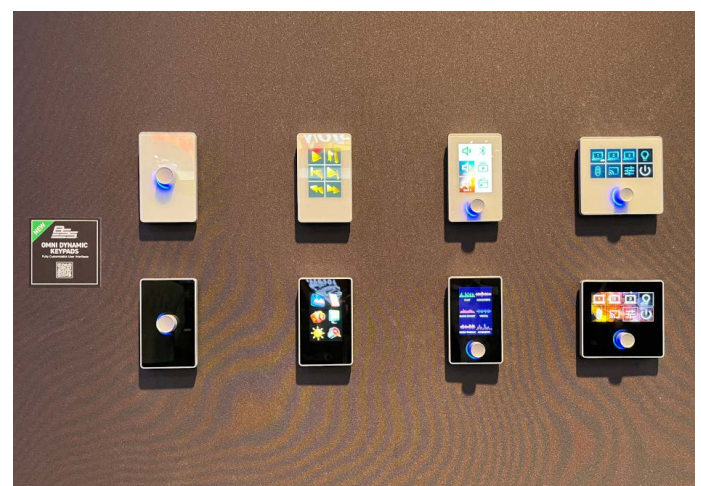
On the audio front-

- Shure’s 100th Anniversary special show
- ClearOne’s BMA 360DX all-in-one ceiling tile, besides the Dialog AERO and Versa1200
- Sonance’s invisible speakers
- Architettura Sonara’s designer architectural speakers



On the control automation front-

- Harman JBL’s BSS Omni dynamic keypads
- America’s Gesture Control solutions



Harman JBL dynamic keypads

And more... Absen, Epson, Optoma, Unilumen, Legrand, Televic, have shown some incredible



technology fare that promise to contribute to a new dynamic of AV in the times to come.

Hall No. 3, 7 and 8 were of particular focus for most AV enthusiasts, as they visibly got to see the vast spectrum of ISE dynamics there. Hall-3 for most ISE regular majors, Hall-7 for the audio innovators and Hall-8 for all those newly created audio demo rooms meant for 'creating experiences.'

"This Hall No. 8 is one of the best things we liked," vouch the Qatari couple Aflatuh-Fatima. "We had been longing to see something like this," they say. "We cannot get experience something like this on the exhibitors booths for a simple reason of the crowds and noise," Fatima explains, "unless they create dedicated demo rooms. Here we get to see many more such demos."

"The architectural audio solutions such as Sonance, and Architettura were impressive as also Void Acoustics," observes Aflatuh. "We also liked the ClearOne BMA360 system."

In a very generic sense, for most visitors from the most populous AV markets of the world – India & China – the immersive and interactive technologies that were on show at this year's event had particularly been impressive. Domains like LEDs, digital signage and AI trends were equally interesting for most.

Understandably, these domains have been the fastest growing areas in these two markets, with scores of installs shaping up from almost every corner of their landscapes.

"For instance, tourism AV is one very big thing in these two countries; we regularly hear about a fort, or monument, or a museum being done with an immersive, experiential AV in India, or a big visitor attraction centre in China," observed an industry veteran.

So, the brand ISE, as it evolves further, offers or promises to offer something for everyone connected to AV- in one way or the other.

Powersoft Acquires 51% of Share Capital of K-Array, with Option to Reach 100%



Massimo Ferrati, K-array CEO and co-founder; Claudio Lastrucci, Powersoft R&D Director and Co-Founder; Alessandro Tatini, K-Array - Chairman and CEO; Luca Lastrucci, Powersoft CEO and Co-Founder; Antonio Peruch, Powersoft Production Engineering Director and Co-Founder. Sitting From Left to Right: Carlo Tatini, Executive Board Member and Co-Founder and Carlo Lastrucci, Powersoft President.

GLOBAL: Powersoft S.p.A. ("**Powersoft**"), at the head of a technology group ("**Powersoft Group**") operating worldwide in pro-Audio systems and listed on Euronext Growth Milan, announced the signing of a binding investment agreement (the "**Agreement**") to acquire from H.P. Sound Equipment S.p.A. ("**HP Sound**" or the "**Seller**") 51% of the share capital of K-array S.r.l. ("**K-array**" or the "**Company**"), specialised in the design and manufacture of innovative high-performance, compact design audio systems for a wide range of applications (the "**Transaction**"). The Agreement also envisages the mutual granting of call and put options in favour of Powersoft and HP Sound, respectively, on the remaining 49% of K-array's share capital. The closing of the transaction is, to date, expected by March 2025.

Luca Lastrucci, CEO of Powersoft: "We are excited to announce this acquisition, a significant strategic step for our company and the professional audio market. This transaction arises from a successful partnership between two companies that have been collaborating for many years now, with strong territorial proximity and sharing a creative and innovative spirit, both convinced of the potential to create important product and technological synergies. We plan to enrich our portfolio with cutting-edge products, leveraging the expertise and resources of K-array to develop new integrated audio solutions for an ever-evolving market. The synergy between Powersoft and K-array is set to generate significant results in technological innovation, allowing us to strengthen our presence in the segments where we already operate while also expanding into new areas. We can't wait to start working with K-array to set new and even higher standards of excellence".

Alessandro Tatini, Chairman and CEO of K-array: "Massimo Ferrati (CEO and co-founder) and I decided on this strategic step to integrate our company into a solid and constantly growing group like Powersoft. Our intention is to empower our resources, now over 100 and among the most qualified on the market, for a promising future filled with opportunities and success. In addition to growth in numbers, the goal is to strengthen a solid and cohesive foundation capable of tackling future challenges with greater resilience and determination. Our team has been integral to our growth journey, and we believe it is our responsibility to provide them with an even more ambitious vision for our project. We have been collaborating with Powersoft since the beginning, and beyond being neighbours and sharing an identity deeply rooted locally yet globally oriented, we are united by a strong passion for technology and sound. Their innovations have always been an essential part of our work, making it obvious that joining forces could add significant value to the growth that, in recent years, has been in double digits, bringing us immense satisfaction. We are confident that this partnership will allow us to achieve incredible results in synergy. We are excited and eager to unleash our full creativity and potential".

The **K-Array** Acquisition Transaction is fully aligned with Powersoft Group's strategic development plan, which aims to strengthen its presence in the pro-Audio sector through both organic growth and acquisitions, as outlined since the IPO.

It also represents the logical development of a long-established "supplier-customer" partnership between two companies that share common values: technological innovation, excellence, creativity, design, customer focus, and product quality. The goal is to leverage their complementary strengths, boosting competitiveness and fostering growth, while preserving their distinct identities and

operational autonomy within a shared growth plan. Currently, Powersoft is set to continue its mission as a global technology provider, while K-array will maintain its unique positioning in the high-end audio speaker industry.

The acquisition is also part of Powersoft's growth strategy to transform the Group from a Product Company to a Solution Provider, with a primary focus on the transportation and automotive sectors, where technological innovation, efficiency, and the reliability of audio systems play a key role.

Mention should be made in this regard of the recent technology partnership signed with Ferrari S.p.A., which marked Powersoft's entry into the supercar industry, establishing a remarkable reference in the automotive sector.

By combining its know-how in amplification systems, signal processing, and transducers with K-array's expertise in compact, high-performance loudspeaker engineering and design, Powersoft will be able to accelerate its expansion in these markets and strengthen its position by offering innovative, efficient, and uniquely designed audio systems. These systems will meet the growing demands for quality, reliability, and space optimization required by the automotive industry and modern transportation systems.

The combination will also open up new joint business opportunities and allow for the expansion of business offerings into new market segments within the Powersoft portfolio. The combined presence of the two companies through their distribution networks will also drive greater penetration in high-growth markets such as Asia and Latin America, further consolidating the Group's global positioning.

Powersoft

Vizrt Teams Up with Midwich to Drive Growth in Southeast Asia



SEA: **Midwich** has entered a new partnership agreement with Vizrt, the leader in real-time graphics and live production solutions for content creators.

The partnership marks a new era of growth for both companies in the Southeast Asian media tech market, supplying productions with powerful technology, including the switcher line TriCaster, video conversion tools Viz Connect, and PTZ cameras.

Vizrt's portfolio of products and solutions addresses the needs of content creators, regardless of their production journey. For instance, the TriCaster Mini S is a software-based live production system crafted as an entry-level solution for those passionate about video storytelling.

TriCaster Vizion, on the other hand, is a complete live production system fit for any purpose – whether for broadcasters, sports networks, live events, corporations, education institutions, and more.

"There is an undeniable appetite to expand live production possibilities in Southeast Asia. Vizrt's versatile video solutions empower compelling and engaging content creation at every level, while also meeting ever-evolving live production needs. Our partners are essential in delivering the latest innovations to content creators of all sizes, ensuring our mutual growth and local support to the end-user," says Paul Shutt, Head of Channel Sales APAC, Vizrt.

Midwich is on the path to becoming a certified partner in Vizrt's extensive graphics portfolio to expand its offerings to live productions across the region.

With a growing number of certified partners worldwide, continuing investment in the Vizrt Partner Program is a key focus for Vizrt in 2025. To best serve the visual storytelling community worldwide, Vizrt is consistently adding products and solutions, as well as certifications and training, to support the growth of its partners' businesses.

Vizrt

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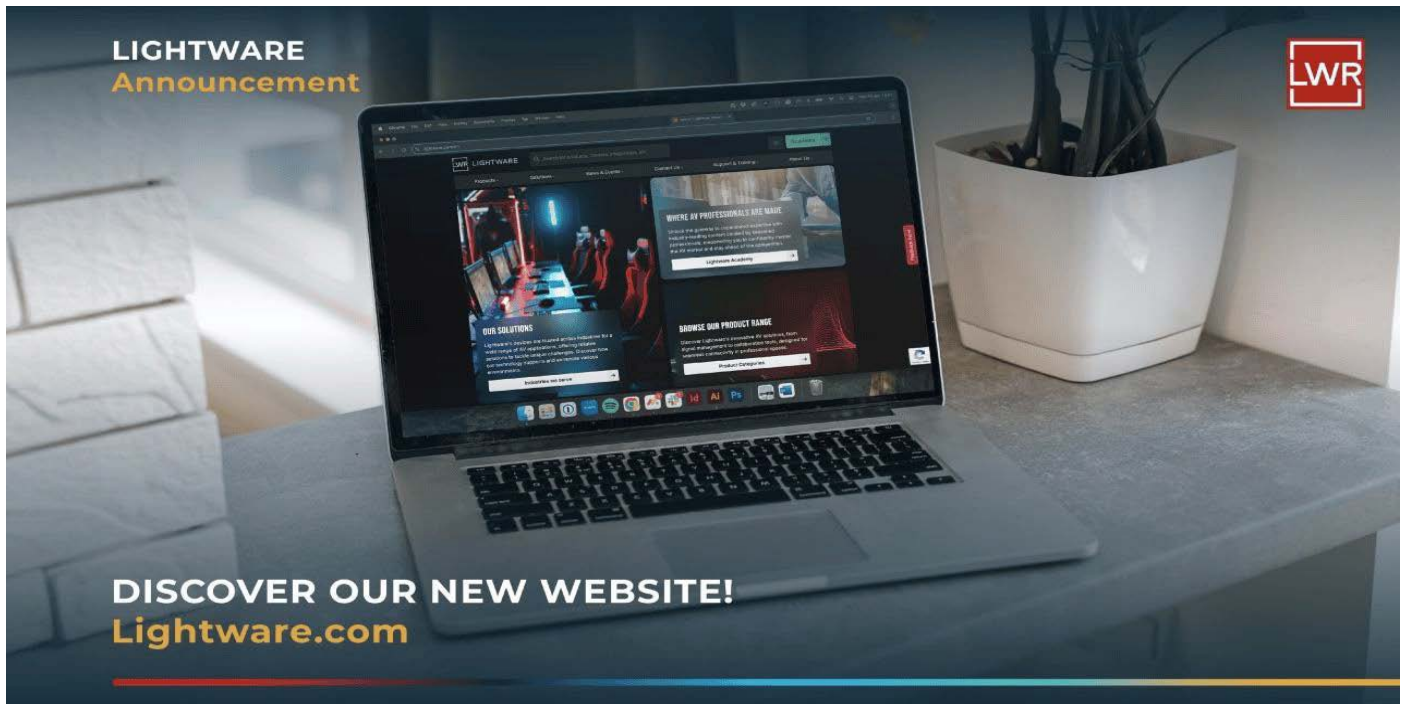


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Lightware Unveils New Sleeker, Faster, and More Intuitive Website



GLOBAL: Lightware has officially launched a redesigned website, offering visitors a more modern, user-friendly experience. The new design is crafted with the user in mind, ensuring a smoother, quicker, and more intuitive online journey.

Key improvements include an enhanced search functionality, making it faster and easier for users to find products, solutions, and the latest news. The revamped contact page now includes an interactive map to guide users to the nearest Lightware offices and training and experience centres. A standout feature for visitors is the option to switch to dark mode, providing a more comfortable viewing experience, especially in low-light environments.

In response to user needs, all downloadable documents have been relocated directly to product pages, eliminating the need for a separate Downloads menu. While the site is still

being updated with additional content, users can continue accessing archived material at archive.lightware.com until June. The company apologizes for any inconvenience during the transition and appreciates customers' patience.

Looking ahead, Lightware promises additional updates and features in the coming months. The company invites users to provide feedback through an easy-to-find form on the right side of the webpage, encouraging input on the new design.

The redesigned website not only offers a fresh visual appeal but also enhances the user experience, making it easier than ever to explore Lightware's innovative solutions.

Lightware

ARX Appoints New Distributor for the Philippines

PHILIPPINES: ARX Systems is very pleased to announce the appointment of Manila-based **Yupangco Electronics Corporation** as their distributor for the Philippines.

ARX Managing Director Colin Park Said: "The YEC Team has expressed their excitement about introducing our USB DI Series of interfaces, MSX series of signal distribution products, and AudioBox series of audio toolbox essentials to their Pro Audio, Installation, and Broadcast clients and market players in the Philippines industry. YEC are one of the leading Music, Professional Audio and related products companies in the Philippines where their Customer and Brand support is renowned as being second to none."

In addition to ARX, YEC represents a variety of leading brands, including HARMAN Professional Solutions, which offers products like AKG microphones and headphones, AMX audio video control systems, BSS networked audio systems, CROWN professionals power amplifiers, DBX signal processors, JBL Professional, Martin Lightning, and Soundcraft professional audio mixers, as well as Steinberg (known for music recording, arranging, and editing software), Audinate Dante AVIO adapters which specializes in professional digital audio networking technologies, and Yamaha Music professional/commercial audio equipment.

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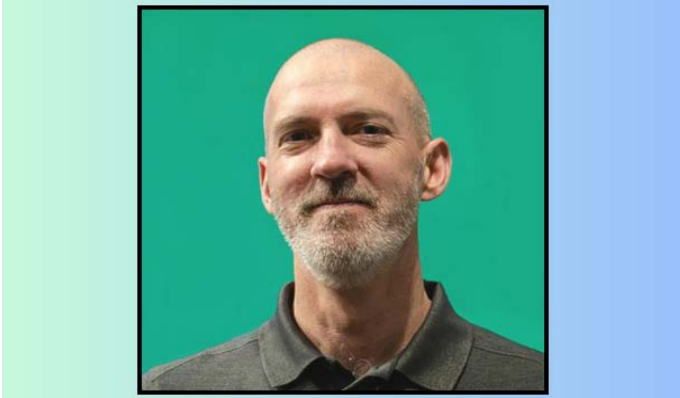
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Anthony Berry Strengthens Genelec's Installed Sound Team



GLOBAL: Genelec has significantly expanded its international Installed Sound team with the appointment of Anthony Berry as Sales Support Engineer. In this newly created role, Berry will be responsible for helping to develop the **Genelec Installed Sound** brand globally.

Growing up in Australia, Berry studied Audio and Acoustics at Sydney University before embarking on a career in AV that has involved prestigious projects around the world, including clients such as the Sydney Opera House, Google and Spotify. After relocating to Europe in 2014, Berry handled system design and audio commissioning for leading Swedish integrator JML, and technical sales and support for Nordic distributor Scandec. These roles saw Berry become actively involved in major Genelec projects in Sweden including Jacy'z Hotel, Vasakronan Co-Working and KKV Örebro.

Berry will work alongside Genelec's global distribution partners to ensure that consultants, integrators and installers alike can achieve the very best performance from the company's

range of solutions. As well as providing sales and technical support and system design, Berry will also play an important role in Genelec's product development, training, and marketing activities in the Installed Sound segment.

"I'm thrilled to be joining a company with such a strong reputation in the industry," commented Berry. "Having had firsthand experience of designing Genelec installations in Sweden, I've already seen the innovation that Smart IP networked loudspeaker technology is bringing to the market. Now, to have the opportunity to share my passion for Genelec with a wider network of customers around the world is a really exciting prospect."

"Since the launch of Smart IP back in 2019, Genelec's global profile in Installed Sound has developed consistently," added Kati Pajukallio, Genelec's Installed Sound Business Manager. "While the Nordic region has historically been the bedrock of our sales in this segment, we're now seeing really notable sales growth from other international markets – and so the need for sales and technical support for all our global partners has increased significantly. By joining us, Anthony...will bring valuable experience to the team here at Genelec – and help us to provide an even higher level of service to our Installed Sound customers."

Anthony Berry can be contacted at anthony.berry@genelec.com

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Sonance Welcomes Shawn Brechbill as Consultant Liaison Director



GLOBAL: Sonance is pleased to announce the addition of Shawn Brechbill as its new Consultant Liaison Director. With over 20 years of experience in the professional audio industry, Shawn brings a wealth of knowledge and expertise in supporting large-scale projects and fostering relationships within the Design Consulting and Architectural communities.

In his new role, Shawn will work closely with consultants and designers worldwide, ensuring they have the tools, resources, and support needed to specify Sonance solutions with confidence. This community plays a crucial role in shaping eye-catching spaces, and Sonance remains committed to providing the products, expertise, and collaboration necessary for their success.

"At Sonance, we know the importance that consultants and architects play in driving our designed to disappear philosophy, ensuring our technology seamlessly integrates into

their designs," said Morten Jorgensen, VP of Professional Audio. "With Shawn on board, we can work with specifiers earlier in the design process, strengthening our presence in key verticals.

Shawn expressed his enthusiasm for joining the team, stating, "I'm very excited to be part of the Sonance Professional team. What sets Sonance apart is how their solutions are designed to be strategically hidden in venues and facilities while maintaining superb audio performance. They have absolutely amazing solutions."

A Relentless Commitment to Growth

Sonance continues to invest aggressively in expanding its professional business, ensuring it has the right people and resources to serve the market globally.

"In the last three months, we have tripled the size of our team, and we're not stopping," said Mike Sonntag, Chief Revenue Officer, Commercial. "This is a clear statement of our commitment to the professional market. We are building a world-class team, adding the right expertise and resources to support our partners, and ensuring Sonance becomes a global player in the commercial audio space."

With Shawn's expertise and Sonance's ongoing investment in talent, the company continues to drive innovation, delivering seamless, high-performance audio solutions that elevate the design and experience of any space.

Sonance

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Genelec Smart IP Loudspeaker Technology Wins Prestigious Good Design Award



JAPAN: Genelec's **Smart IP** (smart-ip) family of PoE installation loudspeakers and subwoofers has recently been recognised with Japan's coveted Good Design Award – a highly prestigious accolade, bestowed exclusively on elegant innovations that provide important real-world benefits.

Since its founding in 1957, the Good Design Award—run by the Japan Institute of Design Promotion—has sought to highlight the world's finest product designs and encourage their adoption within society. In doing this, the awarding body hopes to elevate quality of life and drive further innovation.

This year, a staggering 5,773 entries were screened across 19 broad categories, with Smart IP being selected as an award winner in the Professional Equipment and Facilities category. Additionally, Smart IP was recognised with a **Best100 Award** through which the Good Design Award judges celebrated the entries across all categories that displayed particular excellence – and as the only loudspeaker technology chosen, Genelec was proud to feature in the Best100 alongside iconic global brands including Sony, Toyota and Canon.

Genelec Smart IP technology, which offers exceptional audio quality, beautiful aesthetics and single-cable networked convenience, impressed the Good Design Awards' judging panel with its ability to solve the difficulties faced when using more traditional audio systems – especially those employing passive loudspeakers.

"Genelec loudspeakers feature a minimal and beautiful Nordic design," commented the judges. "The delicate details are excellent and, as a whole, they boast a high degree of perfection. In addition, Smart IP loudspeakers have built-in amplifiers that enable digital transmission over a single LAN cable. This enables both free space design and premium sound quality, which were previously difficult to achieve, as well as optimisation for installation locations."

The judges also praised Genelec's commitment to **sustainable development**. "For Genelec, which is headquartered in a rich natural environment, sustainability is as important as sound quality and profitability. For example, 97% of the aluminium used in their loudspeakers is recycled, and a proportion of the annual power consumption of the company's headquarters is generated by solar energy. Genelec's philosophy towards thorough energy conservation is deeply impressive."

Additionally, two of the judging panels specifically selected Smart IP as their favourite entry overall. "I have personally used Genelec speakers for many years and was amazed at how they have evolved into IP speakers of such high quality and usability," explained Seiichi Saito, Chair of the judging committee, while



The Genelec Smart IP loudspeaker family.

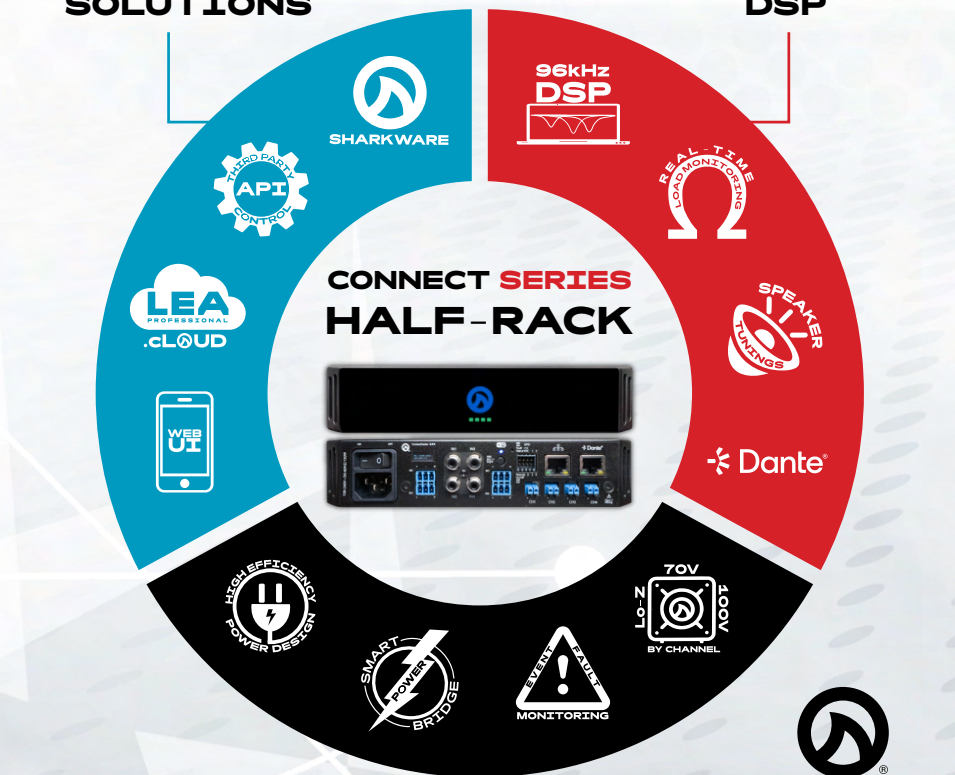
Industrial Designer Hiroaki Watanabe revealed that "I had doubts about the sound quality when transmitting audio and supplying power via a single LAN cable – until I actually heard the high-quality sound in person. The courage to bring this system to the market is truly commendable."

"There has always been an incredibly strong bond between Genelec and Japan, so this award has very special meaning for us," adds Genelec Managing Director Siamäk Naghian. "All of our designs are driven by the desire to bring joy to the user and enrich their lives, and I think Japan has a particularly fine appreciation for the way cutting-edge performance and aesthetic beauty should be completely inseparable. We'd like to warmly thank the Good Design Award judging panel, the Genelec teams in Japan and worldwide, and everyone involved in making Smart IP such a huge success."

Genelec

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Visionary and Extreme Networks Streamline AV Network Deployment and Management



GLOBAL: Visionary has joined forces with Extreme Networks, a leader in AI-powered networking automation, to integrate Visionary's PacketAV Matrix Series with Extreme's network Fabric solution. This industry-first collaboration simplifies AV network deployment and management, setting a new standard for scalability and efficiency in professional AV environments.

Extreme Fabric is the industry's only end-to-end, automated, and secure network fabric solution that automates and streamlines the configuration of devices on a network. In traditional setups, IT administrators must manually configure network settings such as VLANs, QoS, and traffic priorities for each device, which can be time-consuming and error-prone, especially in large-scale deployments. Extreme Fabric Attach, a feature within Extreme Fabric, eliminates these manual steps by enabling devices to automatically announce their requirements to the network. The network then dynamically provisions these devices with the correct settings, ensuring secure and optimized connectivity. For organisations managing complex environments such as universities, enterprise campuses, or large

entertainment venues, this translates to significant time savings, reduced administrative overhead, increased security and enhanced reliability for AV systems.

While Extreme Fabric has proven effective in other industries, Visionary is the first to bring this capability to professional AV endpoints. The integration of Visionary's PacketAV Matrix Series with Extreme Fabric is revolutionizing how AV endpoints are deployed and managed.

Here are some tangible benefits:

- **Plug-and-Play Deployment:** Visionary endpoints connect seamlessly to the network, with Extreme Fabric Attach automatically assigning them to the appropriate VLANs or service paths. This reduces setup time and complexity.
- **Dynamic Flexibility:** In environments like large Las Vegas resorts, where displays and AV devices are frequently moved or added for events, the integration allows devices to be operational almost instantly, enhancing responsiveness to large-scale events.

- **Enhanced Security and Performance:** Extreme Fabric segments AV traffic from other network data, ensuring high-priority handling of critical audio and video streams while safeguarding against unauthorized access.
- **Scalable Growth:** As facilities expand, new Visionary endpoints can be effortlessly integrated into the network without extensive reconfiguration.

Technology West Group, led by owner Richard Reisig, has successfully deployed Visionary's PacketAV Matrix Series with Extreme Networks' Fabric across three major resort properties on the Las Vegas Strip. These implementations span nearly 3,000 endpoints, including displays and AV devices used for events, conventions and everyday operations. During special events like March Madness, properties deployed over 200 additional displays across their venues. With Extreme Fabric Attach, staff could simply connect the displays to the network and they were automatically configured and operational within minutes. This level of flexibility and efficiency is critical in dynamic environments where demands change rapidly.

"Richard's vision and expertise were instrumental in this integration," said Scott Freshman, COO of Visionary. "He recognized the potential of Extreme Fabric for our deployments and brought the concept to our team. From there, our engineers collaborated with Extreme Networks to bring this idea to life. This partnership has not only transformed AV network management but has also set a new benchmark for the industry."

The collaboration between Visionary and Extreme Networks is an advancement for the audiovisual industry. By integrating Visionary's high-performance AV-over-IP endpoints with the automation and provisioning capabilities of

Extreme Fabric, organizations gain an efficient, secure, and scalable solution. This integration is particularly impactful in environments where AV requirements change frequently, such as corporate campuses, universities and entertainment venues.

"This integration will set a new standard for seamless and efficient integration between AV and IT. AV systems are critically important for event experiences but can become time-consuming to manage, especially in environments with rapidly changing needs like entertainment venues and universities. With Visionary's AV-over-IP integrated with Extreme Fabric, organizations with even the most complex AV systems will be able to eliminate hours of manual configuration time while improving performance and increasing security," said Dan DeBacker, SVP of Product Management, Extreme Networks.

Freshman added, "This integration represents a significant step forward for the professional audiovisual industry. By combining Visionary's AV-over-IP technology with Extreme Fabric, we're not just simplifying installations – we're setting the stage for smarter, more resilient AV networks. No other company in ProAV has the networking expertise to achieve this level of integration, and we're proud to lead the industry into a new era."

Visionary

Shure Celebrates A Century of Audio Innovation



GLOBAL: Shure Incorporated, a global leader in audio technology, is celebrating its 100th anniversary. This marks a century of pioneering innovation, exceptional quality, and unyielding commitment to audio excellence.

The Evolution of Shure

S.N. Shure started the Company in downtown Chicago in 1925 selling radio parts kits. In 1932, Shure became one of only a few U.S. microphone manufacturers with the introduction of the Model 33N microphone. Since then, the Company has grown into a global technology leader, offering a diverse portfolio of game-changing wired and wireless microphones, conferencing and meeting solutions, and personal and professional listening products. Over its 100-year history, more than 50,000 different electronics products have been developed by Shure.

Shure products are now sold in more than 120 countries, and through the decades, they have been trusted and used around the world by such luminaries as Dr. Martin Luther King, Jr., Elvis Presley, Nelson Mandela, The Beatles, and other icons.

Today, Shure products are trusted by performers, content creators, AV and IT professionals, sound engineers, educators, community leaders, and music lovers across the globe in studios, on stages, on playing fields, in meeting rooms, and everyday life.

100 Years of Innovation

Over the past 100 years, Shure has introduced iconic products that have become staples in the audio industry. The legendary Shure SM58 microphone, known for its durability and reliability, has remained the top choice for vocal performances worldwide. The SM7B vocal microphone has equally earned a distinguished reputation, renowned in the broadcast, recording, and podcasting industries.

Shure introduced the first wireless microphone in 1953, the Vagabond 88 Wireless Mic, long before wireless technology became popular by the 1990s. The Company introduced digital wireless in 2011, and today, Shure digital wireless microphones are used across the world from the biggest sporting events and global concert tours to the top business conferences.

Here is a list of some industry firsts and notable achievements from Shure:

- First Phonograph Cartridge (1937) - Shure's development of the first phonograph cartridge established the company as a leader in high-fidelity audio.
- Unidyne Microphone (1939) - The Unidyne Model 55 was the first single-element unidirectional microphone, providing better sound isolation and reducing feedback, making it a popular choice for broadcast and live performance.

- First Handheld Wireless Microphone System (1953) - Shure introduced the Vagabond 88, revolutionizing the way performers and presenters operated on stage.
- SM58 Microphone (1966) - The Shure SM58 became an industry standard for live vocal performance microphones, known for its durability and reliable sound quality. It is still an icon today.
- First Integrated Wireless System (1990s) - The introduction of the Shure UHF (Ultra-High Frequency) wireless systems brought more reliable and higher quality wireless audio transmission, setting new standards in the industry.
- Axient Digital Wireless System (2016) - This system introduced innovative features such as interference detection and avoidance, quadversity, and advanced connectivity options, setting a new benchmark for wireless microphone performance.
- MXA910 Ceiling Array Microphone (2016) – Conference rooms were changed forever with this remarkable precise audio capture option that inspired a whole new line of ceiling array microphones.
- IntelliMix Room (2020) – The first-of-its-kind audio processing software revolutionized the AV industry by optimizing audio conferencing with advanced DSP algorithms.

Shure's commitment to revolutionizing audio has led to significant advances in wireless technology, demonstrated by the evolution of its robust and reliable wireless microphone systems such as Axient Digital. Shure advancements in wireless microphones were built on an explosion of software and networking advances, yielding more intelligent products that work more effectively and sustainably.

Shure's deep experience in acoustics design and software innovation comes together in products like Shure's AONIC line of Bluetooth headphones, professional content creation gear like the MV88+ Video Kit and MV7+ Podcast Mic, and the Company's quickly growing enterprise communication portfolio, the Microflex® Ecosystem™, which brings award-winning audio quality to boardrooms, governments and educational institutions. Shure also recently launched ShureCloud, a comprehensive cloud-based platform designed to streamline the management and monitoring of Shure products.

Shure features five global engineering centres dedicated to product development and software excellence: Niles, Ill., USA; Copenhagen, Denmark; Suzhou, China; Edinburgh, Scotland; Hyderabad, India.

Global Associate Pride

Shure's Core Values were established by Mr. Shure when he founded the Company, and today Shure Associates all over the world continue to follow these principles:

- As a Company and as individuals, they are ethical, honest, and fair in dealing with Associates, customers, and suppliers.
- Shure manufactures products of unmatched quality, reliability, and durability.
- Shure Associates show respect for one another in all circumstances.
- Shure is a good corporate citizen, neighbour, and employer.

To commemorate this historic anniversary milestone, Shure is launching a series of special activities and products throughout the anniversary year including Associate and customer celebrations.

Shure

XTEN-AV Partners with Panasonic Visual Systems



GLOBAL: XTEN-AV, the world's pioneer software that facilitates completion of AV design and proposals and management of projects on a cloud-based platform, has announced partnership with Panasonic Visual Systems, a global leader in professional AV solutions. This collaboration integrates Panasonic's premium range of projectors, professional displays, and other AV technologies into XTEN-AV platform, delivering unmatched efficiency and a seamless design and proposal experience to AV integrators and professionals worldwide.

By providing direct access to Panasonic's cutting-edge professional projectors, displays and flexible media processors, the platform simplifies the selection and integration process, ensuring accuracy and efficiency. This strategic partnership aligns two industry leaders, delivering a streamlined workflow and enhancing the overall AV design experience.

We are thrilled to partner with Panasonic Visual Systems to bring their industry-leading AV solutions into the XTEN-AV platform," said Vibhav Singh and Sahil Dhingra, Co-Founders of XTEN-AV. "This collaboration not only enhances the design and proposal capabilities of our platform but also empowers AV integrators to deliver superior results with efficiency and precision."

"Collaborating with yet another industry leader, brings us a step closer to creating a unified, cloud-based platform that fulfills all the design, proposal and project management needs of AV professionals," continued the co-Founders. "This partnership takes us a step closer to creating a world class design and documentation software."

"At Panasonic, we are committed to empowering system integrators with the tools and support they need to deliver exceptional AV solutions; our strategic partnership with XTEN AV marks an important step in our on-going efforts to expand industry partnerships and streamline workflows for our integrators," said Petro Shimonishi, Director of New Business Development for Panasonic Professional Visual Systems.

"By integrating our cutting-edge professional visual solutions with XTEN AV's powerful automation and design platform, we are making it easier than ever for integrators to specify, design, and deploy Panasonic products with confidence," Shimonishi explained. "This collaboration reflects the new focus of our business development team—strengthening our industry relationships to provide greater value and efficiency for our partners, helping them succeed in an ever-evolving AV landscape."

Q-SYS VisionSuite Now Certified for Google Meet



GLOBAL: QSC, LLC. has announced that **Q-SYS VisionSuite** now supports Google Meet. The Q-SYS VisionSuite AI Accelerator for presenter tracking joins the list of Q-SYS solutions certified for Google Meet—including Q-SYS Core processors, NC Series cameras, and networked microphones—adding vision-based control with presenter tracking and participant camera switching to the platform. Now, Google Meet customers can have more power and flexibility in designing large spaces that give a dynamic view of the speaker for those in the virtual meeting.

Designed for high-impact spaces, Q-SYS VisionSuite features AI-based vision-driven room automation, including multi-camera presenter tracking and participant camera switching. This solution ensures that those

speaking remain in the frame for far-end participants, whether they are presenting in front of the room or asking a question from the audience.

"Q-SYS VisionSuite enables customers to transform their collaboration spaces into dynamic meeting environments that enhance productivity and engagement," said Vic Bhagat, Senior Director, Alliances, Q-SYS. "This advanced multi-camera solution allows users to create an immersive atmosphere particularly well-suited for high-impact spaces, such as Tech Talk spaces, multi-purpose rooms, or training rooms. The supported solution is the next step in our shared vision to offer software-based innovations to enhance experiences."

QSC

Epson Opens Innovation Centre in Dubai Production City



DUBAI: Epson has officially opened its state-of-the-art Innovation Centre in Dubai Production City, part of TECOM Group PJSC. Showcasing Epson's latest technology solutions with a mission to reimagine how technology contributes to a better future, the Centre reflects the company's vision for industry sustainability and innovation.

The opening ceremony was attended by Yasunori Ogawa, President and Representative Director, CEO of Seiko Epson Corporation; Neil Colquhoun, President of Epson META-CWA; Abdulla Belhoul, Chief Executive Officer of TECOM Group; Ammar Al Malik, Executive Vice President of Commercial at TECOM Group; Majed Al Suwaidi, Senior Vice President of Dubai Media City, Dubai Production City, and Dubai Studio City at TECOM Group, as well as numerous UAE dignitaries, customers and partners.

Ogawa said: "The opening of the new Epson Innovation Centre underscores our commitment to our customers and partners across the region. We see strong demand to incorporate regionally tailored design into product development, particularly from industries

and communities that are pursuing digital transformation. Our new facility will serve as a foundation for creating efficient, compact and precise products that reduce environmental impact."

Equipped with the latest industry tools and equipment, Epson's Innovation Centre will spearhead advances in printing, scanning, visual display, manufacturing, and lifestyle solutions. The regional hub will enable customers and partners to contribute local insights into the design and development of next-generation technologies by providing a direct connection between the team on the ground and Epson's research and development (R&D) centres in Japan.

Local data analysis, customer feedback and input from channel partners will be collected at the Innovation Centre, to be shared with Epson's global product design and engineering teams, known for their strong track record of co-creating regionally relevant solutions.

Colquhoun said: "Epson has created this advanced Innovation Centre to serve the region, having already committed more than USD 1 million to the establishment of the centre. This investment reflects our ambitious vision to support diverse industries and geographies by connecting with the local needs of each market to empower our customers and address the issues that affect them."

Epson's Innovation Centre will leverage Dubai's strategic location and the world-class infrastructure of Dubai Production City, one of TECOM Group's 10 business districts, to collaborate with a wide spectrum of customers across the company's broad regional footprint.

"The print, packaging, and production sector's contributions are vital to ensure a thriving, diversified creative economy," said **Majed Al Suwaidi, Senior Vice President of Dubai Media City, Dubai Production City, and Dubai Studio City at TECOM Group**. "We must nourish its growth by constantly pushing the boundaries of engineering, and the launch of Epson's Innovation Centre [in] our district is an opportunity to elevate the industry by delivering impactful technological advancements. The regional hub's focus on innovation will contribute to the long-term visions of Dubai Economic Agenda 'D33' and the National Strategy for the Cultural and Creative Industries, driving industry growth in the UAE and beyond."

The Innovation Centre will also host regular workshops, seminars, training sessions, and industry events to support the professional development of Epson's diverse team, channel partners and resellers, as well as special programmes for customers such as teachers to enable them to deploy innovation in the service of quality education. It will foster an atmosphere where technology, innovation and knowledge from a wide spectrum of industries and corporate cultures can be integrated to collaboratively deliver impactful solutions.

The launch of the Innovation Centre follows the establishment of Epson META-CWA (Middle East, Türkiye, Africa, and Central & West Asia) in 2024, with more than 330 employees across this region including over 130 staff in the United Arab Emirates*. This regional operation, headquartered in Dubai, serves one of the most diverse and dynamic markets within Epson's global organisation, delivering tailored enterprise solutions across sectors including consumer, education, healthcare, financial services, tourism, hospitality, retail, and entertainment.

With a footprint of 1,100 square metres in total, the Epson Innovation Centre exemplifies regional excellence in design. The building features a curved glass façade that maximises natural light and creates a seamless connection to the surrounding environment.

The Innovation Centre builds on major investments totalling more USD13 million made by Epson in the META-CWA region between 2022 and 2024 and will align with Epson's broader global commitment to research and development. Among the new technology solutions currently on display at the Innovation Centre are the new **Q-series projector display solutions**, designed for premium home theatre and entertainment spaces; **Epson EpiqVision Mini EF-21 & EF-22 portable smart laser projectors EcoTank** home and office printers with ultra-high-capacity refillable ink tanks; and **WorkForce Enterprise Series** business inkjet printers which consume the lowest amount of energy in each of their classes.

In addition, the Centre is also showcasing the **Epson SurePress L-6534VW UV Digital Label Press**, **SureColor V7000 UV Flatbed Printer**, the **ColorWorks CW-C8000 Inkjet Label Printer** as well as **Orient and Orient Star Watches**

Epson

LEA Professional and NETGEAR Announce Interoperability Partnership



GLOBAL: LEA Professional is continuously committed to offering top-of-the-line solutions in every market its customers serve. Through partnerships with industry-leading companies, LEA is uniquely positioned to further enhance its products and service offerings for system integrators worldwide.

Now, LEA has entered into a Pro AV partnership with NETGEAR AV, which has led to the interoperability between the NETGEAR AV Line managed switches and the LEA Professional Connect Series IoT-enabled smart amplifier family for professional audio systems.

NETGEAR was founded nearly 30 years ago and has been a longtime global leader in networking technologies for various customers, from homes to businesses to pro AV installations. This partnership highlights the compatibility of NETGEAR AV's product portfolio with LEA Professional's. The two renowned technology companies form this powerhouse partnership to enhance their combined customers' experiences.

"We are always looking to form partnerships with companies who are unique, driven, and share our values of quality and performance," said John Henkel, Director of Product

Marketing, NETGEAR AV. "LEA's team and technology align with this perfectly, with top-tier technology and customer service. We know that together, we have the opportunity to offer an unparalleled experience."

Among the company's product lineup is LEA Professional's award-winning Network Connect series of professional amplifiers and companion Dante Connect series featuring Dante and AES67 connectivity. These series enable integrators to utilize cloud-based remote control, monitoring, notifications, and more from any internet-enabled device, allowing them to stay connected anywhere in the world.

LEA Professional's smart amplifiers are among the most feature-rich amplifiers available in the industry – featuring onboard 96kHz DSP, LEA Cloud connectivity, WebUI, third-party API control, real-time load monitoring, Lo-Z/70V/100V selectable by channel, Smart Power Bridge technology, event and fault monitoring, high-efficiency power design, over 3,000 speaker tuning presets, and LEA's advanced amplifier control software, SharkWare.

"We're proud to partner with a company with such a wonderful history and reputation," said Brian Pickowitz, VP of Marketing at LEA Professional. "NETGEAR has proven time and time again why they are a global leader in the AV space. Our customers can rest assured when their system specifications require NETGEAR and LEA Professional products."

LEA Professional

Dante Media Encryption Ecosystem Expands with New Pro AV Partners



GLOBAL: Audinate Group Limited is pleased to announce that Sennheiser, Symetrix and Powersoft have joined as new partners adopting Dante Media Encryption into Dante-enabled products. Dante Media Encryption protects the content of Dante media flows between devices using strong AES-256 encryption, safeguarding media from interception or unauthorized access.

Dante is a complete, easy-to-use AV-over-IP platform that is interoperable across more than 4,000 products from over 600 manufacturers, integrating best-in-class audio, video, control, and management features. This interoperability provides customers with the unique opportunity to adopt end-to-end encryption between connected products while enabling the flexibility to choose products from multiple manufacturers that best fit the needs of each solution.

The convergence of AV and IT network technologies has increased the demand for security-conscious designs and adherence to emerging regulations. The unique multilayer security architecture of the Dante Platform provides manufacturers and systems integrators an easy way to configure Dante and their products to meet new regulations.

"We are pleased to partner with Audinate to bring Dante Media Encryption to market,"

said Charlie Jones, Senior Partner Relations Manager, Business Communications, Sennheiser. "As an independent 3rd party working with over 600 manufacturers, Audinate is uniquely positioned in the industry to provide a manufacturer-agnostic, interoperable encryption solution that customers desire."

Dante Media Encryption can be enabled via a firmware update for many existing Dante devices. Dante Media Encryption capabilities are fully compatible between updated devices in managed Dante networks.

"Audinate makes it easy to adopt Dante Media Encryption to add valuable customer-focused security features," said Quinn Klarer, Product Manager at Symetrix. "Using Dante, we can provide solutions that quickly meet our fast-evolving customer needs without any updates to existing hardware."

Dante Media Encryption is enabled through Dante management software, including Dante Director and Dante Domain Manager, which provide secure access controls, network segmentation, policy management, event logging, strong encryption key management and key rotation for enrolled devices.

"Adopting Dante Media Encryption helps Powersoft meet media security standards that we are seeing implemented in locations worldwide," noted Filippo Digiugno, R&D Manager of Powersoft. "By integrating Dante as the protocol for media encryption we gain a secure foundation that spans across multiple manufacturers, enabling our customers to build safe, reliable, and future-proof systems."

Dante

Neat Scales Up as Demand Gains Momentum



INDIA: MNeat, the pioneering Norwegian video technology company, is rapidly scaling its presence in India, addressing the country's growing demand for intuitive and inclusive hybrid work solutions. As India accelerates major infrastructure developments under the National Infrastructure Pipeline (NIP) and as demand from mid-market and SMB enterprises increases, Neat is seizing these opportunities by broadening its partner network and enhancing service capabilities nationwide.

With a strong year-over-year revenue growth of 190% in India for FY2024, India is Neat's fifth-largest market globally, and the company has rapidly expanded its partner network from just two to over 200 partners within four years of operation. Major conglomerates and enterprises and Global Competency Centres (GCCs) have been among the biggest adopters of Neat's collaboration technology. As the country evolves from an IT services market to an innovation hub, Neat is responding to the rising demand for scalable and flexible video

collaboration solutions, which are increasingly vital for small and mid-sized businesses to support their growth and expansion strategies.

"With many large Indian corporations operating across multiple cities and overseas, there is a strong demand for efficient collaboration tools that can seamlessly connect their distributed teams," said Manu Sharma, Regional Director – India and SAARC at Neat. "Companies are also increasingly allocating resources to support remote-first environments, investing in technology that enables inclusivity and equitable meeting experiences. This helps increase opportunities for employees whether they are based in metro areas or prefer to remain in their home states."

Founded in 2019, Neat has focused on simplicity, innovation, and user-centric design, swiftly establishing a global footprint serving over 13,000 customers across 55 countries. In India, the company has made significant investments in local talent and infrastructure, strategically expanding its regional teams across sales, sales support, marketing, product engineering, and research and development. With presences established in South, West, and North India, Neat has built nationwide capability to better serve customer and partner networks.

Strategic Partnerships Drive Momentum in India

Neat's local market strategy is distinguished by its extensive ecosystem integration. With 40 authorised partners, 200 transactional partners, and strategic collaborations with Distribution partners like Inflow Technologies and Ingram Micro India, the company is building a robust network that taps into industry expertise and extends its reach across India.

"Video collaboration is no longer just an IT decision—it's about creating meaningful workplace experiences, from the design and set-up of meeting spaces ensuring seamless

and inclusive participation for remote workers. Through our partnership, we're combining Inflow's deep market knowledge with Neat's innovative technology to help Indian organisations rethink how teams connect, not only addressing technical requirements but also employee and workplace management needs," said **Rajesh Kumar, Senior Vice President of Inflow Technologies**.

Collaborations with global tech giants like Microsoft and Zoom as well as strategic implementations with several major Indian customers like Make My Trip have further reinforced Neat's commitment to delivering seamless, interoperable solutions tailored for hybrid work environments.

"When teams collaborate, the quality of the experience directly impacts the meeting's success. Complicated technology that requires multiple devices or steps to connect, combined with a poor user experience, can significantly hinder productivity," said **Gurpreet Singh, IT Director at MakeMyTrip**. "With its sleek design and integrated technologies, Neat prioritises the user experience, delivering a reliable and distraction-free experience to ensure our teams can do their best work from anywhere."

Building on successful deployments for large enterprises, Neat's partnership growth will also address the unique needs of India's small and medium businesses, which are key drivers of the country's economy. "The Indian market offers tremendous growth potential for Neat and we expect our opportunities to expand significantly in 2025," said Sharma. "Neat remains focused on innovating and evolving our product portfolio and building on our strong partnerships across the country to deliver smart, scalable solutions that empower organisations of all sizes to collaborate seamlessly."

Neat's Holistic Approach to Video Collaboration
Neat's approach to meeting rooms stands apart by combining advanced technology, thoughtful design, and a focus on employee experience to create smarter, more efficient workspaces. Key features such as air quality monitoring sensors, room utilisation analytics, and AI-driven tools like background noise reduction and facial recognition play a vital role in Neat's commitment to continuous innovation. These solutions provide IT and facilities managers with essential data to optimise workspace performance and enhance the overall user experience.

Additionally, the company is at the forefront of holistic workplace transformation, supporting Indian enterprises with customised training programmes, workspace design consultations, and tailored hybrid work initiatives that address specific business challenges.

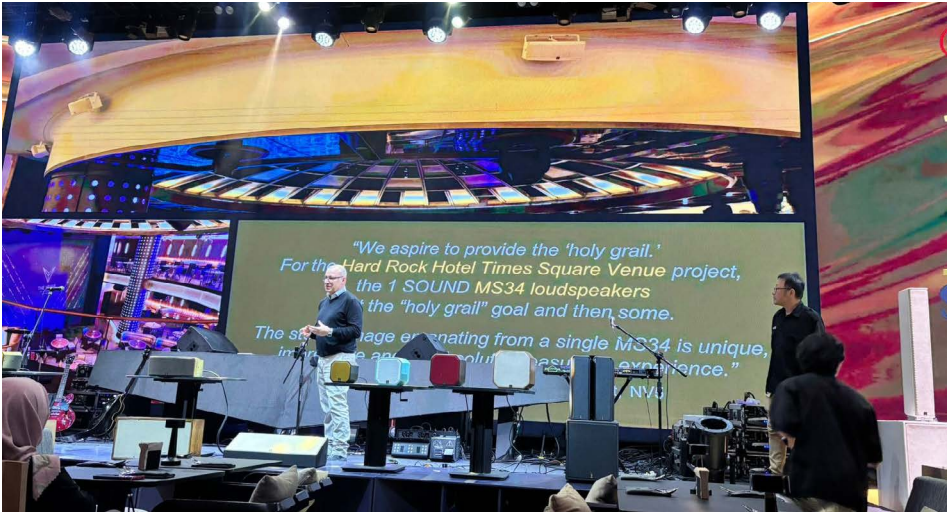
Neat's dedication to design excellence has been further validated with six Red Dot Awards, often regarded as the "Oscars of Design", underscoring the company's commitment to creating visually stunning, user-friendly products that stand out in the market.

In 2024, the company earned recognition by Frost & Sullivan* as an industry leader in innovation, noting that despite a challenging macro environment and market downturns for many leading vendors, Neat's growth not only held steady but outpaced the market.

**Frost Radar: Meeting Room Video Conferencing Devices 2024*

Neat

Melodia Reports “Great Turnout” for 1 SOUND Launch Events



Leo Dani, Sales Executive for 1 SOUND, commented, “We had a great turnout for the 1 SOUND events produced by our distributor, Melodia. Together, we were able to educate the Indonesian market on 1 SOUND’s loudspeakers and how they can meet the needs in a wide range of industries.”

INDONESIA: Melodia Production’s loudspeaker launch of the Level Series and Monitors from 1 SOUND was made through 1 SOUND demonstration events in Jakarta and Surabaya, Indonesia. Made in the United States, this brand offers advantages and innovations that make it worth a look.

The launch events for 1 SOUND in Surabaya and Jakarta saw a fantastic turnout, with attendees including system integrators, church tech teams, hotel management teams and owners, and production and rental companies. These events served as a platform to showcase 1 SOUND’s product line and educate attendees on the brand’s audio tools and services.

The 1 SOUND speaker lineup features: Cannon Coaxials, Tower Columns, Level Point Sources, and Contour Point Sources, along with monitors and subwoofers. 1 SOUND although a youthful company was founded by Lou Mannarino, a highly respected audio veteran who has engineered and designed for artists like Paul McCartney, The NY Philharmonic, the MET Museum, and more.

Rudy Winarto, CEO of Melodia Production, also shared his excitement about the events saying, “The events in Surabaya and Jakarta were very successful. People are stunned and amazed by 1 SOUND’s sound quality, innovation, brand philosophy, and the technology and detail behind each unique loudspeaker. We believe we are getting the attention of audio professionals through 1 SOUND, and we’re looking forward to seeing this brand continue to grow in Indonesia.”

One of the first venues to implement 1 SOUND’s systems is Potato Head, a well-known beach club in Bali, which is already experiencing the benefits of the system’s clarity, control, and versatility. In representing 1 SOUND, Melodia Production provides project consultation and post-sale services, working to create and provide the most optimal design, service, and technology for a project.

Melodia Production

PPDS Remote Device Management Ecosystem Officially Renamed



GLOBAL: PPDS, the exclusive global provider of Philips Professional Displays, has announced the latest evolution in its strategy to develop and deliver world-class AV software solutions to international partners and customers, as its state-of-the-art remote management ecosystem is officially renamed Philips Wave.

Announced ready for unveiling on Philips Stand 3P500 at ISE 2025 in Barcelona, the strategic brand refresh comes two years since Wave – developed in-house by the PPDS team – debuted at ISE 2022, allowing customers to unlock the full power, versatility, and intelligence of their Android SoC Philips Professional Display fleets while also bringing more sustainable business forward.

Used around the world, the 'evolutionary' secure and scalable API-first platform, Wave Controller, provides AV/IT managers with advanced and effortless control and management capabilities for professional displays on a local and international scale, with firmware and software updates, adjusting settings, and predictive maintenance just some of the remote features available. Also part of the Wave ecosystem, the dedicated ProStore provides a 'one-stop digital marketplace' for customers to access their preferred applications and services – including those from third-party partners such as NowSignage, Appspace, and NoviSign – while eliminating concerns around compatibility.

The Next Wave

Over the past two years, the development team, led by Siddarth Gopal, Global Director of Software Solutions, has continuously updated and enhanced the Wave ecosystem, implemented to meet the changing needs of the market, including retail, corporate, education, and more.

Making ready for its next phases of growth, and in close collaborations with PPDS' global sales teams and partners, the new name, Philips Wave, brings greater brand recognition and association with the Philips brand, bringing new features and benefits on current and future 'Wave ready' displays.

Siddarth commented: "At PPDS, we pride ourselves on innovation and, crucially, listening to the market. When we launched Wave in 2022, we made it clear this was an evolving solution. With updates on an almost continual basis, new partnerships being added, and new features and functionalities to cater for our customers' needs, the product we have today is vastly superior to the version of Wave we introduced on day one. That momentum continues, and as we grow globally, we are well positioned for the long term."

Martijn van der Woude, VP Global Marketing and Business Development at PPDS, added: "Philips Wave is much more than just a rebrand. We are aligning the platform with our Philips Professional Displays, providing greater brand association and recognition of the quality and confidence that has been synonymous with the Philips brand since 1891. The foundations have been set, and Philips Wave is ready to surge."

And that's not all...

New for 2025

In addition to the rebrand of Philips Wave at ISE 2025, PPDS is also delighted to confirm the platform has achieved the globally recognised ISO 27001 certification, demonstrating the company’s commitment to safeguarding sensitive data and information.

With security of paramount importance across Philips Professional Displays and complementary solutions, the ISE 27001 certification recognises that PPDS has implemented a systematic approach to managing sensitive company information and has measures in place to protect against

current and future security threats. The certification process requires a rigorous assessment of information security risks and demonstrating the implementation of robust security controls and processes.

Siddarth added: “Security has and will always be the number one priority at PPDS and we will always go the extra mile to ensure our customers’ data is safe and secure on our solutions. That is non-negotiable. The ISO 27001 certification validates this, giving additional peace of mind to our partners and customers for today and into the future.”

PPDS

Midwich Asia Announces New Strategic Partnership with Kiloview

A PAC: Midwich Asia is officially teaming up with **Kiloview** a global leader in innovative video production and streaming tech. This new partnership is going to take their broadcast and live-streaming solutions to the next level, giving them the tools to serve customers across the region even better.

Asia-Pacific is seeing a huge surge in demand for high-quality video production and streaming services. Kiloview’s solutions are known for their reliability and ability to handle complex production needs—perfect for live events, content delivery, and remote production. With Kiloview’s tech in Midwich’s hands, they will be able to provide even more powerful tools to customers and help them stay ahead in the fast-paced media world.

Midwich Asia looks forward to the collaboration and what it means for their



customers, both now and in the future. Together with Kiloview, they will be able to deliver even more innovative, seamless video solutions.

Midwich

Kramer Introduces New PoE-Powered Dante Speakers and High-End Installed Audio Portfolio



Premium Sound, Seamless Integration

Kramer's new speaker line delivers crystal-clear audio, optimized for speech clarity and background music, making them ideal for conferencing, education, retail, and hospitality settings. With advanced sound dispersion technology, the speakers provide consistent audio coverage, eliminating "dead spots" and ensuring every note and word is heard with precision.

Kramer has launched its new line of premium speakers. This broad portfolio includes PoE-powered Dante speakers alongside other innovative models, delivering exceptional sound quality, sleek design, and simplified installation for professional environments.

Networked Audio, Made Simple

This portfolio introduces PoE-powered Dante speakers, which enable seamless integration into networked AV systems. These speakers reduce installation complexity and wiring requirements, making them a perfect fit for modern installations. Each PoE-powered Dante speaker has a corresponding passive model with the same industrial design and sound profile, allowing system integrators to mix and match speakers while maintaining consistent sound quality and a cohesive look across installations.

Designed for System Integrators

Kramer's focus on system integrators is evident in the speakers' sleek industrial design and intuitive software. Features like front-access wiring for ceiling speakers and centralized speaker utility software simplify installation, setup, and troubleshooting, saving time while delivering consistent, high-quality results.

Part of a Comprehensive Audio Solution

The new speakers are part of Kramer's broader audio portfolio, which also includes DSPs and amplifiers, offering professionals a complete and integrated solution for diverse audio needs. The speaker product range features wall-mounted, ceiling, and pendant models in various form factors, designed to suit varied environments.

Kramer/PoE-powered Dante Models

Sonos Era 100 Pro: First-Ever Solution for Professional Installation



Sonos has announced that Era 100 Pro, its first-ever solution optimized for professional installation in light-commercial and residential spaces, is available for pre-order and started shipping on January 28, 2025.

Exclusively sold in pairs through select Sonos partners specializing in professional installation, Era 100 Pro will be available alongside Era 100 Pro Surface Mount (sold separately), which delivers flexible mounting for various layouts and applications. Zones, a new software feature that makes configuring and controlling multiple speakers easier and more customizable for larger spaces, will be available via a Sonos app update on iOS and Android simultaneously.

The solution has already received positive feedback from the installer community since its announcement in September 2024. rAVe [PUBS] named Era 100 Pro the Best New Audio Product as part of their 2024 Commercial Integrator Expo Awards, and Inavate named it an audio

finalist in their 2025 Inavation Technology Awards, the winners of which will be decided next year.

Built for Professional Installation

With the rich sound, elegant design, and versatile control that Sonos is known for, Era 100 Pro has been specifically designed to provide a complete, end-to-end solution for professional installation.

- **Power over Ethernet:** With one single cable that delivers both power and data, Era 100 Pro simplifies the installation process by eliminating the cost and complexities of having to install AC mains at each speaker location, allowing more unique configurations in various locations. Era 100 Pro is optimized for PoE+ but can also be used with standard PoE. With Power over Ethernet, business owners can utilize wired-first networking for enhanced reliability, speed and performance, while also seamlessly integrating into an existing network setup.

- **Customizable with zones:** Introduced alongside Era 100 Pro, zones offer an easier

and more customizable way to orchestrate and control larger-scale installations. Users can configure speakers together into a predictable, unified entity, providing a more permanent experience that stays consistent throughout use.

- **Versatile Surface Mount (sold separately in pairs):** Era 100 Pro Surface Mount boasts 30° pan and tilt ranges and 360° rotation, enabling installation in any orientation. Its indexed ball joint allows installers to achieve repeatable angles with precision, enabling fast deployment when mounting multiple speakers, while also ensuring the speakers won't sag over time. Able to affix to virtually any surface, the mount can also accommodate hidden or exposed cabling, and has a locking base plate for theft deterrence.

- **Safety enhancements:** Era 100 Pro has a built-in threaded insert and optional eyebolt that provides a secondary safety attachment point should building codes require it, helping the speaker withstand seismic events and avoid accidental damage. The hook receptacle increases stability when paired with the Surface Mount in non-portrait orientations.

- **Premium sound:** Leveraging the same acoustic architecture as Era 100, Era 100 Pro provides high-quality sound and impressive low-frequency performance, unique within the PoE speaker category. With two 0.63 in / 16 mm silk angled high-frequency drivers and a 3.5 x 4.4 in / 90.8 x 111.9 mm carbon filled-polypropylene low-frequency driver, the speaker delivers rich sound across a wide 240° horizontal dispersion, giving broad coverage from a compact profile.

Sonos/Era 100 Pro

INOGENI

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Up to 100 m/330 ft

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PPDS Sets New Standard with Reimagined Philips Interactive 3000 Series



as well as food and beverage, are among key market verticals.

Tilting the Balance

Offered in an extended range of 24" (back by popular demand), 32", 43" and 55" model variants, the Philips Interactive 3000 Series has been designed and equipped to meet any challenge, delivering premium performance, unparalleled reliability, and flexibility to any space.

PPDS, the exclusive global provider of Philips Professional Displays and complementary solutions, has announced the highly anticipated launch of its most advanced and versatile range of multi-touch displays to date with the new, reimagined Philips Interactive 3000 Series for installations in a broadening range of 24/7 environments.

The chic, bezel-free Philips Interactive 3000 Series marks a new generation of advanced, highly flexible multi-touch Android SoC displays from PPDS, presenting content as it was meant to be seen, with razor-sharp accuracy, colour precision, and brightness.

An update to the popular Philips T-Line Kiosk display range, the new Philips 3000 Series has been remodelled to fit market feedback and configured utilising the latest advancement in hardware, PCAP touch technology, and software. Bringing the flexibility to support a broadening range of installations, retail (including shopping centres), transport hubs,

Updated for 24/7 operation, and repurposed in consultation with partners and customers, the Philips Interactive 3000 Series extends beyond traditional portrait and landscape mounting limitations, with all models now featuring a 30-degree tilt option, as well as optional open frame brackets, opening new installation possibilities and enhanced creativity.

The request for tilted displays continues to grow, particularly for kiosks, with businesses looking to extend or renew their existing interactive displays beyond smaller screens, such as tablets. Concerns around security? The Philips Interactive 3000 Series also features a secure 'Kiosk Mode' feature, disabling any unauthorised remote control, management or tampering for peace of mind.

Let's Be Clear

With an unquenchable desire to deliver unparalleled viewing and user experiences, the Philips Interactive 3000 Series from PPDS has

been designed to cope with brighter lighting conditions and even the grubbiest of fingers.

Available as standard, each Philips Interactive 3000 Series model is equipped with a stunning edge-to-edge PCAP touch screen, while also being augmented with anti-glare and anti-fingerprint coating, allowing for perfect presentation, regardless of the number of fingers coming into contact between cleans.

Need a screen that will be exposed to ever-changing lighting environments? No problem. The Philips Interactive 3000 Series delivers optimum performances at all times, with the 24" and 32" models providing up to 350 cd/m² brightness, while the larger 43" and 55" models are equipped with 450 cd/m² for better visibility and user experiences.

Plug and Play with Android 13

Internally, the Philips Interactive 3000 Series helps to make the lives of AV/IT managers easier, while also delivering instant sustainability benefits and credentials – including financial – with every installation.

Part of PPDS' ever-expanding Android SoC family, Philips Interactive 3000 Series displays come with an updated professional Android 13 SoC built-in, offering a seamless plug-and-play experience. With 4GB RAM and 32GB ROM as standard, there is no need for an external media player, with content able to be uploaded directly to the display for instant viewing.

For complete peace of mind, the Philips Interactive 3000 Series also features PPDS' renowned FailOver technology, ensuring screens never go blank, and the content will continue to be presented, 24/7, even in the event of an outage.

Staying in Control

Whether a single display or many installed around the world, the Philips Interactive 3000

Series offers extensive remote monitoring, maintenance, and management capabilities – whether for single displays or installations around the world – with Philips Wave.

Developed in-house by the PPDS team, the scalable API-first Philips Wave platform allows users – either locally or centrally – to unlock the full power, versatility, and intelligence of their displays, for greater time, energy, and cost efficiencies.

Firmware and software updates, adjusting settings, predictive maintenance, content creation and scheduling, are just some of the remote features available on the Philips Interactive 3000 Series with Philips Wave, while the ProStore provides a 'one-stop digital marketplace' for access to their preferred applications and services, with zero concerns around compatibility.

Coupled with the benefits of Philips Wave, the Philips Interactive 3000 Series has also been heavily designed – inside and out – with sustainability and the environment in mind. Mirroring other Philips digital signage and LED models, the Philips Interactive 3000 Series has been reconfigured to run with reduced power consumption – without compromising on performance – versus previous models in the Series. All models also feature automatic backlight control, intelligently adjusting the brightness to suit lighting conditions, while ensuring perfect visibility and viewing experiences at all times.

The Philips Interactive 3000 Series is now available globally. Additional demonstrations will be available in PPDS' growing estate of PPDS Studio showrooms, located across EMEA, North America, and India.

PPDS/Philips Interactive 3000 Series

Barco ClickShare Showcases Newest Innovations for Teams BYOD



In ClickShare BYOD rooms, participants enjoy an enhanced Teams experience with:

- Automatic selection of room camera and audio, enabling in-room participants to use the camera and audio of the meeting room for an optimized view and sound.
- Speaker recognition, allowing in-room meeting participants to easily track who said what in meetings, leading to an accurate meeting recap and task assignment overview generated by Copilot.
- Optimized shared display, showing the Team’s meeting window on the in-room display.
- Voice isolation is suppressed, so others can hear the in-room participants.

Barco showcases the latest innovations in the Teams BYOD experience, now powered by ClickShare. These include automatic peripheral selection and speaker attribution, which ensure a personalized and smooth experience for meeting participants in BYOD rooms.

Barco and Microsoft aim to create the best meeting experience enabled by a simple and optimized user flow. Thanks to Microsoft’s recent optimizations, joining a Teams meeting has become more personalized and intuitive, regardless of the room type. These new advancements are now seamlessly integrated into ClickShare’s workflows.

These in-room workflow enhancements complement Microsoft’s IT admin developments in the Shared Spaces initiative, enabling intuitive management, planning, and budgeting through a comprehensive room equipment overview, inventory data and room usage analytics for both Microsoft Teams Rooms and BYOD devices.

[Barco/Clickshare Button](#)

INOGENI Expands Strategic Partnerships to Enhance Unified Communications Solutions

INOGENI & MAXHUB: Since the onset of their partnership in 2024, **INOGENI** and **MAXHUB** have been dedicated to delivering flexible, high-performance pro-AV solutions for modern meeting spaces. The collaboration began with TOGGLE, an intelligent USB 3.0 switcher for 2 hosts that enables users to easily switch between USB in-room conferencing systems and their own laptops for BYOD/BYOM (Bring Your Own Device/Meeting) setups.



Building on this success, TOGGLE ROOMS was launched and went on to win the 2024 AV Award for “Processing and Distribution Technology of the Year.” Designed for 4K BYOD / BYOM environments, it allows seamless switching between 3 hosts in hybrid meeting spaces, ensuring effortless collaboration and interoperability.

INOGENI and MAXHUB are further strengthening their partnership by introducing TOGGLE ROOMS XT, a 4K BYOD/BYOM 3-host switcher for larger meeting spaces and its compatibility with the MAXHUB XCore Kit Pro (Microsoft Teams Rooms), is ideal for seamless BYOD/BYOM experiences. The U-BRIDGE 3 will also be featured at the show; it offers robust USB 3.0 multi-device extension for enhanced connectivity in hybrid meeting setups. Supporting up to 5 USB devices and 1x HDMI (display) with extension capabilities up to 70 m (230 ft.), TOGGLE ROOMS XT enhances multi-

user connectivity for reliable, high-quality video collaboration

INOGENI & AIRTAME: INOGENI and **AIRTAME** have taken their collaboration to the next level with integration of TOGGLE ROOMS XT with AIRTAME’s solutions. TOGGLE ROOMS XT seamlessly integrates with AIRTAME for large-space applications in both corporate and educational environments. Designed to provide robust wired and wireless video conferencing capabilities, this dynamic duo ensures seamless transitions between BYOM and in-room setups. Attendees will witness firsthand how this innovative pairing enhances flexibility, ease of use, and meeting efficiency for modern boardrooms, auditoriums, and lecture halls.

The partnership between INOGENI and AIRTAME has evolved significantly, expanding from TOGGLE, TOGGLE ROOMS, and SHARE2U to now include the TOGGLE ROOMS XT, specifically engineered for large-space environments. In these AV settings—whether in executive boardrooms, hybrid classrooms, or large training centers—having both wired and wireless solutions is crucial for reliable and secure videoconferencing experiences. The AIRTAME Hub offers an exceptional wireless screen-sharing and video conferencing solution, while INOGENI’s TOGGLE ROOMS XT provides stable, high-quality wired connectivity for USB and HDMI devices, delivering the ultimate fail-safe meeting experience. This hybrid approach allows users to switch effortlessly between wireless and wired setups for uninterrupted collaboration regardless of network conditions.

Watch the INOGENI that explains TOGGLE Series Integration with Airtame for hybrid meetings [HERE](#) with Ryan Willden, INOGENI's US Technical Sales Director, and Jonas Gyalokay, Co-Founder & Board Member at Airtame



INOGENI and HDBaseT Technology: INOGENI, in collaboration with the HDBaseT Alliance, is setting a new benchmark in pro-AV connectivity with its innovative solutions, TOGGLE ROOMS XT and U-BRIDGE 3. Developed by INOGENI's engineering team and made in Canada, these devices extend SuperSpeed USB 3.2 signals over long distances while maintaining the highest performance standards. INOGENI's and HDBaseT, AIRTAME, and MAXHUB solutions redefine flexibility and reliability for modern AV setups. Their proven interoperability ensures seamless integration with the MAXHUB XCore Kit Pro, UC P30 PTZ 4K Camera, AIRTAME Hub solutions, and a wide range of professional AV equipment.

The adoption of USB 3.2 technology, supported by HDBaseT extension in U-BRIDGE 3 and TOGGLE ROOMS XT, unlocks new possibilities in professional AV environments, including:

- High-resolution, real-time imaging for AI-powered subject tracking
- Corporate meeting rooms and hybrid workspaces: Ensure meeting equity with multi-camera setups and advanced audio management

- Unified communications and video-as-a-service (VaaS): Support low-latency or real-time video streaming
- BYOD connectivity and interactive education: Seamless connections for interactive whiteboards and in-room touchscreen panels
- Industrial and medical applications: Enable machine vision and real-time diagnostic imaging

A strong partnership with HDBaseT: INOGENI's engineering team has leveraged HDBaseT technology to achieve superior Power-over-HDBaseT (PoH) capabilities and multi-device USB 3.2 extension, offering exceptional performance, reliability, and scalability.

"The true power of SuperSpeed USB extension over HDBaseT is its function as a USB hub. Unlike previous HDBaseT versions that allocated bandwidth primarily to HDMI, USB 3.2 enables multiple USB devices to operate concurrently over a single category cable." – HDBaseT Alliance.

This partnership ensures that INOGENI's solutions provide maximum flexibility and future-proof connectivity for integrators and AV professionals worldwide.

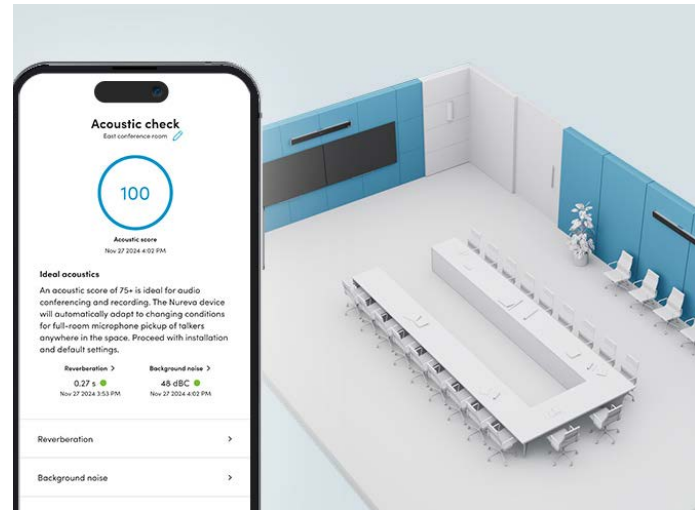
Discover seamless long-distance USB connectivity vis this [U-BRIDGE Product Video](#)

Nureva Simplifies Measurement and Analysis of Acoustic Performance in Larger Spaces

Nureva Inc. has added a powerful acoustic check tool to the newly released iOS version of the Nureva App. Building on the successful launch of the web-based app last summer, the iOS version adds features that help IT managers and integrators quickly determine the optimal placement of Nureva **HDL310** and **HDL410** audio conferencing systems, enhancing audio performance in larger meeting rooms and classrooms.

The patent-pending acoustic check tool measures background noise and reverberation in space before installing a Nureva system, providing an overall acoustic score that predicts audio performance in a given location. With an iPhone device, app users can evaluate acoustic conditions in various positions within the space to identify any challenges. No specialized equipment or expertise is required.

The Nureva App is available for **HDL pro series** systems at no additional cost. Since the app can be connected to the Nureva HDL310 or HDL410 system over a local area network, an internet connection is not required to use it. Tailored to the needs of IT managers and integrators, the app simplifies and enhances in-room setup and configuration by automating much of the process, significantly reducing installation time while optimizing audio quality. Also, the app supports camera integration for tracking and switching and is complemented by **Nureva Console**, a cloud-based management platform used for at-scale management of Nureva systems in an organization. Powered by Nureva's patented **Microphone Mist technology**, these systems provide reliable full-



room microphone coverage, enabling natural, distraction-free collaboration.

Additional feature details

- **Background noise measurement:** Uses the microphone on an iPhone to measure background noise levels at an installation site to identify potential issues, such as humming or buzzing from an HVAC system or other equipment.
- **Reverberation measurement:** Uses a simple balloon-pop procedure to evaluate the room's RT60 (reverberation time) to ensure clear audio for remote listeners.
- **Acoustic score:** Combines background noise and reverberation data to predict the audio performance of the HDL310 or HDL410 system.
- **User-friendly interface:** Uses the microphone on an iPhone and provides a simple, easy-to-understand scoring system, guiding app users on optimal device placement.

The acoustic check feature is valuable throughout the room design and installation process. Before and during setup, it helps identify acoustic issues early. Post-installation, it assists IT managers in quickly assessing and resolving any remaining audio challenges.

Availability

The iOS version of the Nureva App for iPhone and iPad devices, which supports the setup and

configuration of HDL310 and HDL410 systems, is available now through the App Store at no additional cost. Future updates of the Nureva App will include expanding support to Android devices. Currently, the acoustic check feature is offered with the iPhone version of the Nureva App.

[Nureva/Nureva App](#)

JBL Professional Launches Control 400 Enhanced Coverage Series Ceiling Speakers

HARMAN Professional Solutions has launched its JBL Professional Control 400 Enhanced Coverage Series, representing the next generation of excellence for ceiling loudspeakers. As the successor to the legendary [JBL Control 20 Series](#) known for impeccable versatility and reliability, the new Control 400 Series extends that legacy with superior sonic performance, improved conical coverage, enhanced installation features, and a more modern aesthetic.

Adapted from its renowned tour sound technologies, JBL Professional introduces its latest iteration of Radiation Boundary Integrator (RBI) technology: the Coplanar RBI, or CRBI. This technology provides an especially smooth sound character that remains consistent, clear, and pleasant across a wide coverage area. This enhanced coverage results in more consistent levels and can lead to fewer required speakers and amplifier channels, and ultimately, significant project savings.

All models in the series include an all-new, full-face magnetic grille that blends seamlessly with modern decors. The supplied white grille can be easily painted to match any application decor. Optional black and square grilles are also available.

Per JBL's longstanding commitment to installer-centric design, the series includes a variety of mounting enhancements to improve installation repeatability and safety while reducing installation time. Terminal covers provide top and side cable entry ports and can be secured without tools thanks to captive hand-screws. The captive dogear design is extremely reliable and works with a wide range of ceiling thicknesses. Additionally, all models include transformers to support both 70V/100V and low-impedance applications.

There are six models to facilitate the design of high-quality audio experiences in a wide range of environments and applications. The core models are the Control 426C/T and the Control



424C/T, two-way coaxial ceiling loudspeakers with 6.5-inch and 4-inch woofers, respectively. For applications where ceiling plenum space is limited, low-profile versions of those models, the Control 426LP and Control 424LP, are available. The Control 426C/T-LS has been certified to the UL1480 Standard, expanding application possibilities into life-safety designs. Finally, the Control 419CS/T is a high-power, low-distortion 8-inch in-ceiling subwoofer that augments any design that requires extended low-end performance.

The Control 400 Series is ideal for retail stores, corporate offices, education spaces, transit spaces, and any other application where a ceiling speaker with powerful performance and a refined look is desired.

Feature Highlights:

Wide Range Of Configurations

The Control 400 Enhanced Coverage Series was designed to meet a wide range of needs and requirements. With six models to choose from, there are a variety of driver sizes and enclosure depths to support most applications, including a specialized model, certified for life-safety applications. An 8" ceiling subwoofer is also available, wherever added low-frequency response is needed.

Superior Sonic Performance

The Coplanar RBI, or CRBI delivers an especially smooth sound character that remains consistent, clear, and pleasant across a wide coverage area. It reduces on-axis hot spots and off-axis cold spots and improves the listening experience for users as they move throughout a space. This enhanced coverage can result in fewer speakers, amplifier channels, and project costs, required to cover a space.

Efficient, Flexible Installation

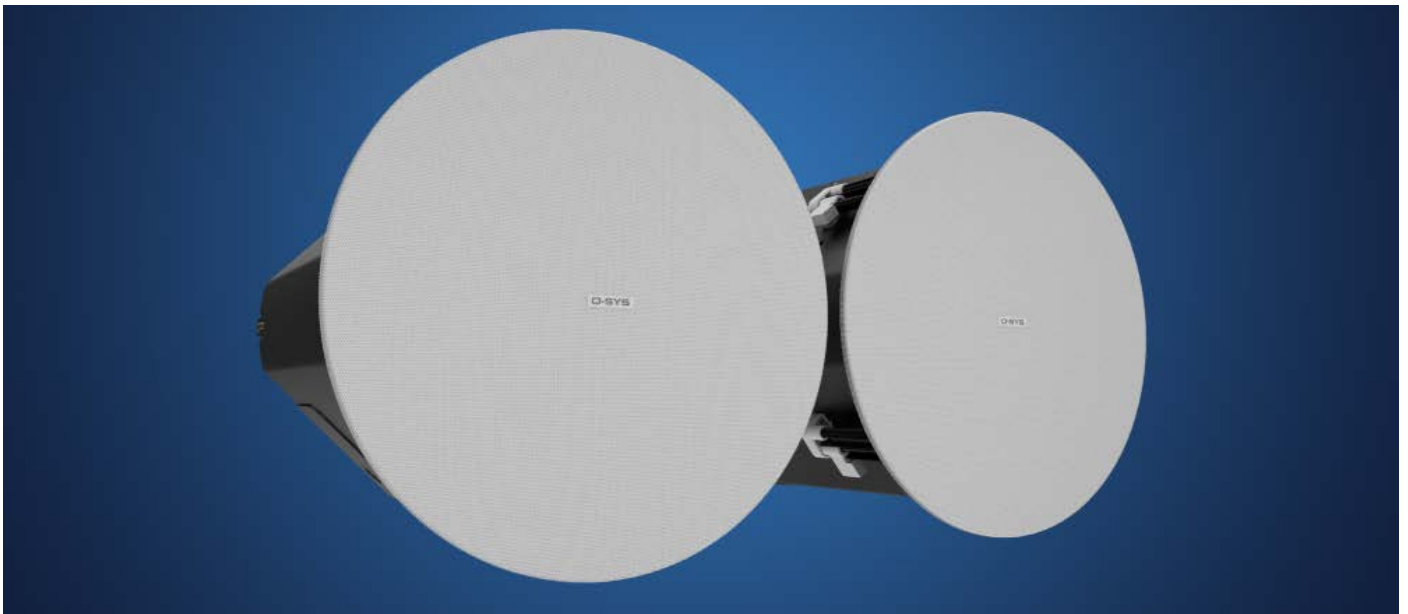
Various Control 400 Enhanced Coverage Series mounting enhancements improve installation repeatability and safety while reducing installation time. Redesigned terminal covers provide both top and side cable entry ports and can be secured without tools thanks to captive hand-screws. The captive dogear design is extremely reliable and works with a wide range of ceiling thicknesses.

Refined, Modern Aesthetics

Full-face magnetic grilles provide a sleek, refined look to meet the sensibilities of modern architectural design. They are equipped with safety tethers, which mount right into the baffle to ensure peace of mind. Optional black and square accessory grilles are also available to empower added design versatility.

JBL Professional/Control 400 Series

Q-SYS Expands AcousticDesign Series with Large-Format Ceiling Loudspeakers



QSC, LLC. has expanded the Q-SYS AcousticDesign Series with new large-format ceiling loudspeakers. This addition includes 8-inch and 10-inch models, along with an 8-inch subwoofer, designed to deliver high-fidelity audio for a wide range of applications in hospitality, entertainment, and beyond.

The new AcousticDesign Series loudspeakers, certified across major UC platforms, deliver consistent tonal characteristics as found across the entire AD Series portfolio, allowing integrators to design audio solutions tailored to the unique needs of each space. The bezel-less, blind-mount design meets modern architectural requirements, ensuring seamless integration into any environment.

Deploying these loudspeakers as part of the Q-SYS Platform provides access to Intrinsic Correction voicings, optimizing performance and expediting the installation process when

used with Q-SYS processors and/or network amplifiers.

The AD Series now includes three large-format ceiling loudspeakers:

- **AD-C8T-ZB** 8-inch, two-way full-range ceiling-mount loudspeaker with a coaxial compression driver.
- **AD-C8T-SWZB** 8-inch, ceiling-mount subwoofer.
- **AD-C10T-HPZB** 10-inch, high-power two-way loudspeaker with a coaxial compression driver.

Q-SYS/AcousticDesign Series

ClearOne Versa 120D: Seamless Dante Audio and USB-C Docking for Hybrid Meeting Spaces

ClearOne's Versa 120D USB-C Docking Station with Dante is designed to simplify and enhance hybrid meeting experiences.

The Versa 120D is a versatile collaboration solution combining a USB-C docking station and Dante audio networking into a single, easy-to-use device. This innovative solution is specifically designed to meet the needs of Pro AV integrators and streamline BYOD (Bring Your Own Device) workflows in a variety of meeting spaces.

Versa 120D seamlessly integrates with ClearOne's BMA 360D ceiling tile beamformer, UNITE series cameras, and CHAT series audio conferencing devices, delivering guaranteed performance and a streamlined user experience. Furthermore, powerful USB-C connectivity provides 100 W charging, USB4 support, DP 1.4 Alt Mode, and 100 W power delivery all through a single cable, simplifying laptop connections.

Experience exceptional video performance with support for dual 4K60 displays or a single 8K30 display, ensuring crystal-clear visuals for presentations and video conferencing. High-speed USB-C connectivity delivers blazing-fast data transfer speeds of up to 40 Gbps, enabling seamless device operation. Simplified network integration with 10/100/1000 Base-T auto-negotiation and Ethernet pass-through over USB-C provides reliable, high-speed network connectivity directly to your device.

The Versa 120D simplifies deployment and configuration with automatic discovery



and native integration with Audinate's Dante Controller software. It boasts broad interoperability, seamlessly integrating with a wide range of AV systems and devices. Enhanced security features include support for HDCP versions 1.4, 2.2, and 2.3 ensuring encrypted transmission of high-definition video and audio while meeting content protection standards. Additionally, the Versa 120D meets TAA requirements, making it ideal for government and educational deployments.

The Versa 120D supports a wide range of applications, including BYOM (Bring Your Own Meeting) video conferencing, BYOM audio conferencing, and In-room presentations. The Versa 120D is designed to enhance collaboration in diverse workspaces from small to mid-sized meeting rooms and boardrooms to executive offices and classrooms.

Whether you're conducting a video conference in a small/medium meeting room, hosting a board meeting, or delivering a presentation in a classroom, the Versa 120D provides the connectivity and performance you need for a seamless and engaging experience.

[ClearOne/Versa 120D](#)

Sustainability: Key to Way Forward for the AV Industry



The AV industry must actively embrace sustainability, from space design and solution selection to the responsible disposal of outdated technology. Leading this initiative is SAVE—Sustainability in AV—an independent, all-volunteer 501(c)(3) non-profit. As the first U.S.-based, industry-wide organization dedicated to sustainability in pro AV, SAVE unites stakeholders to drive meaningful action toward the 2030 Sustainable Development Goals (SDGs).

Co-founder and President Christina De Bono was inspired to create SAVE out of frustration with the pro AV industry’s lack of action to advance sustainability as well as the U.S. government’s failure to take any action whatsoever to achieve the 2030 Sustainable Development Agenda, even though 193 member nations of the UN unanimously adopted the SDGs in 2015 including the United States. De Bono created SAVE to help transform pro AV from a sustainability laggard to a sustainability leader that could be part of a larger movement with the size, organization and passion to

force government and industry to meet their responsibility to address an existential threat not only to our industry but to our communities, our planet and our very future. SAVE, which was established only in 2022 has been busy with achieving their mission and now is not just focused on the USA but has expanded globally.



SI Asia chats with De Bono about the challenges, initiatives and the future with regards to SAVE and sustainability within the AV sphere.

How has the AV industry responded to SAVE’s initiatives so far? Can you share any success stories or measurable impacts?

Within days of SAVE announcing itself to the world at InfoComm in Las Vegas in 2022, ISE asked SAVE to be its official sustainability partner. We were invited to exhibit at ISE 2023

and have just concluded our third appearance in Barcelona, at ISE 2025. We have also exhibited at InfoComm, by invitation from AVIXA, and will return there later this year.

Clearly, we have struck a chord in the industry and are gratified by the way it has embraced SAve. We have gained a number of sponsorships to advance our agenda, and we have awarded SAve Certification to a number of organizations – including Crestron – that have completed our program designed to enable organizations to develop sustainability plans.

Our activities have also generated a large amount of press coverage. Our Guide to Sustainable AV Design and Installation – an industry first – has been downloaded hundreds of times since it was published in late 2024.

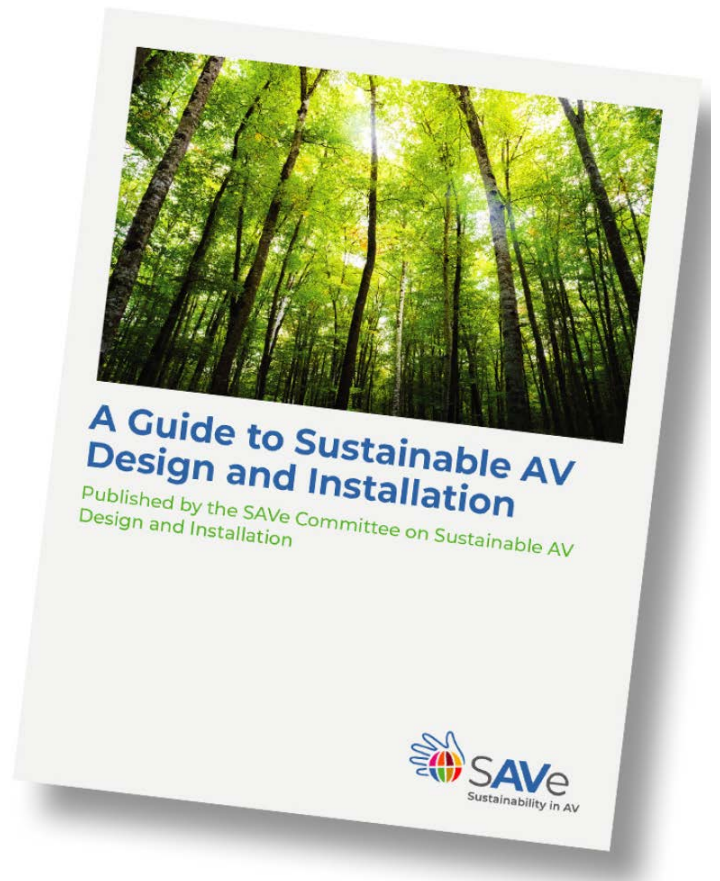
We are also gratified to report that we have steadily increased the ranks of SAve Ambassadors, our representatives in countries and regions around the world. We now have Ambassadors on five continents and in numerous countries, with more to be announced soon. The current list of Ambassadors can be found at saveav.org.

These are a few examples of the response we have generated.

SAve released the "Guide to Sustainable AV Design and Installation" in December 2024. What are the key takeaways, and how do you see it shaping industry practices?

It's hard to believe, but the SAve Guide to Sustainable AV Design and Installation is an industry first. As established and large as our industry is, nothing like it had ever been published (to our knowledge) until late in 2024.

The key takeaways from the guide are that sustainability can be addressed across the solution life-cycle in numerous ways. The guide



offers tips on how begin the design process with an eye to sustainability and how to carry that thinking forward through installation. Many of the recommendations in the guide will not be new to AV integrators. The value of the guide lies in the way it brings a number of recommendations together, for the first time, in a single volume.

It's important to stress that the guide is a living, breathing document that will evolve continuously. Already we are at work on a second edition that will feature more ideas reflecting the latest thing from industry experts. Our expectation is that it will become increasingly useful over time.

How would you assess the AV industry's current standing in terms of sustainability? What are the biggest obstacles preventing wider adoption of sustainable practices?

We have a lot of work to do. In some ways we are charting advances – particularly in the



Crestron earns SAVE Certification, underscoring its commitment to environmental and social responsibility.

areas of awareness and understanding – but in other ways we’re actually backsliding. E-waste generation continues to grow at an increasingly rapid rate.

The biggest obstacles to wider adoption of sustainable practices lie in lack of awareness and a paucity of governmental and industry leadership. First of all, most people (and this is especially true in the United States) have never even heard of the Sustainable Development Goals. Even within our industry, awareness of the SDGs is quite low, especially in smaller companies like the independently owned integrators that make up so much of pro AV. Larger multinational enterprises have a greater awareness of sustainability issues, but the fact is, it’s hard for them to make progress in an endeavour where those returns on investment cannot be measured in short-term financial gains. If we do not achieve sustainability, we will ALL pay a tremendous price, but in the here and now, many members of our industry do not believe that a move toward sustainability will positively impact their bottom line, so they do not make it a priority.

There are major players in our industry who have invested in sustainability, and whose commitment to sustainability is real and substantive, but we won’t see results on the scale necessary to achieve sustainability until or unless the will of the people is channeled through government action, including the institution of enforceable regulation, etc.

Despite widespread agreement that sustainability is crucial, many AV manufacturers and integrators struggle to make it a core part of their business. What are the main barriers, and how can they be overcome?

I believe we addressed this in the earlier question. But the main idea is that manufacturers and integrators need to reframe sustainability from a “nice to do” to a “we absolutely must do” activity. The main barrier is that our industry’s current economic model does not incentivise or reward sustainability, nor does it impose any cost on companies that ignore sustainability. We need to decide as a

society that sustainability must be achieved, and we need legislation, incentives, etc. that will move us in the right direction.

SAVe believes that systemic change is needed to achieve sustainability, but we also recognize that tremendous progress can be made simply by educating our industry about sustainability and providing pathways to advance it. Some of those pathways include SAvE Certification and our SAvE: A Second Life Initiative, which aims to keep usable AV gear out of the waste stream through reuse, re-purposing and responsible recycling.

SAVe has appointed ambassadors to amplify its message. What specific role do they play, and what impact have they had so far?

SAVe Ambassadors are leaders in our industry who bring our initiatives to their home countries and regions where they have relationships and resources that can be leveraged to advance sustainability in pro AV. One of the things we achieved at ISE 2025 was to hold a “train the trainers” SAvE Certification workshop for our Ambassadors so that they would then be equipped to certify organisations in their home countries. Late in 2024, for example, we held our first Latin American SAvE Certification event in Bogotá, where our Ambassadors certified a number of companies from countries throughout Latin America. Not only did this event result in a number of SAvE certifications, it also prompted several new people to sign up as SAvE Ambassadors.

The impact of the Ambassadors is that of a ripple that extends farther and farther from its centre. We are continuously adding Ambassadors. We are continuously raising awareness.

Piyanut Boonkhun was recently appointed as a SAvE ambassador. What will his focus areas be, and how does his role align with SAvE’s broader global strategy?

Piyanut’s role aligns with SAvE’s broader global strategy in precisely the same manner as that of our other SAvE Ambassadors, whether they’re from Canada, Mexico, Australia, the UK, Brazil or any other country. We’re very excited to welcome Piyanut to the ranks of SAvE Ambassadors because he is our first from Asia, and of course Asia is absolutely integral to the larger sustainability effort. He is working closely with AVIXA to raise our profile throughout that part of the world. From his home country of Thailand to China, India and every other Asian nation, there are great opportunities to ignite awareness, spur engagement, and generate action.

Looking ahead, what are the key milestones and objectives SAvE aims to achieve in the next three years? How do you plan to measure success?

We have a number of objectives for the next three years – among them, increasing the number of SAvE Certifications we perform, establishing new networks for the donation of useable AV equipment, advancing education and partnerships through our Global Conference (the second annual one will take place in Los Angeles this fall), enhancing and disseminating our Guide to Sustainable AV Design and Installation to ever-greater numbers of people, and partnering with other organizations that share our mission and can act as “force multipliers” to help us achieve the SDGs.

But to do all that, we need volunteers, including ones who will serve as full-time professional leadership to help us deliver on our commitments and expand our reach. Remember, we are an all-volunteer organisation.

We are not remunerated for our efforts. Most of us have “day jobs” in the pro AV industry. It’s critically important for SAVE to remain an all-volunteer organization. Removing financial compensation from the equation helps us remain independent and thus able to act quickly and decisively. So how can an organisation of limited economic means be effective in carrying out its mission? By organising – by attracting volunteers, harnessing their energy, and partnering with like-minded organisations to create a groundswell for change. Consequently, a major aim of SAVE is to grow our ranks with more volunteers who will bring their passion, imagination, resources, relationships, and muscle to a mission that is simply too important not to pursue with everything we have.

first-hand the growing impact of environmental challenges, I recognise the urgent need for the AV sector to take more responsibility in adopting sustainable practices. The chance to work with an organisation like SAVE, which is not only raising awareness but also providing tangible solutions, is both exciting and fulfilling. My motivation comes from the belief that we, as an industry, have a unique opportunity to lead by example in achieving the Sustainable Development Goals and creating a greener future for all.

What is your immediate task and plan as the SAVE ambassador for the region?

As the first SAVE ambassador from Asia, my immediate task is to raise awareness and drive engagement around sustainability in the AV industry across the region. I’ll be focusing on fostering partnerships with industry leaders, manufacturers, and integrators, encouraging them to take part in SAVE’s initiatives, like our Certification program and the “Second Life” initiative for re-purposing AV gear. Asia, with its vast and diverse AV market, presents unique challenges and opportunities, and I aim to create a network of like-minded professionals who can work together to advance sustainable practices in every part of the AV life-cycle. By collaborating with local organisations, sharing best practices, and leveraging SAVE’s resources, I hope to help move the region toward more sustainable business models.



Piyanut, what are your thoughts on having taken on this role? What motivated you?

I am honoured and deeply motivated to serve as a SAVE ambassador. The opportunity to be part of an organization committed to driving sustainability within the AV industry aligns perfectly with my personal values. Having seen

SAVE

Jeremy C Takes Up the Mantle to Lead Sustainability Drive in Singapore

Jeremy C is the Founder and Principal Consultant of ZYT, based in Singapore. Jeremy has over 15 years of experience in the Audio-Visual (AV) and Information Communications Technology (ICT) industry. Graduating from SAE Institute Singapore with a Diploma in Audio Engineering in 2012, he has had the opportunity to have worked in various organisations such as Samsung Electronics, Wesco Anixter/Rahi, Sennen Design, LG Electronics, NCS CE, and Spectrum AV.

As with the changing requirements in the industry, his career trajectory showcases a successful evolution from technical roles in AV design and system engineering to strategic positions in business development and team leadership.

Jeremy's portfolio includes successful implementations for prominent organisations such as Marina Bay Sands, UBS, Meta, and various government agencies. He also has a track record in managing large-scale projects in emerging markets across South Asia and Southwest Pacific regions. Holding multiple industry certifications and on-going training reflects his commitment to technical excellence and professional development.

Jeremy's current role as Co-Founder and Principal Consultant of ZYT is a realization of the increasing importance of sustainability in our world today. ZYT was founded in 2024 to go into renewable energy. Since the beginning of 2025, ZYT has also expanded its capabilities to help SMEs prepare for a unique requirement that the company has identified which is currently only happening in Singapore - mandatory ESG reporting, paving the way for carbon tax implementation.

With this in mind, SI Asia had a chat with Jeremy and his perspective regarding Sustainability, the AV industry and specifically implementations in Singapore.



Tell us more about ESG Reporting in Singapore.

Without boring the wider audience, the Government of Singapore is now positioning its economy to be sustainably responsible to align with its commitments to the UN's 2050 net-zero emissions targets, and part of this journey will require all SMEs that are suppliers to listed/large companies, statutory boards, government agencies, ministries, to eventually also submit their ESG reports as part of their financial declarations on an annual basis.

This doesn't impact just the AV industry, all businesses that have entities in Singapore will have to comply with the regulations in due course. And here's where ZYT comes in to help businesses get the ESG report ready amongst other services.

What are your thoughts regarding Sustainability and the AV industry? What challenges are we facing?

In my opinion, the AV industry stands at a critical juncture where innovation must align with environmental responsibility. Drawing from extensive industry experience, here's a personal perspective on sustainability in the AV sector.

The AV industry has become increasingly reactive rather than proactive in true innovation. Many manufacturers are simply incorporating IT/AI technologies into existing product lines and labelling them as "industry-leading." While some companies use sustainability as a differentiator, there's a concerning level of greenwashing that needs addressing.

Singapore's regulatory landscape is evolving rapidly, with new ESG reporting requirements affecting businesses across all sectors. SMEs supplying to listed companies, statutory boards, and government agencies will soon

need to submit annual ESG reports alongside their financial declarations. This represents both a challenge and an opportunity for the AV industry.

Southeast Asia's vulnerability to climate change makes sustainability particularly crucial for the AV industry. The region's rapid urbanisation and digital transformation present an opportunity to lead in sustainable AV solutions. Energy-efficient equipment and eco-friendly products not only reduce operational costs but also meet growing market demands for green solutions.

The AV industry must transition from viewing sustainability as an option to recognising it as a fundamental business requirement. With climate events becoming more intense and disruptive to operations, businesses cannot afford to delay their sustainability initiatives. Early adopters of sustainable practices will be better positioned to thrive in an increasingly environmentally conscious market.

The path forward requires collaboration between manufacturers, integrators, and end-users to create truly sustainable AV solutions that benefit both business and the environment.

Why is sustainability the way forward for the AV industry?

With rapid urbanisation, increasing digital transformation, and an ever-growing demand for sophisticated AV solutions, the industry is booming. But this growth also comes with challenges — from rising energy consumption to electronic waste and carbon footprints. Sustainability is no longer just an option; it's the way forward.

Southeast Asia is one of the regions most vulnerable to the impacts of climate change. Rising sea levels, extreme weather, and environmental degradation pose real threats. As



an industry heavily reliant on energy-intensive devices and constant technological upgrades, the AV sector has a responsibility to mitigate its environmental impact.

Sustainable practices not only help protect the environment but also drive long-term business benefits. Energy-efficient equipment reduces operational costs, while eco-friendly products cater to the growing demand for green solutions. Moreover, embracing sustainability enhances brand reputation and fosters customer loyalty.

Investing in sustainable AV solutions aligns with global trends and regulatory shifts. Governments across Southeast Asia are implementing stricter environmental standards and offering incentives for green initiatives. Businesses that adapt early can benefit from these policies and avoid future compliance costs.

Moreover, consumers and corporate clients are increasingly prioritising sustainability in their purchasing decisions. By offering greener products and solutions, AV companies can tap into this growing market and gain a competitive edge.

For the AV industry in Southeast Asia, sustainability is more than a buzzword – it's a necessity. By embracing energy-efficient technologies, eco-friendly materials, and responsible waste management, the industry can drive innovation while safeguarding the environment.

The time to act is now. As the region continues its rapid development, the AV sector must lead by example, proving that technological excellence and environmental responsibility can go hand in hand.

If you would like to understand what you and your organisation can do to make a change, contact [ZYT](#) to find out more.

CHINA

Christie Inspire Series Projectors Transform BYD's New Energy Vehicle Museum into Dynamic Visitor Attraction

Projectors at BYD Zhengzhou Di Space immerse visitors in the future of new energy vehicles



Christie's **Inspire Series** 1DLP laser projectors are delivering stunning, immersive experiences at electric automaker BYD's new energy vehicle museum in Zhengzhou, the first of its kind in China. Known as BYD Zhengzhou Di Space, this 15,000-square-meter (161,000-square-foot) complex offers a holistic exploration of the power and artistry of new energy vehicles.

Spanning four floors with over 300 exhibits, visitors are guided through interactive visual narratives that merge science, technology, and innovation, providing a comprehensive view of BYD's pioneering automotive vision and the potential of new energy for future mobility.

FACT FILE

Project Name: BYD Zhengzhou Di Space

Project Location: Zhengzhou, China

Project Segment: Museums

Systems Designers and Integrators: Jianye Display

AV Highlight: To deliver vibrant, lifelike imagery across themed exhibition areas

Key AV Brand: Christie

A total of 26 **Christie DWU860-iS** laser projectors are at the heart of Di Space's dynamic visuals, delivering vibrant, lifelike imagery that enchants visitors in each themed area. Christie's trusted partner **Jianye Display** installed and commissioned the projectors, which illuminate the facility with attractive content, from the striking feature wall on the first floor to the expansive "ribbon space", exhibition hall, and detailed displays on the second floor.

"Our choice of the Christie Inspire Series projectors for Di Space is driven by their exceptional quality and reliability," said Yong Hong, Project Manager at Jianye Display. "These 8,500-lumen projectors consistently deliver astonishingly vivid visuals that delight and engage visitors in every exhibit. With its robust design, quiet operation, and reliable, virtually maintenance-free performance, the Inspire Series empowers us to create an unforgettable, immersive experience throughout this new energy vehicle museum."

April Qin, Senior Sales Director for China, Enterprise, Christie, added, "BYD's vision for Di Space aligns perfectly with our commitment to delivering impactful visual experiences that educate and inspire. We're proud that the Inspire Series laser projectors are contributing to such a unique and engaging space where visitors can experience the potential of new energy vehicles firsthand. Christie's technology

brings BYD's mission to life with every remarkable display."

The visual displays across the facility vary in size, with the largest measuring an impressive 14 meters by 4 meters (46 feet by 13 feet) and smaller exhibits at 1.6 meters by 1.6 meters (5.2 feet by 5.2 feet). This variety creates a fascinating array of experiences for visitors. According to Hong, one of the project's highlights was navigating site-specific challenges, such as manually aligning projection angles to accommodate intricate design details. These efforts were aimed at optimizing the displays' impact, ultimately enhancing visitors' knowledge and confidence in science and technology, while contributing to the goal of a robust, sustainable automotive future.

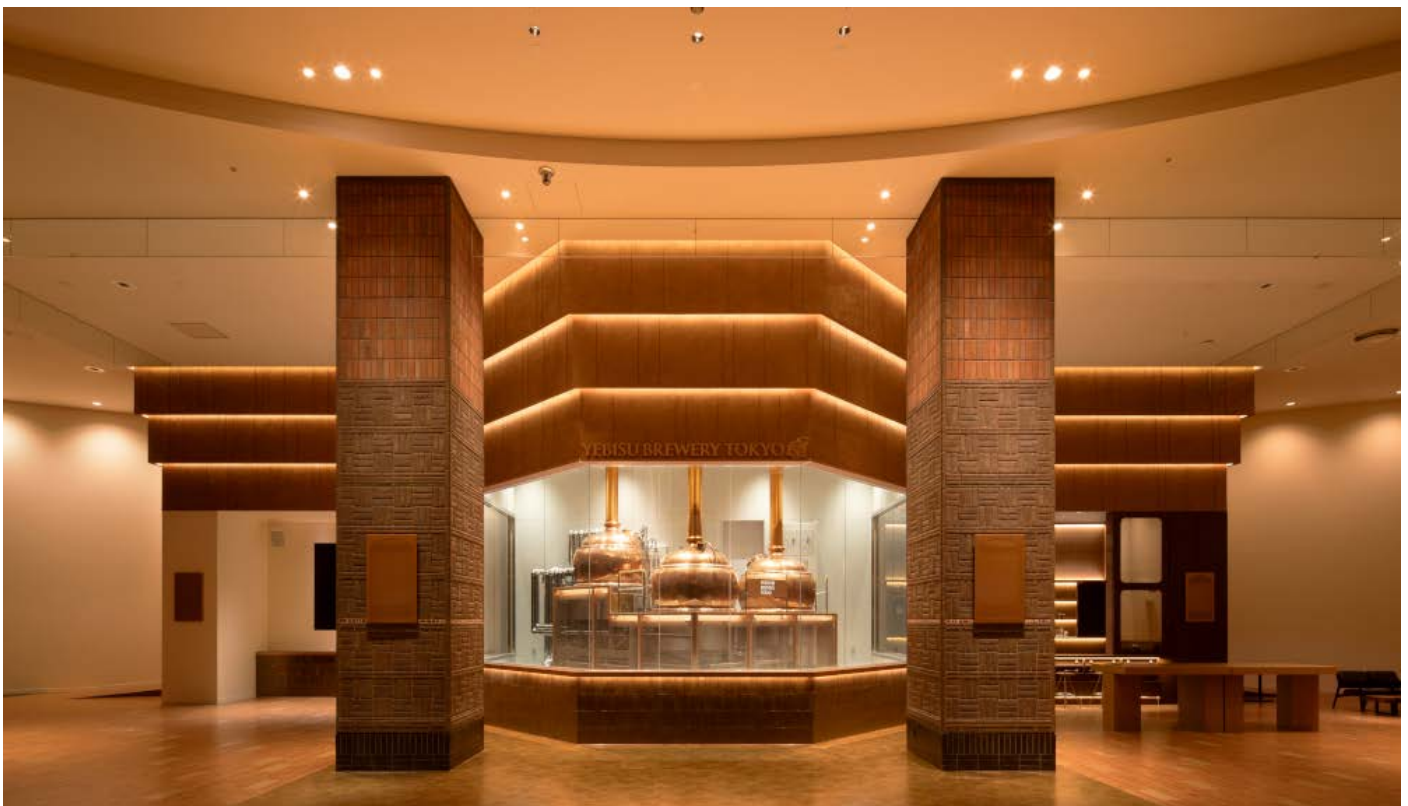
The Christie Inspire Series projectors deliver WUXGA or 4K UHD resolution and produce up to 9,600 lumens of brightness, making them ideal for small-to-mid-size environments. Equipped with 1.25-2.0:1 fixed motorized zoom lens, an IP5X dust-resistant optical engine, and 24/7 performance, the Inspire Series projectors comprising the **DWU760-iS**, **DWU860-iS**, **DWU960-iS**, **DWU960ST-iS**, and **4K860-iS** models are highly regarded for their ability to create immersive and amazing experiences that delight guests.

Christie Digital

JAPAN

Powersoft Pours Fresh Audio into Yebisu Brewery

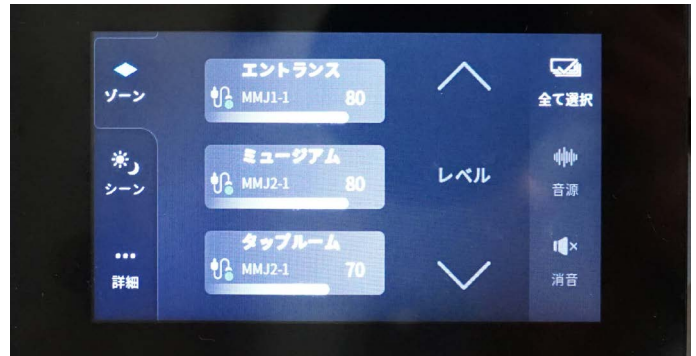
Yebisu Brewery has reimagined its audio experience with a sound system that is as crisp and balanced as the beer it celebrates



Powersoft's Mezzo and Dynamic Music Distribution (DMD) are at the heart of a sound system delivering three zones of high-quality audio in Yebisu Brewery Tokyo, a historical brewery and museum in Tokyo, Japan. Once a quiet museum, the new sound system overhaul and installation of the brewing facility have transformed it into a vibrant, multi-zone audio experience with beer tastings in the taproom, exhibitions and a shop for visitors to find the perfect stout souvenirs.

Yebisu Brewery Tokyo's audio revamp was driven by the need to shift its image from "classic" into a lighter and more playful one, aligning with the changing taste of the modern audience. "We wanted to create a vibrant atmosphere that would change the YEBISU beer's previous reputation," said Takako Okii, Marketing Division Deputy Manager from Sapporo Breweries. "We also needed to get rid of the echo issues and we believe that

FACT FILE
Project Name: Yebisu Brewery Tokyo
Project Location: Tokyo, Japan
Project Segment: Hospitality
Systems Designers and Integrators: Mood Media Japan
AV Highlight: Three-zone high-quality audio system enhancing visitor experience with dynamic music transitions
Key AV Brand: Powersoft

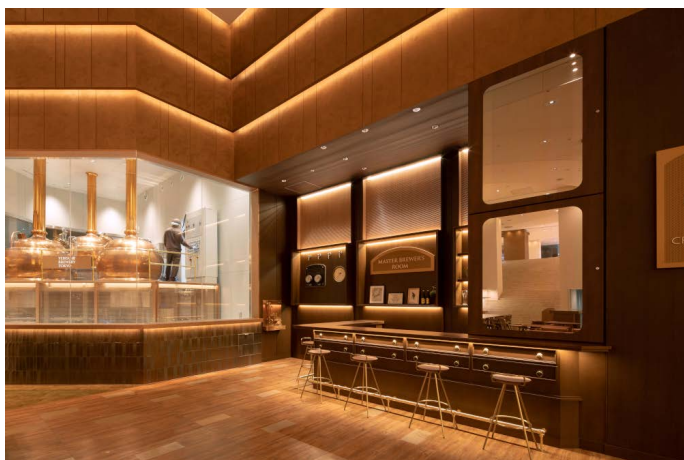


high-quality sound was crucial in delivering an exciting and memorable experience. This is why we needed a new music system,” she added.

Tasked with this challenge was **Mood Media Japan**, which undertook the audio overhaul in the entire area. “We installed the system in three zones, with each area playing a different sound,” said Yamato Shibasaki, Music Designer from Mood Media Japan Inc. “We designed it in a way that minimises the sound from overlapping.”

Stepping into the brewery, the visitors are welcomed by the Yebisu Beer theme song, “The Third Man Theme” by Anton Karas, played from two different sources to draw attention to the centre of the facility and convey the message of the brand’s diversity. Shibasaki explains that using two different music sources highlights the many ways a single piece of music can be experienced. In the museum, soft background





music allows visitors to focus on the exhibition and feel the atmosphere of Yebisu Beer. In contrast, the taproom features livelier music, creating a dynamic transition between the brewery's history and its future.

"It was a very interesting project for us," states Shibasaki. "The brewery's open layout posed acoustic challenges, particularly with high ceilings and minimal partitions." To overcome this challenge, Mood Media Japan adjusted speaker positions and utilised the DSP capabilities of Powersoft's Mezzo amplifier to fine-tune sound quality. "We changed the speaker position to lower and adjusted the direction and used the DSP on Mezzo to regulate the EQ." The built-in delay function on Mezzo further synchronised audio across the entrance and the museum, eliminating any perception of sound lag between the zones.

Haruka Murayama, Powersoft's Market Development Manager for Japan, highlighted why Mezzo was the ideal choice for the brewery's needs: "Mezzo is designed for environments that require both flexibility and reliability in a compact form. It is perfect for a complex, space-constrained installation like Yebisu Brewery, delivering premium sound without overwhelming the spaces."

In addition to Mezzo's advanced sound management, Powersoft's Dynamic Music Distribution (DMD) offered significant flexibility.

DMD offers system integrators the ability to scale inputs and zones conveniently with dynamic routing capabilities embedded in its amplifier platforms. This makes it simpler to share music between different zones independently from the source location without the need for a centralised DSP. According to Shibasaki, DMD allowed him to conveniently design the sound system, as he was able to define the core equipment early in the process, simplifying budgeting and future adjustments. "We could modify the number of sources and zones without reworking the wiring or adding extra hardware," he added.

Ease of operation was also a key consideration, which is why Mood Media Japan integrated Powersoft's WMTouch control panel, making the system highly intuitive. "Many systems can be intimidating to users with complex controls, but with WMTouch, the users are actively engaging with it." Okii agreed: "Our employees quickly understood how to use the system. The Scene recall functionality makes the adjustments seamless, ensuring anyone can manage the audio with ease."

The compact design of Mezzo amplifiers also addressed practical controls. Shibasaki explained: "The rack room is small with limited airflow and Mezzo's compact size, multi-channel capabilities, and low heat emission made it the perfect solution."

The impact of the new sound system has been positive: "We're extremely satisfied with the audio quality and do not need to have any concerns about the reverberation. The spacious rooms are comfortable, allowing visitors to focus on their experience," concluded Okii. "Sound is now an integral part of our visitor experience and it's something the visitors will remember long after they leave, connecting them emotionally to YEBISU beer."

Powersoft

INDIA

Glow Garden: A New Genre of Infotainment in Ahmedabad

White Energy, Aura Bright Combine Expertise to Glow in the Dark

By Ram Bhavanashi



Ahmedabad, the city with many unique things of visitor attraction, is glowing with yet another embellishment, and of a new genre. A Glow Garden, in the heart of the city, with a vast variety of enticingly glowing flora and fauna. Two locally-based solution providers came together to weave in the magic of lights amidst dense greenery.

An SI Asia exclusive this month.

Ahmedabad – the capital city of Gujarat – is known for many things. While being rich in history and culture, heritage, traditional amalgamations, it is also known for its strides

in science and technology, research, education and entertainment, and the new genre of infotainment.

The latest embellishment to adorn the city's appeal and tryst with modernity is the

FACT FILE
Project Name: Night Flower Park (Glow Garden)
Project Location: Riverfront Flower Park, Riverfront, Ahmedabad, Gujarat, India
Project Owner: Sabarmati Riverfront Development Corporation Limited (SRFDCL)
Project Segment: Infotainment
Project AV Design Consultant: M/s. White Energy Picovolt Private Limited, Gujarat
Project AV Systems Integrator: M/s. Aura Bright Light India Private Limited
Project Cost: ₹ 3.67 crore (with three-year comprehensive O&M)
Project Commencement Date: 1st October 2024
Project Commission Date: 3rd January 2025

Glow Garden on the Sabarmati Riverfront—an ambitiously envisioned infotainment project initiated by the Sabarmati Riverfront Development Corporation Limited (SRFDCL).

Conceived as an experientially immersive initiative that redefines the traditional concept of a botanical garden, the project seeks to blur the boundaries between technology and nature with a mesmerizing display of light, color, and wonderment.



“It’s as if you’re strolling in a garden of flowers glittering in the dark,” says **Dip Patel, Managing Director of White Energy Picovolt Private Limited**, the design

consultant for the project. “As you wander through the gardens, you’ll be surrounded by thousands of twinkling lights that bring the natural beauty of the flora to life,” Patel explains. “The innovative use of LED lights and fiber optics creates an ethereal atmosphere, making one feel as though one is walking through a dream world.”

In brief, the Glow Garden is characterized by:

- * Over 50,000 square feet of illuminated gardens and exhibits
- * Interactive experiences that respond to visitor movements and emotion
- * Advanced LED lighting technology
- * Interactive installations that adapt to the environment

According to him, the Glow Garden – or the *Night Flower Park*, as the lighting integration project is also called – is a revolutionary outdoor space where art, technology, and nature converge to create an unforgettable experience.

The lights are carefully programmed to simulate the natural growth patterns of the plants, creating an ever-changing display of colour and light that is both mesmerizing and educational. The objective behind this SRFDCL initiative was to create something unique visitor attraction in the heart of the city that is easily accessible from all parts of the city, and an ensemble that mesmerizes every one of every age group. “Having been entrusted with the big



responsibility, we decided that it should be an interactive experience that invites visitors to engage with the natural world in new and exciting

ways,” informs the **Rahul Yadav, Co-Managing Director of White Energy**. “The garden should respond to the movements and emotions of its visitors, creating a truly immersive and dynamic experience.”

According to him, an essential part of their job was to clinically assess the client needs, recommend fixtures that precisely meet the requirement, and create plans that enhance aesthetics while ensuring functionality and energy efficiency.

“Our expertise focuses on transforming environments, with an emphasis on safety and ambiance while adhering to industry standards,” Yadav prides.

“We were in fact glad that we measured the client intent right,” he explains. “They appreciated and endorsed our designs and recommendations.”

Stroll the Glow in the Dark

As one strolls through the garden's winding paths, one will experience a mesmerizing array of illuminated flora and fauna, carefully designed to mimic the natural world. From towering trees that shimmer like stars to delicately tiny flowers that bloom with an ethereal glow, every detail has been meticulously crafted to transport visitors to a world of wonder and awe.

Among the glowing greenery, a pride of luminescent lions laze in the shadows, their manes shimmering with an ethereal light. Nearby, a family of radiant hares hop playfully, their fur aglow with a soft, pulsing glow. The gentle creatures seem to be one with the garden greenery, their bioluminescent bodies blending seamlessly into the radiant landscape. As the night falls, the uniquely vast diversity of luminescent creatures come alive, transforming the already enchanting garden into a realm of wonderment.

Wild fauna glowing in the dark, is present a spectacle that has not been hitherto seen, and captivates visitors like nothing.

Consider the glowing wonders:

- Dynamic Glowing Pixel Entry Gate with gobo projection



Hard Work Behind the Glow in the Dark

Unique effort that it is, the Glow Garden hasn't come to life without a challenge. It indeed pose many, some of them being very tricky, and potential too.

"Initial impression of the site was not that overwhelming; but the site was completely undulated," Rahul discloses. "We had to explore our options to stabilize the

installations in such a way that while installing the elements it should give a proper perspective view."

Being very rich and densely vegetated, the site is full of trees, both big and small, and the designers wanted to make them part of the project with a view to giving a feel of natural habitat to visitors.

Also, being a government project with a slew of stakeholders – different government departments, local civic authorities and agencies relating to various functions – coordinating with all of them, and bringing them on common platform for strategic decisions was a big challenge of its own kind.

"Coordinating all that did demand a fair degree of patience and composure," admit the White Energy execs.

"Good lighting design can make a space, but great lighting design can transform it," comments Dip Patel. "We create a new concept of *Night Walk* for tourists," he asserts. "Post inauguration, the park witnessed three-fold increase in its visitor flow."

White Energy

Aura Bright Light

- **Glowing Animals:** Beer family, lion family, tiger family, giraffe family, deer family, rabbit family, tortoise family, zebra, elephant, horse, herd of peacocks, swarm of butterflies etc.

- **Glowing Trees & Plants:** 500 nos of glowing rose, over 10-foot-high cherry trees, 25 nos of lotus, two numbers of lotus plants size of 6 ft long, 20 nos. of 360-degree rotation base sunflower, 6 nos of coconut palm trees, 6 nos of willow tree, 60 nos. of bamboo trees etc.

- **Glowing Installation:** 6 nos of swing, 10X 8 ft long butterfly swing and 8 nos of bench & table, 32-ft long dynamic object, 60-ft long name backlight glowing name of location, 8-meter height and 4-meter long 3D fountain, 15 nos of glowing balls etc.

- **Glowing Tunnel:** 200 ft long triangle shaped tunnel, 150 ft half-circular tunnel

- **Glowing Pathway:** 200-meter glowing kerb stone and paver block, and 300-meter glowing pathway

- Interactive glowing touch base round shape element with synchronic music system.

- **3D Glowing Element:** With a view to engaging children, glowing characters of Chota Bhim, Motu-Patlu, Chutki, Doraemon etc.

INDONESIA

LEA Professional Amplifiers Help Make Topgolf Jakarta an Experiential Destination

Ease of use and futureproofing were underlying design parameters for systems integrator PT Albeta Sukses Mandiri

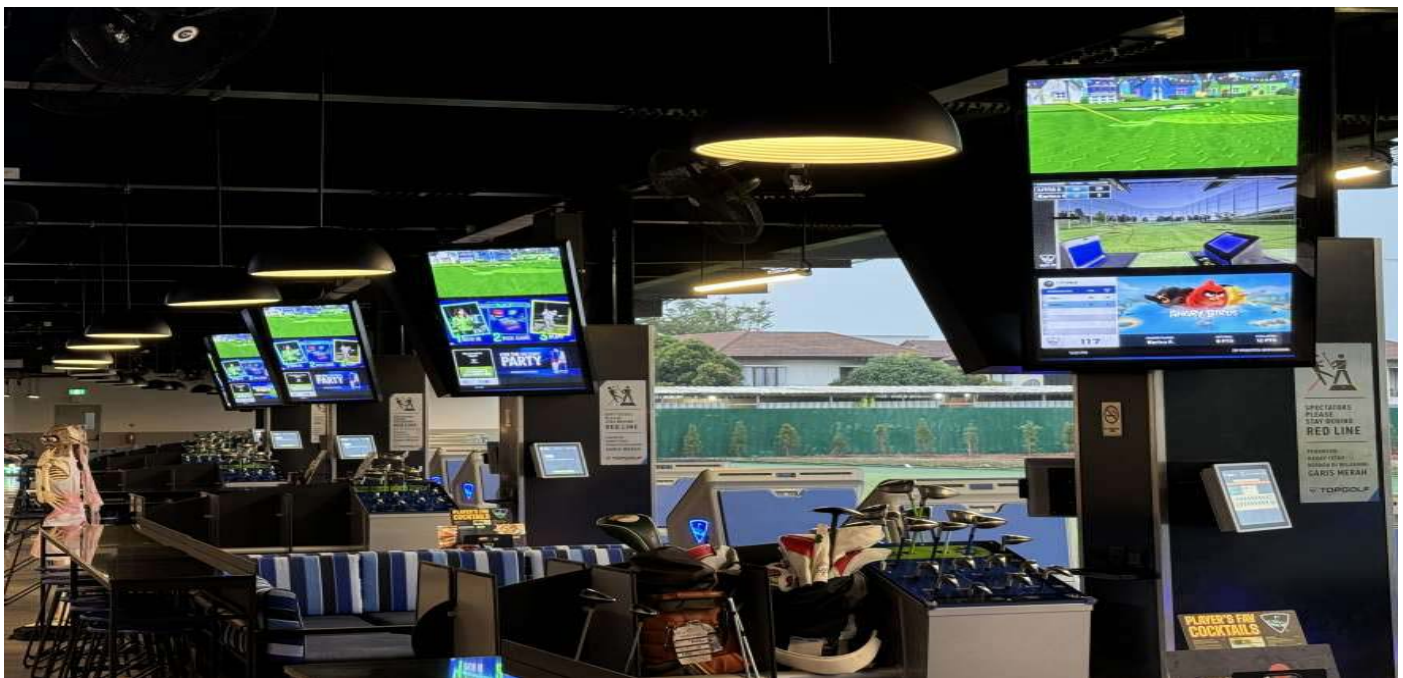


Topgolf is revolutionizing the game of golf by making it more accessible, social, and technology-driven. Unlike traditional golf, which often requires significant time, skill, and equipment, Topgolf offers a high-energy, entertainment-focused experience that appeals to both avid golfers and casual players. With its innovative blend of micro-chipped golf balls, interactive targets, and lively atmosphere featuring food, drinks, and music, Topgolf is attracting a diverse audience and redefining how people engage with the sport. The second Topgolf location in Southeast Asia, Topgolf Jakarta is helping to grow the game among

younger and non-traditional players, while amplifiers from **LEA Professional** are elevating the entertainment experience for everyone.



FACT FILE
Project Name: Topgolf
Project Location: Jakarta, Indonesia
Project Segment: Entertainment
Systems Designers and Integrators: PT Albeta Sukses Mandiri AV Highlight: The LEA Connect Series delivers an industry-first professional amplifier family to feature cloud connectivity, a revolutionary advancement and a significant benefit for anyone maintaining the systems
Key AV Brand: LEA Professional

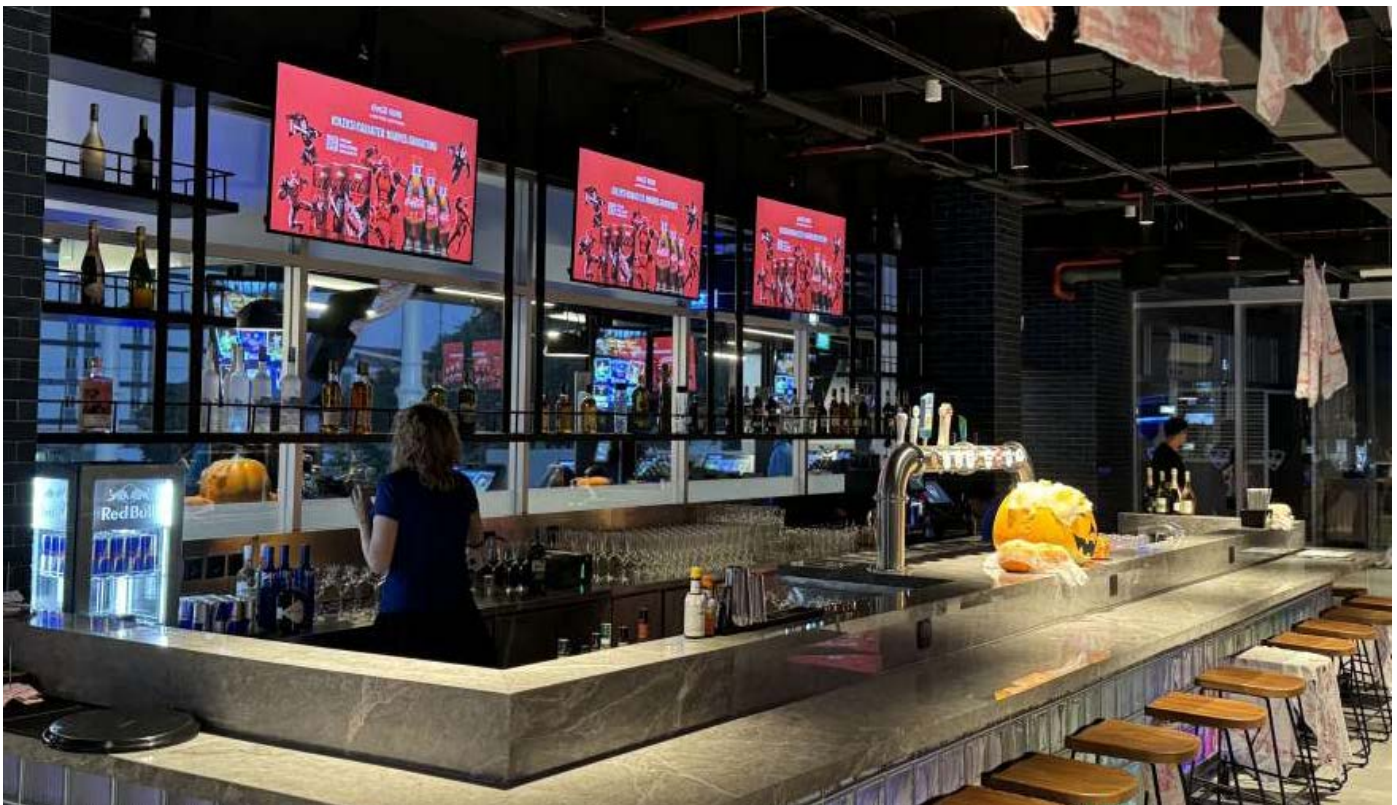


Topgolf Jakarta’s 9-acre complex includes 102 hitting bays spread across three levels, three restaurants, four bars, several entertainment zones, and dedicated spaces for corporate and VIP events. Jakarta-based AV systems integrator PT Albeta Sukses Mandiri was contracted to install the AV systems based on their extensive regional experience. The scale of the site, new technology, and the multinational nature of the operation proved to be exciting challenges they faced head-on.

“This was our first installation with LEA Professional amplifiers,” said William Gendri, project manager at PT Albeta Sukses Mandiri.

“We were very impressed with the amplifiers’ feature sets, including the fact you only need Wi-Fi to connect to the web browser. Plus, the WebUI software was very intuitive.”

Gendri’s team mounted four column loudspeakers in the sports bar, and a daisy-chained network of surface-mount loudspeakers was ceiling-mounted along the corridor connecting the outdoor bays to minimize audio spillover between the individual bays. Pendant loudspeakers cover zones such as the specialty bar and the outdoor dining area, while landscape loudspeakers and



subwoofers reinforce the outdoor range. Ceiling loudspeakers provide background music in more peripheral zones.

PT Albeta Sukses Mandiri installed multiple **Connect Series 352** and **Connect Series 704** amplifiers to power the immersive audio experience in the venue. The CS352 is a 2-channel amplifier with 350 watts per channel, while the CS704 is a 4-channel amplifier that outputs 700 watts per channel. All Connect Series amplifiers are professional-grade IoT-enabled smart amplifiers for any sized installation, support Hi-Z (70V or 100V) and Lo-Z selectable by channel, and feature Smart Power Bridge technology. With three ways to connect, the venue can engage the built-in Wi-Fi access point, connect to the Wi-Fi, or connect to the local area network via Cat5 or Cat6 cable.

The CS352s power the loudspeakers in the sports bar and the dividable social room, while the CS704s power the remaining loudspeakers.

In addition to enhancing the customer experience, ease of use and futureproofing

were underlying design parameters for Gendri and his team. “The technicians can manage and control all the audio parameters via LEA’s **WebUI** he explained. “LEA’s amplifiers can also be managed and configured from a PC or a wireless touchscreen when connected to the venue’s existing Wi-Fi network.”

The Connect Series delivers an industry-first professional amplifier family to feature cloud connectivity, a revolutionary advancement and a significant benefit for anyone maintaining the systems. With **LEA Cloud** Gendri’s team can remotely control and monitor the amplifiers regardless of the location or time of day.

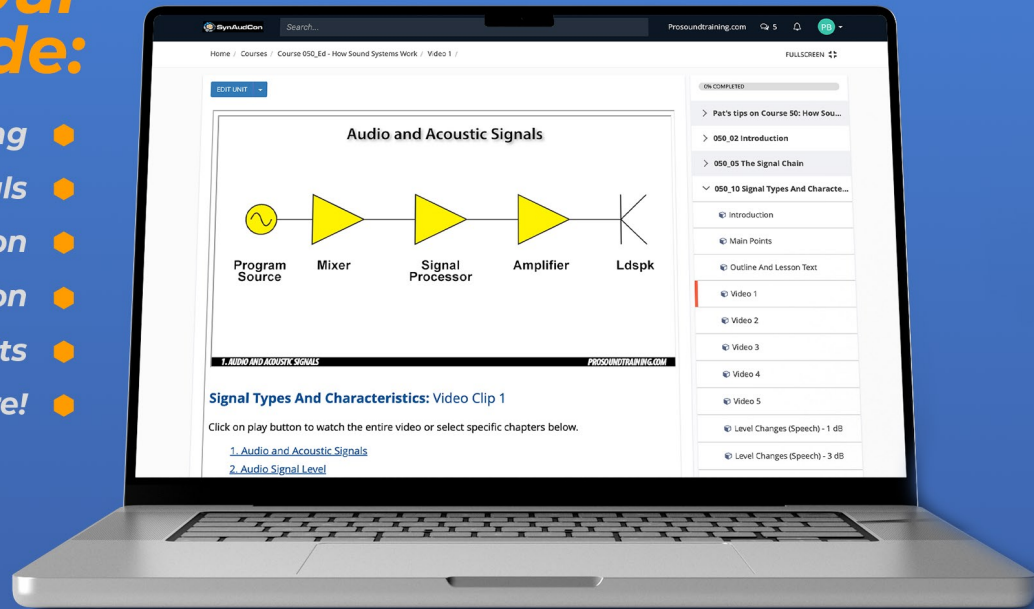
“We can troubleshoot most problems remotely now, which is great,” said Gendri. “If there is a fault, we immediately receive an alert. For example, if a speaker is physically damaged, we can notify the onsite service manager about the faulty speaker and have them check out the problem. We’re very happy with LEA amplifiers and are excited to use them in the future.”

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