

# systems integrationasia

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MAY 2021

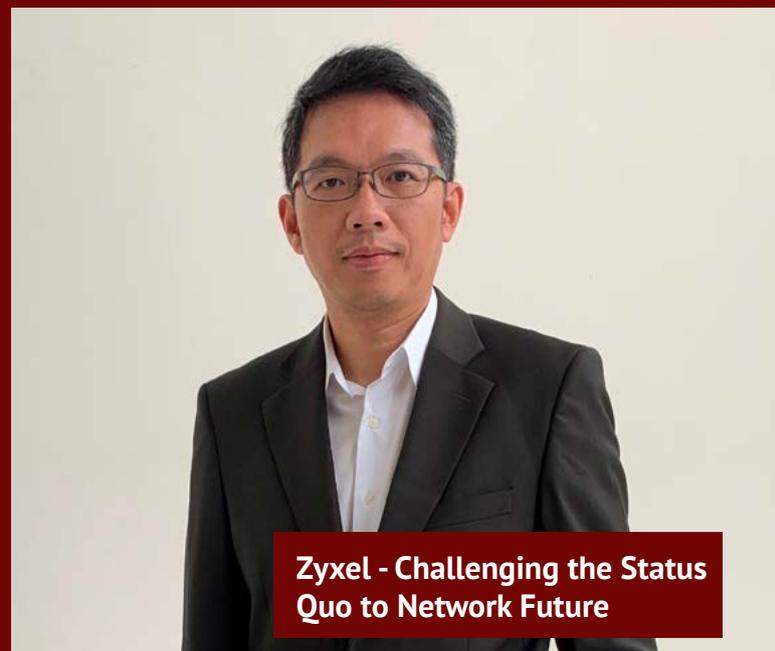
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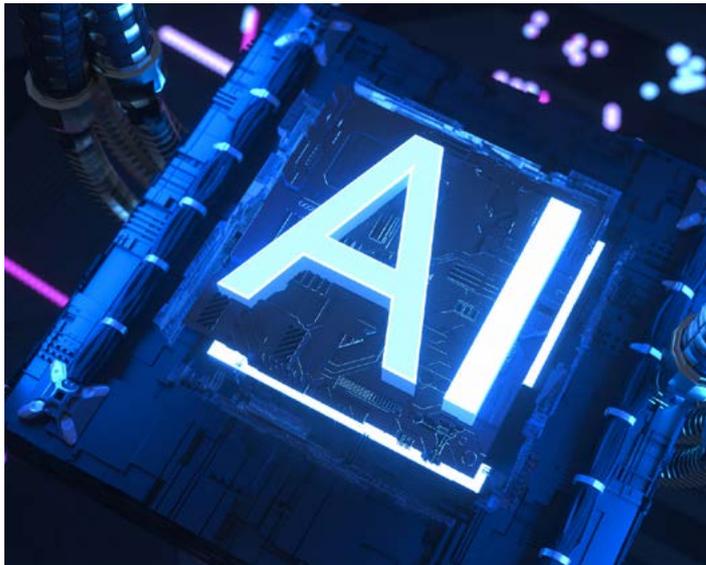
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Did you know that you can click on content to go directly to the page?





**Thomas Richard Prakasam**  
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As the days pass by, it feels like we will need to work with or around the COVID-19 virus for a bit longer. Remote working, remote education, remote worship and virtual events are here to stay for a while. When the virus struck early last year, there was confusion, a rush to set up technologies to help with the remote aspect and no clear strategy. A year on, I believe many have learned best practices, understand how to get the most out of AV technologies and plug the gaps for a seamless experience. This is an ongoing process, and the AV industry needs to continue to truly listen to their client's pain points and how they can help resolve them. Beyond that, we need to look at technologies that will help us be more efficient such as cloud technology, embracing AI and having a deeper understanding of IoT as these will have a profound impact on the AV industry.



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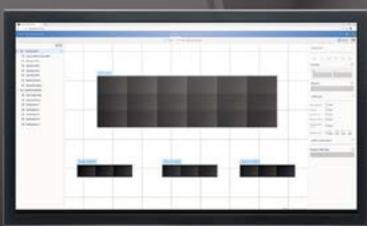
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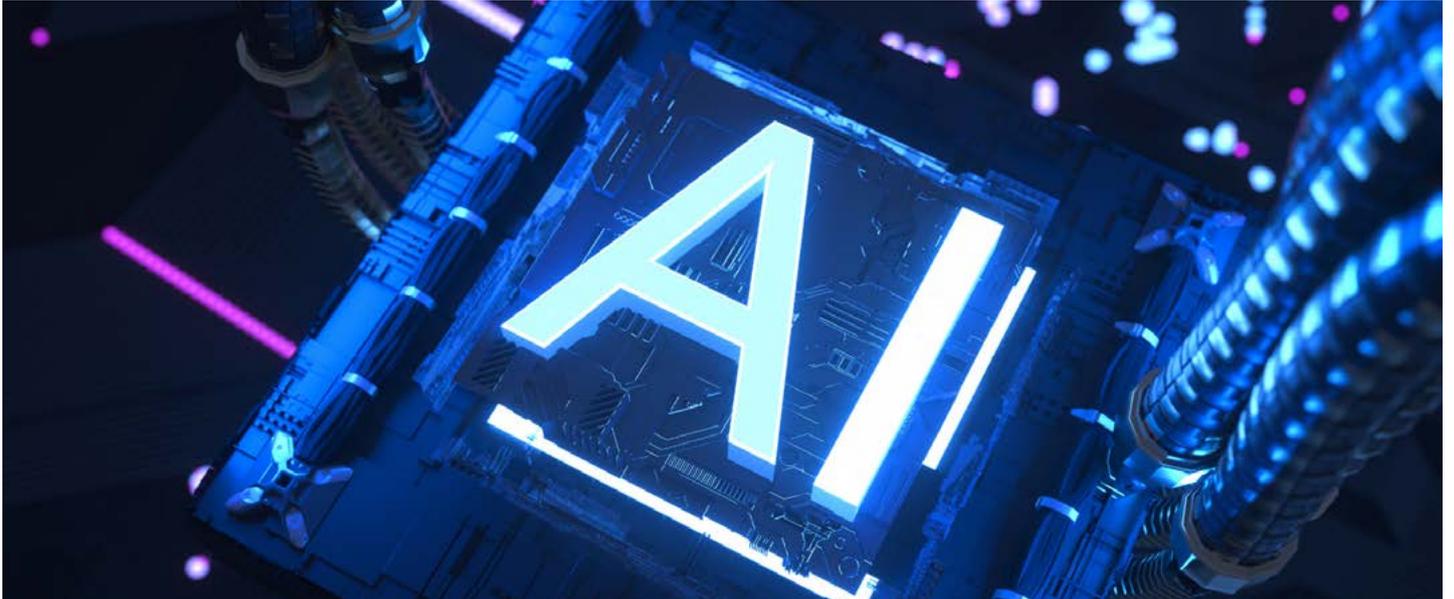
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# The Benefits of AI and Smart Technology for Integrators

*AI can be leveraged to create a great installation experience from start to finish*

*by Joe Andrulis, Executive Vice President of Corporate Development, Biamp*



Quality, consistency, and efficiency are the hallmarks of an excellent AV installation, and integrators know they've arrived at this intersection when they can outfit a room and deliver a great user experience without spending hours to achieve those results. However, there are many variables at play that can make it challenging to balance these elements. New smart automation technologies, such as AI, can be a crucial aide to integrators in achieving success.

Typically, AI has been limited to consumer and commercial market applications, providing end-users the benefit of products that learn and respond to their particular needs. Now, integrators are seeing AI move into the realm of pro AV. By combining AI optimization and predictive analysis with existing signal processing algorithms, audio solutions can now assist in the installation process, helping to configure rooms to satisfy end-users' needs. AI can serve as another useful aide in an integrator's toolbox to help to speed up installation tasks; make room deployments more consistent and predictable in duration; and smooth out variances in room tuning so that integrators can consistently deliver superior sounding rooms in less time, with more profit.

## **Automation Solves Labour Challenges**

With every installation there is a laundry list of tasks to complete in order to finish on time with the best results. It can often feel like an endless challenge, especially when an installation includes multiple rooms that need to be completed in a short timeframe. Compounding matters, programmers are often needed to oversee rooms such as boardrooms and divisible spaces that require more subjective tuning. This is where AI can help – automating repetitive and time-consuming tuning tasks for the simpler rooms while freeing up programmers and tuners to focus on more complex rooms.

For example, a system that uses an automatic room setup feature detects all the connected AV components, including microphones, speakers, and other peripherals, then measures the room's current performance to intelligently configure and tune each component. This is accomplished without the need for custom programming that cuts into integrator profits. What's more, this technology can generate a report to validate the final room performances.

## Automation Creates Scalability

Scalability is a growing concern in the AV sector. Given the accelerating demand for more easy-to-use, high performance conference rooms and other meeting spaces, integrators are tasked with creating and implementing systems that can easily and quickly scale. For less complex environments, AI helps integrators master rapid scalability. This, in turn, brings in more profit.

## Automation Eliminates End User Complexity

For end-users, complex AV gear can be its own impediment. AV is the tool employees use to achieve specific business objectives and goals. When a room doesn't work like expected or is too complicated, it's overwhelming and distracting to end-users. Using system optimization features, such as automation, natural language processing, and predictive analysis, can vastly improve the relationship that users have with AV assets as well as room utilization. Smart pro AV systems become more accessible

to everyone, even without training. As a result, they naturally facilitate innovation and productivity for employees. When rooms work and sound as expected, it also reflects well on the installer and can lead to repeat business.

## AI = Amazing Installation Experiences for Everyone

For years we've seen the benefits of progressively more intelligent technologies all around us. Whether it's a display that automatically detects an input or a camera that senses the participants in a conference room and adjusts the view to include them all in the frame, AI results in a more gratifying user experience. In much the same manner, the needle is moving on the pro AV side. As integrators embrace this technology, they will benefit from a more streamlined installation model and higher profits from the extraordinary AV experiences they've delivered for years.

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## The Future of AV



In this issue we interview **Peter Hunt, Group CEO of Hewshott International** about the future of AV. With AI, Cloud Technology and IoT in the IT realm, how does the AV industry ensure it stays relevant and offers unique propositions?

### How does the AV industry prepare for this pivot?

The first thing we all have to accept is that the future of AV is in the IT domain. Once we get 'over' the hurdle and accept this is the future, the path to successful adoption becomes a case of when, not if. Apart from some specialist areas around MICE, theatre and other similar spaces, the vast majority of future AV rollouts will be dependent on a quality converged IT network and that includes a robust internet service where increasingly cloud based solutions will be either managed from or even reside in full. Of course there is a degree of nervousness about this adoption, so the AV industry needs to emulate how IT is delivered. That won't be music to every reseller's ears but it's a stark reality, and those who adopt early will be able to set the trend.

Manufacturers similarly have a role to play by ensuring their products and solutions go through a rigorous QA process that includes extensive network testing. Many barriers to entry for AV over IP revolve around being accepted on a client's network so anything that can be done to overcome this will definitely break down the objections we are frequently faced with.

### Why are these changes happening?

The changes are happening because technology is developing AND appetite to risk has changed. How does this impact the integration market? Massively. There is too much going on to go into detail here, but with convergence comes consolidation and manufacturers are addressing this by ensuring their products are fit for purpose. The proliferation of 'all in one' camera soundbars, for example, is a very good illustration of how the plug and play world of

IT is impacting AV. But, this is not the panacea. With convenience and relatively low cost comes consequences. Pitching products at a price point and delivering enough quality to pass the litmus test is a great achievement, but knowing the limits and when to do it differently (perhaps one would say traditionally) is when an AV professional should be consulted. The challenge is that tipping point is different for each person and organisation, and certainly the period since Q1 2020 has taught us that convenience and an ability to get on with the job is a higher priority than a 'perfect' AV solution.

### Who will the industry be answering to in the near future?

AV is well and truly away from facilities now, and AV 'systems' internally is almost exclusively the domain of the IT department within an organisation, not facilities. As the IT powerhouse in a corporation becomes bigger, the user experience is as important. This is moving away from the traditional IT model of networks, helpdesk and systems admin which is music to the ears of AV people because we are about the user experience. We just need to work out which group is most closely aligned with our service offering.

### What type of expertise does the AV industry need to brush up on?

All types, but mainly we need AV qualifications to be aligned with the IT market. Whether we like it or not, the IT market does regard AV as a minnow and to raise our profile, we need to match them in terms of skills and perception of those skills. We've had IT since 2012, and I've witnessed AV integrators bringing in IT professionals to their businesses which is an essential move. This should not be the exception, it should be the norm. However, we must never, ever lose sight of those core skills that makes AV work – remember we are in the business of sound and pictures, and in many cases creating atmospheres and emotions, and that is an area that IT really doesn't understand how to achieve. Our future is safe, just different to what it's been for the last 30 years.

[Hewshott International](#)

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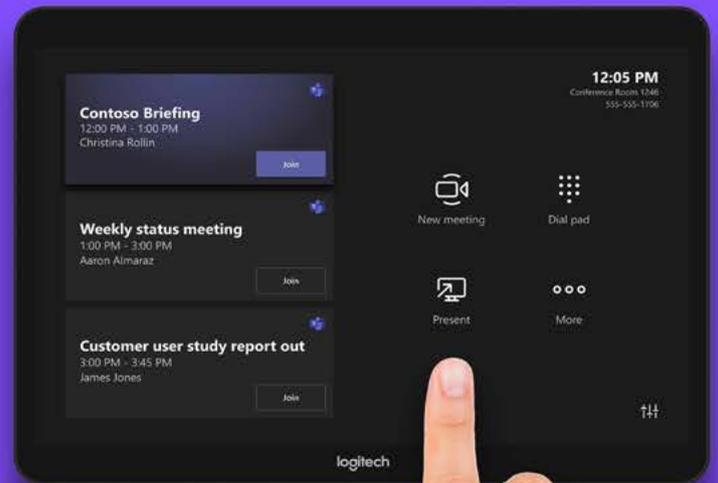


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## Systems Integration Asia to Launch Webinar Series for Churches



The banner features a blue circular logo with a white church icon on the left. To its right, the text 'AVnTech4Church' is written in large white font. Below this, '2nd June 2021' is displayed in white. The main title 'Enhancing the Hybrid/Streaming Experience' is centered in white. At the bottom, there is a white bar with the word 'SPONSORS' on the left and three logos: Analog Way (with tagline 'Pioneer in Analog, Leader in Digital'), Bose Professional, and Shure.

**ASIA:** Systems Integration Asia will be presenting a series of webinars under the theme **AVnTech4Church**. Targeted at the church community in the region encompassing church management, office holders, worship and AV crew as well as volunteers responsible for AV operations, attendance to the webinar is free of charge.

“With AVnTech4Church we hope to provide a resource platform for churches to learn, share experiences and connect with others across countries. Understanding how to use technologies effectively will help churches present a more conducive environment for worship,” said David Lim, Director of Industry Engagement, Spinworkz Pte Ltd.

The first webinar will be held on **2nd June 2021** with the topic **Enhancing the Hybrid/Streaming Worship Experience**.

The webinar synopsis is as follows:  
*Pre pandemic era worship services are conducted live with a full congregation of worshippers on-site, so AV systems then are designed and operated to support such live requirements. Today with social distancing, hybrid worship services are conducted with at least half of the congregation worshipping from their homes instead. How can churches continue to cater to on-site worshippers and stream the same worship experience to the home*

*worshippers simultaneously? Will the existing AV system suffice or will it need a complete upgrade? What else will be required? This session addresses all the key technical components needed to support a proper hybrid worship service.*

The webinar will be presented by **Robert Soo of Cogent Acoustics**. Robert is no stranger to the church community in Southeast Asia as he has done consulting and training for churches in Singapore, Malaysia and the Philippines. Robert Soo has been in the music and audio industry since the mid '80s, where his work involved studio recording, music arrangement, stage performances and eventually in live sound engineering and system design. A proficient worship leader and musician, he served as both Technical Director and Worship Pastor of a 10,000 member church for over 7 years during the '90s.

“Most churches are already streaming their services but what this webinar hopes to share is about best practices,” commented Robert.

David added, “This webinar will not be possible without our sponsors Analog Way, Bose and Shure. We look forward to a fruitful webinar for the attendees and our sponsors.”

Register [HERE](#) to attend the webinar on 2nd June (Wednesday) at 8 pm (SGT).



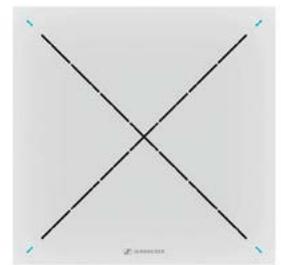
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## Pro Radio Networks to Distribute Peerless AV in India



**INDIA:** AV technology pioneer Peerless-AV announced the appointment of leading AV equipment distributor Pro Radio Networks LLP for the Indian market. With headquarters in Bangalore, and branch offices in Mumbai and Chennai, Pro Radio Networks serves resellers and integrators across all the major metropolitan cities. The distributor's reputation and long-standing relationships with Tier 1 consultants is exemplary and central to opening new specification and tender opportunities for Peerless-AV.

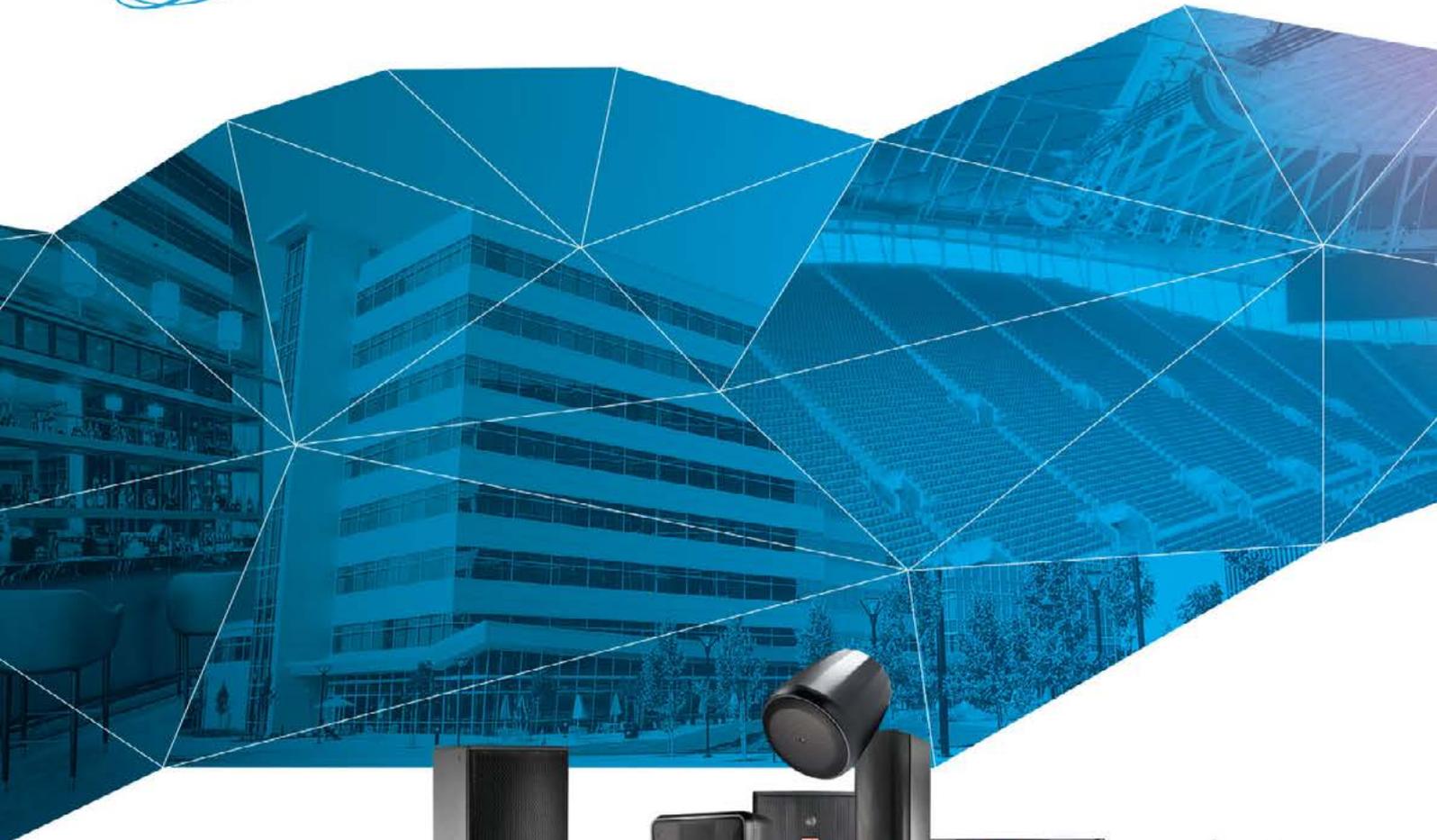
Year on year growth in the Indian market has resulted in the expansion of Peerless-AV's channel network and strengthening of local support. The Indian AV market is currently being driven by AV consultants and many multinational companies setting up in India approach consultants to help implement their technical infrastructure. Pro Radio Networks is ideally positioned to target these new opportunities, currently providing local support across most

southern, northern and western regions of India. "The partnership with Pro Radio Networks is already proving a mutual success, helping us to win many projects with multinationals moving overseas branches to major cities in India," said Keith Dutch, Managing Director-EMEA, Peerless-AV. "The distributor's good rapport with consultants will be a key driver for growth since customers will have access to our high quality, premium products backed by superior customer and technical support from a trusted local source."

"Peerless-AV is a valuable and complementary addition to our portfolio of AV brands and we are very happy to be selling all categories of the manufacturer's product range, with a primary focus on mounting and kiosk solutions," commented Raghavendra R, Business Head and Co-Owner of Pro Radio Networks.

[Peerless AV](#)

[Pro Radio Networks](#)



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## Dhow & Anchor Offers a Transformed Gastropub Experience with Visionary Technology



**DUBAI:** Dhow & Anchor, an award-winning gastropub, offers a contemporary twist on British cuisine. Known locally as D&A, the stylish restaurant is nestled within the Jumeirah Beach Hotel in Dubai, a city in the United Arab Emirates (UAE). D&A is a popular venue for sports fans, with indoor and outdoor video displays showcasing major sporting events. The restaurant features a tranquil outdoor terrace with impressive views of the Burj Al Arab — one of the world's tallest, most renowned luxury hotels.

D&A temporarily closed to undergo an extensive refurbishment, including a full audio and video integration by SONIDO Technology. "The owner of Dhow & Anchor wanted to redesign the space with new technology that would transform the venue. D&A wanted to create a unique restaurant and bar experience with modern, trendy aesthetics," said Gareth Armstrong, owner of SONIDO Technology. "Before the redesign and retrofit, the venue was very dated. Although the restaurant was a popular venue for expats in the UAE and guests of the Jumeirah Beach Hotel, the client wanted to create a contemporary atmosphere."

The Jumeirah Beach Hotel, a contemporary five-star property, is known for its world-class service, signature dining experiences and unique

entertainment. The redesign of D&A had to fit the theme of the hotel's ambience perfectly. "D&A's vision for the space was to create a unique entertainment venue with video displays featuring live sporting events and audio capabilities for live DJs and bands. Meanwhile, the restaurant wanted to provide a quality dining experience for restaurant-goers," explained Armstrong. "We had to design an open-concept space with audio and video integration that was easy to use, flexible, reliable and cost-effective. It was important that the staff could seamlessly manage audio zones and video sources and control each video display wirelessly via an iPad."

SONIDO Technology needed to implement a solution that complemented the restaurant's sleek design and aesthetics while meeting the technological performance requirements. "We selected Visionary's PacketAV Series because it integrates seamlessly with other solutions for a plug-and-play installation," noted Armstrong. "The new system featured a full upgrade including Dante-enabled indoor audio from QSC, marine-grade outdoor speakers from Martin Audio, video displays from LG and an outdoor LED display. We paired Visionary's PacketAV Matrix Series alongside QSC's control system for a complete, easy-to-use audio and video routing solution."

Visionary's PacketAV Series is a reliable, versatile solution that provides outstanding performance at a cost-effective price. "Visionary's PacketAV Matrix Series incorporated the product features we needed, such as flexibility and ease of use, while remaining within our client's budget," said Armstrong. "We utilized three PacketAV Series Encoders and seven PacketAV Series Decoders to manage the audio and video transmission across numerous video displays and audio zones. D&A required a versatile solution based on changing entertainment events — everything from live sporting broadcasts to DJ sets to band performances — within the restaurant. We were able to meet their needs to create an edgy, unique venue experience."

Unique to Visionary, its technology is both designed and supported by the same group of engineers. "This project was my first experience working with Visionary, and I look forward to working with them again," said Armstrong. "I can't speak enough about their level of customer support. They understand the

products in and out. Their 'round-the-clock technical support sets them apart from other manufacturers that I've worked with. Our client, the owner of D&A, is very happy with the final installation. We were able to meet their goals with an easy-to-use system that is versatile and effective but stayed within the budget and time frame. We are appreciative of Visionary for its support — it allowed us to have a smooth installation, and the final result was a success for SONIDO Technology and D&A."

Visionary's 4K UHD over IP PacketAV Matrix Series encoders and decoders redefine traditional switch matrix systems to create a flexible, scalable, cinema-quality solution for IP networks. The PacketAV endpoints offer ultra-low latency with unlimited distribution capabilities. Utilizing existing network resources, the encoders and decoders can be rapidly deployed enabling cost-effective distribution of multi-channel Dante/AES67 Audio and Video over IP.

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## DAS Systems Spices up the Nights at the Karaoke-Coffee D&K



**VIETNAM:** Three-hundred kilometres south of the capital of Vietnam is the city of Bac Lieu. Located in the Mekong Delta region, the city has ample entertainment options for both day and night, including D&K Karaoke-Coffee, one of the largest venues in the southern part of the country.

As a place where sound quality is fundamental, Viet Thuong, which distributes the DAS Audio systems in Vietnam, supplied a full audio solution for this coffee/karaoke bar, calling in the Tân Dung Company, karaoke specialists, to handle the installation.

The technicians recommended installing DAS Artec 300 systems to cover the different needs of Karaoke-Coffee D&K. Designed for use in a wide range of fixed sound reinforcement applications, these systems were used to equip seven rooms, including the main room, with sound.

This large space was equipped with a main PA that harnessed four ARTEC-320 fixed installation line array systems, set up in two clusters of two units on each side of the room. To deliver that low-frequency

punch, two ARTEC-322S sub-bass systems were installed in the center of the room, supplemented with two ACTION-218S systems on the sides. Six ARTEC-315.96 systems cover the most remote areas of the room.

To deliver sounds to each of the remaining six rooms, all different sizes, the sound technicians developed a customised solution for each space based on ARTEC-312.96 and ARTEC-315.96 systems to guarantee maximum coverage and sound quality. DAS Audio PA-1500 amplifiers supply signal amplification to the entire system.

After the owners' satisfaction with the sound quality and performance of the DAS systems, DAS Audio expects to equip another 17 D&K Karaoke-Coffee hotspots over the coming months.

[DAS Audio](#)



## New Hybrid Classrooms Deliver a Richer Distance Learning Experience

RGB Spectrum's QuadView® UHDx multiviewer lets educators deliver a richer distance learning experience to remote students.

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## Seongnam Arts Center Connects People To Culture With AMX Networked AV Solutions

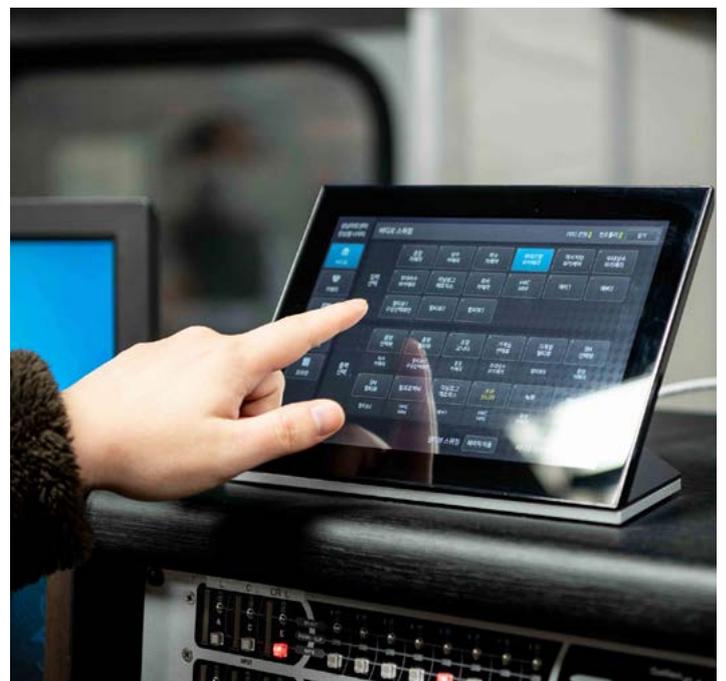


**SOUTH KOREA:** HARMAN Professional Solutions recently partnered with MIX Media and TechDataPS Co., Ltd. to upgrade Seongnam Arts Center's AV system with AMX networked video solutions.

Seongnam Arts Center is the largest venue for cultural arts in the city of Seongnam. The facility features a 1,804-seat opera house, a concert hall that boasts the greatest acoustics in South Korea, an ensemble theater for smaller performances, two visual art galleries and an outdoor amphitheater with seating for 11,000 people. In order to ensure high-quality video playback and streaming in all areas of the facility, including the lobby, venue owners needed a state-of-the-art AV network. Seongnam Arts Center hired MIX Media to upgrade its video infrastructure with a HARMAN networked VoIP solution consisting of AMX encoders, decoders and controllers supplied by TechDataPS.

According to Seongnam Arts Center staff, the venue requested an easy-to-use AV solution that would enable them to transmit and display high-quality video and promotional content throughout the multi-

room facility. Although they had seen such concepts deployed in other theaters, they didn't understand how to implement their own. When TechDataPS recommended an AMX networked AV solution, the facility staff was attracted by the platform's ease and convenience.



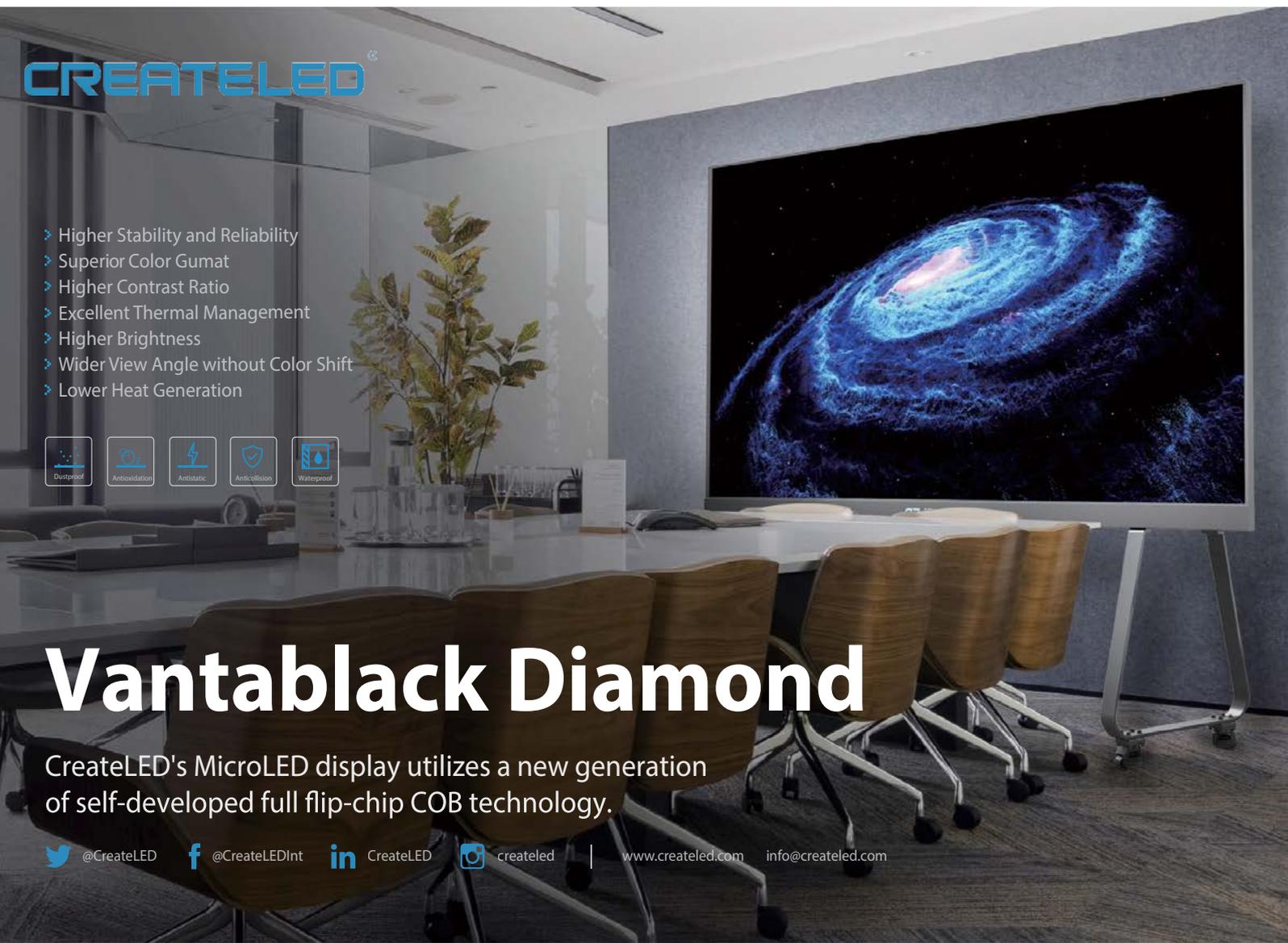
To provide a scalable AV control platform with intuitive operation, network security and backward compatibility, MIX Media selected the AMX NX-3200 NetLinx NX Integrated Controller as the core of Seongnam Arts Center's AV infrastructure. Compatible with a wide variety of analog and digital formats, the NX-3200 provides a platform for future expansion with the addition of more devices and control capabilities. For transmitting and receiving AV signals with imperceptible latency, MIX Media installed AMX N1000 Series encoder and decoder units throughout the facility.

To make operating the system easy and intuitive for staff, MIX Media provided Seongnam Arts Center with AMX MCP108 Keypad Controllers and a MT1002 Modero Touch Panel. Combined with the ability to control the NetLinx controller via tablet, the keypads

and touch panels allow Seongnam Arts Center staff to conveniently control the AV system in real time from anywhere in the facility.

Seongnam Arts Center staff reported being completely satisfied with the new AMX AV network's user-friendliness and reliability, saying it gave them integrated control of the equipment inside the concert hall as well as promotional videos broadcast to a display in the lobby.

Harman



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# Vantablack Diamond

CreateLED's MicroLED display utilizes a new generation of self-developed full flip-chip COB technology.

## Yamaha Sound Matches Dubai's Grand Plaza Mövenpick Media City Hotel For Quality



**DUBAI:** The Grand Plaza Mövenpick Media City is one of Dubai's premium hotels and, thanks to a bespoke Yamaha audio installation, guests who use several of its key facilities enjoy a high quality, flexible audio experience.

Located next to Dubai's Media and Internet City hub, the Grand Plaza Mövenpick Media City hotel features 235 rooms and suites, five restaurants/bars, a 1150m<sup>2</sup> state of the art convention centre (including 800m<sup>2</sup> Grand Ballroom), meeting rooms, rooftop lounge, gym, spa and swimming pool. Systems integrator Telematics was asked to install audio systems in the Grand Ballroom, spa/gym and five meeting rooms, delivering quality audio to match the hotel's facilities and décor. Supplied by Thomsun Trading, one of Dubai's leading distributors of musical instruments, A/V and broadcast equipment, the exceptional sound of the VXC series ceiling speakers was one of the reasons for choosing a Yamaha solution.

The Grand Ballroom is mainly used for corporate events and weddings. For maximum flexibility, it can be divided into two or three smaller spaces, so an

adaptable audio system was needed. Here 22 VXC8 ceiling speakers were installed - in two groups of eight and one of six for the three zones - powered by three XMV4280 amplifiers. An MRX7-D signal processor was installed to manage the system, with an MY8-ADDA96 interface card, plus EXI8 and EXO8 input/output expanders. A DCP4V4S surface-mount panel was installed to help staff easily control the system.

In the spa, a total of 10 VXC8 and five VXC6 ceiling speakers were installed in the treatment rooms, changing rooms, reception and corridors, with DCP4V4S and DCP1V4S control panels. More robust audio levels were needed in the gym, so here four VXS8 surface mount speakers and two DXS15mkII 15" powered subwoofers were installed, with another DCP4V4S control panel. Three more XMV4280 amplifiers were used to drive the VXC and VXS series speakers, with system management by an MTX3 matrix processor. A third party music player and radio tuner was chosen to supply music to the MTX3.

In each of the five meeting rooms, an MA2030 mixer power amplifier and BD-S681 networkable Blu-Ray player were installed to provide the necessary audio

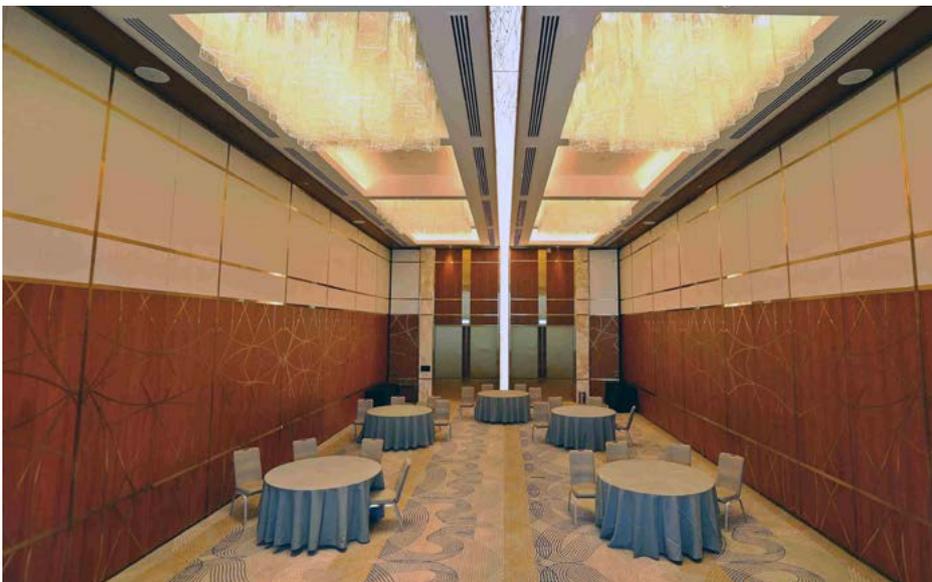


feeds, with two VXC4 ceiling speakers in rooms 1-3 and six VXC6 ceiling speakers in the bigger rooms 4-5.

“This was our first experience with Yamaha PA products,” says Bebin Mathew, senior sales engineer at Telematics. “We programmed the MRX7-D and MTX3 to provide a very flexible system, which was delivered within the client’s timeline. The MRX7-D is a very versatile unit with high multi-purpose capability, which is exactly what the hotel needed.

“We also really like the DCP series control panels; they were simple to install and very easy to use for the hotel staff.”

Alfio Bernardini, general manager at Grand Plaza Movenpick Media City confirms this, saying “We are very satisfied with the audio system. The amplifiers and speakers are of great quality and the way it has been designed helps our daily operations by being very straightforward for our staff to use.”



The project has been such a success that Telematics is already looking to design more audio installations using Yamaha. “With the support of Thomsun Trading and Yamaha Gulf, the response from our client has been completely positive,” says Bebin. “We would definitely like to continue this relationship with Yamaha in the long run.”

Yamaha

## Saga – Cuisines of India opens with DiGiCo S21



**INDIA:** Saga-Cuisines of India, a Michelin star restaurant in Gurgaon, India recently celebrated its opening. To make it an attractive venue for artists and bands, owner Vishal Anand invested in a professional sound system driven by a new S21 digital mixing desk from DiGiCo.

To purchase the mixing console, the management of Saga turned to Sahil Sharma who is a well-known audio engineer for Indian metal band Bloodywood. He is also the audio consultant and mix engineer of the classy new venue.

“We needed a small format console with maximum I/O for this venue installation” Sahil shares. “At our price point, there is practically nothing that compares to the quality and convenience of the S21. The new venue will host various music bands, dance shows and multi-genre festivals and the S21 provides more than enough IEM and wedge mixes for any act that

plays at Saga. Thanks to Hi-Tech Audio Systems for supplying the console. Their guys are just a call away to help.”

“We provided the S21 along with a D2-Rack that has been set up for ultimate ease of use for the in-house engineer,” explains Vanshaj Sharma, Application Engineer for DiGiCo at Hi-Tech Audio Systems.

“The console offers everything needed for a band’s performance in a venue like Saga. Investing in an intuitive and powerful mixer with a compact footprint like the S21 is a great opportunity for the club and restaurant venue.”

Like so many other industries, the pandemic impacted the Indian hospitality industry. Slowly restaurants, clubs and pubs are coming back into action which has created new opportunities for business owners to open up more mid-sized venues to attract more guests. Open air live concerts are still restricted in the Delhi-NCR region and other metro cities of India, so venues like Saga are hosting limited capacity live shows for their guests under strict regulations.

“With the newly purchased S21, Saga can be one of the premium venues to deliver ace audio output for bands and artists. It is our utmost responsibility to support and make each of our clients aware of the technology and inventory updates. We believe with this approach we can provide the best of DiGiCo in India”, says Nirdosh Aggarwal, Director of Sales for Hi-Tech Audio Systems.

“We are really delighted to provide DiGiCo S21 to Saga-Cuisines of India restaurant,” concludes Rajan Gupta, Managing Director of Hi-Tech Audio Systems. “Such business deals in this time of crisis boost our morale and spurs us on to provide the very best to new clients as well as our existing ones. I hope this year is productive for us and our brand and we are determined to reach new milestones in India.”

[DiGiCo](#)



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## Martin Audio Turns Atomic in Sydney



**AUSTRALIA:** The Atomic Beer Project is a new microbrewery concept that debuted recently in the inner-Sydney suburb of Redfern.

With the tanks on site, brewing a range of hoppy beers for all to see, it is a perfect complement to the pan-Asian cuisine that the operation specialises in.

Although owners, Gage Roads Brew Co., hail from Western Australia, this is their first bricks and mortar incarnation. In addition to the carefully prepared Craft beers, also helping to draw in patrons—and keep them there—is a potent sound system from Martin Audio.

In fact music is a core part of the concept, according to Atomic Brand Lead, Clint O’Hanlon. “We have started sponsoring FBI radio, which is a youth radio network just down the street from us, and we’ll be hosting their DJs here,” he promises.

In fact, one thing the Atomic team were unequivocal about was that there would be no compromise on sound. They chose Martin Audio loudspeakers, having had excellent experiences with the brand on other projects. These were installed by Sydney-based Beyond Audio Visual.

The distributed audio system relies on a plethora of smaller loudspeakers and companion subwoofers to deliver an all-encompassing music experience, which never impinges on customer comfort, but simply adds to the experience. This is a real accomplishment in a venue with so many hard, reflective surfaces.

All this has been achieved by deploying eight Martin Audio Blackline X8 (8-inch 2-way) enclosures, complemented by 10 Martin Audio SX110 (1 x 10-inch) for the low frequencies, and 18 Martin Audio ADORN A55 for infills and ancillary areas.

“The importance of ambience is paramount,” observed Clint O’Hanlon. “The audio system is so beautiful and warm. I’m from a nightclub promotion



background and I'm aware of the way sound can move through a venue. Here, there are no annoying delays, where you hear loud- speakers on the other side of the venue like an echo. And the best part ... I've never worked with an audio system where you can control the level in all the various zones individually or collectively from your phone. It's just really seamless."

Installing the 10-inch subwoofers in the elevated cable trays proved to be a real turning point in the audio design, reflects Anthony Russo, Technical Director of TAG, Martin Audio's territorial distributor, who assisted Beyond AV and its MD, Con Andrews, who was a specialist consultant on the project. "Normally you would see the subs installed into the banquette seating, for example, but all the concrete bulkheads had already been poured, so we needed another solution. We didn't want to excite the ceiling space with low frequencies, which is why the design has more subs spread out, and placed close to the matching full-range speakers to provide a cohesive sound."

Indeed, it's difficult to miss the sheer number of speakers in the venue; however, this additional complement was necessary, as it provides extra levels of control. That optimal level, coverage and the quality of the bass allows customers to talk naturally without the audio system drawing attention to itself. That said, when called upon, it has more than enough horsepower to kick into gear during a DJ session.

The venue itself is on the site of an old furniture factory, with a capacity of just under 200 (although this includes a number of comfortable seating areas). YSG Studio has created a brooding interior, with a monochromatic mood punctuated by stabs of colour.

Reviewing the total fit out, Clint O'Hanlon confirms that management is delighted with the overall conception, and how it embraces the industrial roots of the building.

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## ACMI Trusts Audinate's Dante to Craft Immersive Soundscape



**AUSTRALIA:** The world's first feature film was made in Australia, so it's no wonder one of the nation's premier museums is dedicated to the art of the moving image. ACMI, Australia's national museum of screen culture located in Melbourne, celebrates the nation's robust history in the medium – including film, television, video games, and moving image artwork.

Recently, the museum underwent a renovation that completely overhauled its centerpiece exhibition design – and its AV system – to allow visitors to take a journey through Australia's history of moving images. By utilizing robust, immersive, and interactive AV, the exhibition, titled *The Story of the Moving Image*, advances through time – from shadow play to the films that shaped Australia's cinematic landscape. The exhibition includes *Games Lab Presented by Big Ant Studios*, where AAA titles sit alongside a curated selection of locally made indie games, and a section dedicated to the power of citizen journalism.

And while the museum is largely focused on the “image” component of its name, the need for thoughtfully placed audio throughout the space is critical – requiring hundreds of audio feeds across the gallery space. To make that much sound work, the ACMI designers relied on Audinate's Dante.

“Traditionally, the space has been known to be a bit cacophonous,” said Greg Turner, a consultant working with ACMI. “Because of that, we knew from the start it was going to be critical that we had tight control over all of our audio signals. With the redesign we've installed hundreds of displays in the space, so how do we make sure we're managing hundreds of audio signals as well? The obvious answer from the start was Dante.”

Dante is the de facto standard for digital audio networking, and distributes hundreds of uncompressed, multi-channel digital audio channels via standard Ethernet networks, with near-zero latency and perfect synchronization. Dante



allows audio, control, and all other data to coexist effectively on the same network. Additionally, using Dante as opposed to traditional networking allows for a reduction in electromagnetic interference – something important to ACMI as it is located nearby a Melbourne train line.

“ACMI has created a soundscape that requires both localized sound as well as sound that exists as a background across the entire gallery space,” said Michael Cartmel, integrator at Lumicom Pty Ltd. and lead installer on the ACMI project. “When you consider all the endpoints in this system, it would be horrendous to try and do this without Dante. You’d have an impossible number of speaker cables and you’d be hard pressed to pinpoint what cable was for what speaker.”

But with Dante, Cartmel said, the process was not only easier, but also more elegant. Each endpoint in the system is connected to the network and sent to a virtual matrix switch. The system then relies on a Dante-native QSC Q-SYS Core 510i to provide both DSP and control of the system through its Q-SYS software platform.

Endpoints on the system are typically speakers – the museum uses Yamaha speakers and Dante-native amplifiers across the space – however, oftentimes an input is added by way of a microphone or a localized piece of video. In those cases, where Dante isn’t natively integrated into an endpoint, the museum uses Dante AVIO adapters.

Available for analog input or output, Dante AVIO Adapters allow users to connect nearly any piece of gear with an audio signal to a Dante-connected system — delivering the interoperability, performance, and scalability that only networking can bring.

“The video game consoles, for example, aren’t Dante native,” Cartmel said. “But it’s no problem. We put AVIO adapters on them and quickly added audio on the network. It’s perfect.”

Cartmel said a similar approach is used in areas where individuals can craft their own soundscapes using inputs such as microphones, instruments and music software. The system takes the input generated by the user and makes it Dante-native immediately with the AVIO adapters.

And, most importantly, the museum is able to bring all these unique endpoints together in a streamlined system featuring customized sound in every location. This provides an immersive experience tailored precisely to where an individual is in the museum, or what exhibit they might be interacting with.

“Despite the architectural challenges presented by ACMI’s centerpiece exhibition The Story of the Moving Image, Dante has allowed us the flexibility to adapt our immersive soundscapes to suit the space,” said ACMI Renewal Project Manager Evan Davies. “It has allowed us the freedom to move sound anywhere throughout the exhibition, tweaking on the fly and letting us blend the soundscapes with the 100 or so other sound sources also present in the system.”

“With this system we have the ability to take every audio signal we’re using in the space and use it to specifically fit in the overall soundscape,” Cartmel said. “It is an incredibly flexible system thanks to the power of putting audio on the network with Dante.”

[Audinate](#)

**Meyer Sound's** Scott Gledhill to focus on APAC exclusively thereby continuing Meyer Sound's strong sales momentum in the Asia Pacific region. Scott Gledhill has been a leader on the Meyer Sound global sales team since he first joined the company more than 32 years ago. In addition to pioneering Meyer Sound's early expansion into Mexico and Latin America, he helped develop the company's education program and played a key role in establishing the extensive European distributor network. In his new role, Gledhill will focus his efforts on the Asia Pacific region, which has shown by far the greatest sales increase in recent years.

#### Meyer Sound

**Atlona**, a Panduit company, has bolstered its Asia-Pacific (APAC) channel partner network with the appointment of Vichai Trading 1983 as its leading commercial AV partner in Thailand. A division of Vichai Group, the nearly 40-year old AV specialist will represent all commercial AV distribution and training services for Atlona throughout Thailand. Vichai Trading 1983 is an ideal partner given its strength in several of Atlona's key business verticals, including corporate, education, government and hospitality. The company specializes in providing complete AV solutions of various scale and has a broad, established reseller network throughout Thailand. This makes **Vichai Trading 1983** particularly well-positioned to represent Atlona growing range of products and solutions for their customers and the Thailand market.

#### Atlona

#### Vichai Trading 1983

**Datapath** has announced Steven Simpson as its new sales and account manager for the Middle East, effective immediately. Steven brings extensive experience to Datapath's Middle East presence, having lived and worked in the region for over 17 years. With successful spells both in sales and project management, his CV includes successful tenures with industry giants Crestron and, more recently, Mitsubishi. Steven's territory will see him

covering UAE, KSA, Qatar, Oman, Kuwait, Bahrain, Jordan, Lebanon and Egypt – managing Datapath's key accounts in the region while expanding its customer base with new opportunities.

#### Datapath

To further speed the adoption of AVoIP signal distribution in the pro AV marketplace, **ZeeVee, Inc.** is introducing the latest upgrades to its ZyPer Management Platform that provides advanced multiview, preset and grid features further enhancing the popular platform's functionality and user experience. Version 2.2, designed for the company's ZyPer4K (SDVoE, uncompressed 4K, 10 Gbps) and ZyPerUHD (JPEG2000, compressed, 1 Gbps) AVoIP encoders and decoders, enables source content to be simply dragged and dropped onto video wall displays via an intuitive onscreen interface. The multi-codec control system is regularly cited by ZeeVee customers as a key differentiator in their choosing ZeeVee AVoIP products. The upgrade is available to current users free of charge.

#### ZeeVee

The National University of Singapore (NUS) and **Johnson Controls**, a global leader for smart, healthy and sustainable buildings, will embark on a joint collaboration on smart buildings research. Johnson Controls will commit about S\$5 million into this research programme, and teams from both organisations will work together to address industry-wide challenges. The NUS School of Design and Environment (SDE) kicked off with the first research project in April 2021, led by Assistant Professor Clayton Miller from its Department of Building. The research uses machine learning to accelerate the conversion of Internet of Things (IoT) data into the BRICK Schema, a standardising model for data labels in buildings. This open-source schema describes smart buildings and their subsystems in a format that enables software to more easily and quickly connect into a larger number of buildings.

#### Johnson Controls



London Metropolitan University, London UK



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## New Christie Mirage SST-6P RGB Pure Laser Projection System to Redefine the 3D Experience



Christie has launched its new Christie Mirage SST-6P, a dual-head 18,000 lumen, 4K, 6-Primary 3D RGB pure laser projection system that delivers twice the onscreen brightness of traditional colour-comb 30,000-lumen lamp-based 3D projection systems for bright, colourful, and detailed 3D images for venues including theme parks, attractions and giant screen dome theaters.

The 6-Primary (6P) 3D dual-projector system uses two sets of RGB laser primaries with slightly off-set wavelengths: one for the right eye, and one for the left. Reusable passive 3D glasses filter different wavelengths and direct the light to the correct eye, with no shuttering, for a natural and comfortable 3D visual experience. The result is a projection system that is 90% efficient at projecting light onto the screen, and white-screen compatible for blending the multi-projector arrays typically used in dome theaters and media-based attractions such as dark rides and flying theaters.

“With the Mirage SST-6P projection system, dark 3D visuals are a thing of the past,” says Larry Paul, executive director, Technology and Custom

Solutions, Enterprise and Entertainment, Christie. “The Mirage SST-6P was developed specifically for 3D applications and exceeds the DCI-P3 color space, ensuring that 3D visuals in dark rides, attractions and planetariums look as intended – bright, contrast-rich and colorful – revealing a level of detail audiences haven’t seen before.” With TruLife™ electronics, Mirage SST-6P delivers 4K 3D content up to 120fps per eye, with an option of up to 480fps at 2K.

The projection system uses two fiber-coupled projection heads with remote light sources and chillers. The projection heads are quiet, compact and lightweight, and have an extremely low heat output of less than 2400 BTU each. With omnidirectional capabilities and solid-state illumination, Mirage SST-6P is designed for installation flexibility in tight, challenging environments and 30,000 hours of virtually maintenance-free operation to 80% brightness.

Christie Mirage SST-6P includes Christie Twist, for built-in warping and blending. It is compatible with Christie Mystique, an automated camera-based alignment software solution, and supports Christie Guardian for invisible, real-time, automatic blended-image correction, even when content is playing.

Christie Mirage SST-6P is available for order now.

[Christie Digital](#)

## LD Systems DQOR Installation Loudspeakers Now Available



Adam Hall Group has announced the availability of the new LD Systems DQOR Series. The modern 2-way installation loudspeakers are available in 3-inch, 5-inch, and 8-inch versions in black or white and are suitable for indoor and outdoor use in a wide range of installation environments, including retail, hospitality, corporate, education and sport venues. In addition to a low-impedance version, the DQOR systems are also available as a 70/100 V variant with variable power taps.

The passive installation loudspeakers of the DQOR Series will impress listeners with their balanced sound, which is accompanied by a wide beam angle (120° horizontal, 80° vertical) and a modern, dynamic design. The loudspeaker housings are outfitted with a built-in wall mounting bracket and handy slide/lock mechanism for flexible use in many different indoor and outdoor applications. Thanks to concealed integrated connections, the DQOR Series can also be used in sophisticated environments where a clean look is important. Consistent with its elegant styling, the front grille is made of corrosion-resistant aluminium. With an inclination angle of up to 27° and a horizontal swivel range of 45°, the

DQOR loudspeakers allow for flexible positioning and precise sound direction according to individual customer needs and acoustic requirements.

With the T models DQOR 3T, DQOR 5T, and DQOR 8T, distributed PA systems incorporating several loudspeakers and long cable runs can be accommodated. Equipped with low-saturation transformers for 70 V/100 V systems, the DQOR Series ensures minimal power losses. Alternatively, the T models can also be operated on conventional low-impedance amplifier outputs. The 16 ohm impedance of the T models allows up to eight DQOR loudspeakers to operate in parallel at 2 ohms.

The DQOR Series installation loudspeakers are now available.

[LD Systems](#)

## Aurora Multimedia's RXT-10D Desktop Room Controller



The RXT-10D is a 10" all-in-one desktop touch panel & control system solution powered with ReAX (JavaScript based control engine). It is ideal for conference rooms, educational facilities, digital signage and more. Designed to sit on any flat surface, the RXT-10D has a beautiful 1280 x 800 capacitive touch screen with 170-degree viewing. Since the panel is a web based control server, the interface can be remotely served up as well. Cell phones, tablets, and laptops all can have a remote

interface into the system for bring your own device control.

The six core processor with 3D graphics engine & H.264 streaming decoder provides a powerful solution for complex graphics and video, ensuring an enhanced user experience.

A 2-watt speaker system, and digital microphone further compliment the video capabilities. The RXT-10D is a powerful solution for your presentation and automation needs.

Core Studio tool is available free of charge for drag & drop code and interface creation.

RXT-10D is available in Black or White.

[Aurora Multimedia](#)

## AVer Introduces VB130, New Technology for the Future of Meetings



AVer Information Inc. USA, the award-winning provider of education technology and video collaboration solutions, announces the VB130, a 4K video bar with intelligent lighting. Designed for small meeting spaces, huddle rooms, and focus rooms, the VB130 is engineered to provide clear imaging and exceptional audio quality for uninterrupted collaboration. Users can upgrade their meeting experience with the VB130's intelligent built-in lighting for virtual meetings. The VB130's adjustable five-level fill lighting combined with an automatic light sensor provides the perfect amount of light to illuminate your workspace.

AVer's VB130 is a versatile, enterprise-grade USB video bar perfect for everyday use by business professionals. The VB130 offers high-quality 4K video and dual fields of view, including 90-degree

and 120-degree views, and a privacy shutter for peace of mind. Featuring a compact design, the VB130's sleek composition will fit on top of a 17-inch monitor or can be mounted onto a tripod. The VB130 combines five levels of automatic, intelligent fill-in lighting with exceptional beamforming audio technology with a five-microphone array to ensure resonant sound — creating a dynamic video conferencing solution for power users, huddle rooms, and small conference spaces.

The VB130 promotes contactless meeting technology for safer more efficient meetings with SmartFrame, contactless AI-triggered viewing-angle adjustments meant to perfectly frame meeting participants, no matter their distance from the lens. It incorporates contactless AI features, including voice tracking, smart framing, audio fencing, and people counting for a seamless video conferencing experience. The VB130 features web-based controls for remote camera control and settings management, as well as easy-to-use group central management software, EZManager 2.

[AVer](#)

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## AUDAC Releases MFA All-in-one Audio Solution



Belgian pro audio manufacturer AUDAC has released the brand new MFA2xx multi-functional amplifiers. This new all-in-one audio solution from AUDAC is the perfect solution for small to medium sized installations that needs the functionality of a comprehensive audio system but does not want to spend fortunes on hardware. By featuring compatibility with AUDAC Touch 2 and an integrated SourceCon input slot in the amplifier, there's a lot of groundbreaking technology in this surprisingly small amplifier. The MFA series is available in output powers of 80 or 160 Watts making it flexible for numerous applications.

The MFA features a line out connection, creating the possibility for scaling the output power to meet both small- and large-scale project requirements. Create one large zone or add a second stereo zone using your line out, where individual input and volume control can be controlled through the front panel, TCP/IP or AUDAC Touch™ 2.

Equipped with the already proven WaveDynamics™ audio processing technology, the most advanced acoustic configurations can be set-up and controlled with ease via the AUDAC WaveDynamics™ configurator. The MFA comes with the same user-friendly interface as the SMA, SMQ, PMQ & XMP series were commended. It enables you to do

enhanced settings on the front of the amplifier through a 2.8" graphical display or to import configuration files from a USB.

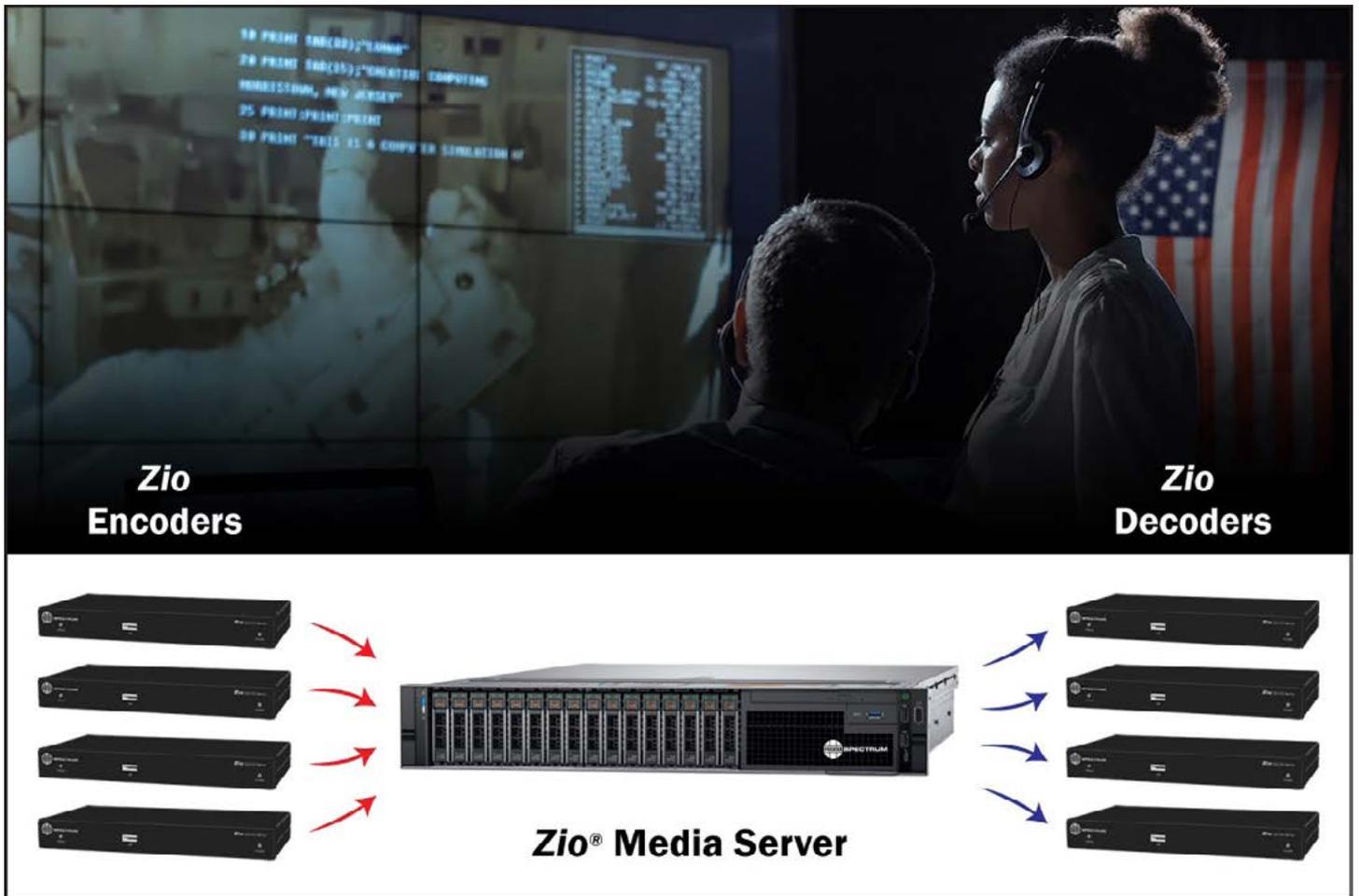
But not only the controllability of the amplifier is what makes these new amplifiers special. Besides RS232 & RS485 connection, the MFA also allows for an optional Dante™ expansion. Allowing the installation of a Dante™ network interface, giving the device the ability to receive and send low latency, high quality audio over a standard Ethernet network with ease.

When designing the MFA, a wide range of input options were also included. It features a balanced Mic / Line input through a 3-Pin terminal block. The unbalanced stereo line input allow connection of any type of line level audio source while a SourceCon™ module slot makes it possible to integrate streaming services like Spotify or Soundtrack Your Brand, (internet)radio & other audio player modules directly into the MFA amplifier.

On the outside, the MFA features a slim and sleek design in a compact table top mountable enclosure. With the optional 19" installation brackets it's also possible to install the MFA in 1HE high, half 19" rack space.

[Audac](#)

## RGB Spectrum's New Zio Recording and Streaming Media Server



RGB Spectrum has expanded its line of multi-channel recording and streaming systems with the new Zio Media Server. The Zio Media Server is a fully integrated system for simultaneously recording, storing, and distributing streams of high resolution, real-time imagery using the H.264 compression standard.

The Zio Media Server provides the ability to record streams while simultaneously outputting other streams. The server is used with RGB Spectrum's Zio codecs for multicast encoding and decoding at origination and destination points to provide a complete solution.

The server is offered in a variety of hardware configurations depending on the number of simultaneous streams required.

The Zio Media Server is ideal for mission-critical applications including simulation, training, command

and control, missile testing/telemetry, C4ISR, and mission analysis. In a simulator application, for example, the instructor can view data seen by the pilot on a real-time basis while the same information is being recorded on the Zio Media Server. Observers in remote locations can view the same visuals, real-time or afterwards. While a simulation is being recorded and streamed to an Instructor's Operating Station, previously recorded simulations can be recalled and streamed out to a debriefing room.

Zio Media Server's combination of superb image quality, rich feature set, and outstanding performance make it the ideal solution for demanding, mission-critical applications.

**RGB**

## Yamaha's New ADECIA Tabletop Solution Brings Clear, Scalable Sound to Office-based Audio Conferencing



wide variety of spaces thanks to the RM-CR, which handles all auto mixing and auto configuration.

When the RM-CR processor and RM-TT tabletop microphones are combined, the unique voice tracking function automatically selects the microphone closest to the person speaking for optimal voice capture. For example, this can be when a meeting participant moves from the conference table to a whiteboard or a teacher is moving around a classroom.

Yamaha is expanding its ADECIA conferencing solution family with the new wired RM-TT Tabletop Microphone. The ADECIA Tabletop Solution, like the ADECIA Ceiling System, is based on Dante audio networking and is comprised of the dedicated RM-CR conference processor, VXL1-16P line array speakers and optimized SWR2311P-10G PoE+ switch for a comfortable and effortless remote conferencing experience. With innovative DSP technology built in to maximise voice capture, the RM-TT relays speech in high quality, with maximum flexibility and scalability.

Good audio quality in office-based conferencing can be difficult to achieve, with spaces like boardrooms not designed with acoustics in mind. They often include large reflective tables and participants can be several metres from the microphone. The ADECIA Tabletop Solution overcomes these problems thanks to the powerful Yamaha DSP technology in the new low-profile, wired RM-TT Tabletop Microphone. This includes innovations such as auto voice tracking, auto gain control, adaptive echo cancellation, noise reduction and reverberation suppression.

All ADECIA solutions are easy-to-set-up, with automated room tuning making them suitable for a

Up to eight RM-TT pods can be easily added to the system for truly scalable solutions, connecting them via a PoE switch to the RM-CR conference processor. The RM-CR lets users customise room capture patterns by choosing one of six directional modes for each microphone pod. These modes - cardioid, super-cardioid, hyper-cardioid, omnidirectional, bidirectional or toroidal - can be used to divide rooms into dedicated zones for different participants, reduce noise from other people in the room and ensure that, even if the person speaking moves around, their voice will be clearly heard.

The complete solution automatically detects all components of the system and optimizes them for the room environment, taking into account the location of speakers and microphones, reverberation, and any echo. Setting up a room is done through the system's configurator in five effortless steps. With USB, Bluetooth, Dante, and analogue connections, this flexible system is suitable for a variety of enterprise or meeting spaces and classrooms.

The ADECIA Tabletop Solution, including RM-TT microphone, will be available in summer 2021.

[Yamaha](#)

## Extron LinkLicense and TLCA 1 Now Shipping



Extron is pleased to announce the immediate availability of Extron LinkLicense for TLP Control Processor and the TLCA 1 TouchLink Control Port Expansion Adapter. These powerful Pro xi Series control options transform your wall mount, tabletop, and Cable Cubby TouchLink Pro touchpanels into powerful, all-in-one control systems. They add flexibility and power to our latest TouchLink Pro touchpanels, including the TLP Pro 525 Series, TLP Pro 725 Series, TLP Pro 1025 Series and TLP Pro 300M.

"Integrated touchpanel control systems have many advantages, including simpler system designs and streamlined system deployment," says Casey Hall, Vice President of Worldwide Sales and Marketing for Extron. "Customers looking for a standalone touchpanel control system can simply add LinkLicense for TLP Control Processor to unleash the power of Ethernet device control. At that point, if they have the need to add port expansion capabilities, the TLCA 1 is the perfect choice."

Extron LinkLicense for TLP Control Processor is a powerful, easy way to turn your TouchLink Pro touchpanel into a full-featured, standalone control system. With this LinkLicense, you can control your AV devices via Ethernet directly from the Ethernet

port on the touchpanel. And, by adding the optional TLCA 1 TouchLink Control Port Expansion Adapter, you can control a broad range of system devices directly from the touchpanel using the variety of ports on the control adapter.

The Extron TLCA 1 is a TouchLink Control Port Expansion Adapter designed to add traditional control ports to your touchpanel installed with a LinkLicense for TLP Control Processor. It features two bidirectional serial ports, one digital input, one IR port, and two relays for control of sources, directly at the touchpanel.

[Extron](#)

## Aveo Systems Adds More AVoIP Switching Control with Latest Release



Aveo Systems' latest release to its Mira Connect smart AV control system has added support for thirteen new products / product families. New capabilities extend Mira Connect's programming-free, intuitive control to ClearOne's Converge Pro 2 family of DSP audio products; AV-over-IP systems from Just Add Power, Blustream, and AVPro Edge; Samsung Pro TVs, and more. These new capabilities further expand Mira Connect's extensive list of supported products and services, simplifying AV control setup for integrators while ensuring intuitive operation for end users.

Support for network-based audio/video over IP (AVoIP) systems now includes Blustream's Multicast UHD systems, Just Add Power's 3G Ultra HD systems, and AVPro Edge's MXNet systems. "AVoIP systems allow partners to cost-effectively create video matrices of any size based on the application requirements," said Craig Richardson, Aveo Systems CEO. "And now that Mira Connect can easily control these systems, combined with Mira Connect's native control of displays and cable-and-satellite tuners, users can have a fully integrated experience for their AV needs with all the benefits of Mira Connect

including remote control/management and seamless control on their personal devices with our patent-pending Mira Connect Me feature."

The Converge Pro 2 family has been added to the group of ClearOne products supported by Mira Connect. These products, designed for a wide range of collaboration environments, provide advanced beam-forming and multi-channel microphone processing for high-quality room-audio and telephony management for connecting to remote participants via VoIP and PSTN.

Also announced in the latest Mira Connect release are support for Samsung Pro TVs, extending Aveo's support for Samsung Commercial displays, and support for i3 Technologies, Denon AV Receivers, Liberty AV, Lightware's Taurus UCX video switchers, Sharp, and Vizio products.

[Aveo Systems](#)

# INVENTING THE FUTURE TODAY

The world has changed. So has InfoComm China. This year, Asia's foremost Professional AudioVisual and Integrated Experience Technology showcase takes on a new format comprising in-person and virtual shows. Three 1-day themed online events will precede the headlining hybrid event in July.



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GoVIRTUAL underpins the **new dual-platform program**. It brings hundreds of live, in-person exhibitors' showcases and product demonstrations right up to you. Real-time 2-way livestreaming illuminates conversations, allowing you to discover the technologies shaping the post-pandemic future. The AI-powered algorithm learns your requirements as you use the interface and shortlists your must-meet exhibitors. And, as is the trademark of every InfoComm China event, extensive knowledge-driven webinars and physical conferences provide learning opportunities.

Whether you are in Beijing, spread across China or halfway round the globe, you can join in the exciting action. Encounter technologies, solutions and partners that can make you shine in today's uncharted business landscape.

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# Flexible Working is The Death of the 9 to 5

*Mitigate the extra workload that comes with that change*



*Not that type of flexible working*

Flexible working may perhaps have started out as a perk for the lucky few, but as a post-COVID vaccine world emerges, it is making itself into a widely accepted—or even encouraged—policy for a safer return to work. Though it may not be the death knell for the outdated 9 to 5, attitudes the world over have made a massive shift from “it’ll never happen!” to that of becoming standard practice.

A temporary yet sharp increase in workload before benefits and enhanced efficiencies are achieved are par for the course when going through a seismic change in any organization. How this workload is mitigated is the true test for any organization.

## The Uptick in Flexible Working

Employers the world over have had to place a lot of trust in their workforce, and challenged their own beliefs that staff without a manager spying over their shoulder are inclined to slack off. That gamble paid off for employers: [according to a survey of 16,000 employees](#) at a Chinese firm, employees who were permitted to work flexibly increased their productivity by 13%.

Meanwhile, the slice of the workforce pie that consists of millennials is continuously growing. A notoriously tricky group to appeal to, flexible working resonates strongly with them. COVID has in fact been

a catalyst for change to the working environment that suits them much better, with—according to [the Deloitte Global Millennial Survey 2020](#)— 84% now utilizing some form of flexible working. By overlooking the growing demand, businesses are missing out on a large chunk of talent that now expects at least some form of flexible working.

The hesitation from many leaders across organizations though is palpable. People say change is good, and that change is for the better. However, those people often have not yet thought through what ‘change’ entails. Leaders are not made leaders for nothing, they are acutely aware of all the hard work required to make change a success, and how to offset as much of it as possible.

## Post-Vaccine Predictions



*What’s up next once we’re vaccinated?*

With many nations’ vaccine rollout charging ahead at full steam, the return to the office is not just a speck on the horizon. It is a critical moment for business and organizations to reconsider their policies, and how to adapt to this brave new world. Stick with the old and fade out of existence, or grab a ride on the high-speed train to the future and adopt future-centric work policies today.

The journey to a fully-functioning flexible working policy is a long road with plenty of hurdles along the way. Understandably, stakeholders across many

organizations are focused on the barriers that must be broken through first, and the massive spike in short term effort that is going to be needed to make it a success.

An essential aspect of flexible working will be where and when staff work. Time in the office will become even more precious as there is less of it. Furthermore, staff will only venture to the workplace to specifically attend essential meetings that demand some good old face-to-face communication or to collaborate with colleagues and clients. Scheduling will become absolutely essential; when a meeting room needs to be guaranteed weeks in advance for an important client, or two colleagues need a quick ad hoc brainstorm session. Scheduling may be that little detail that could make or break flexible working.

**A Steep Learning Curve**

The learning curve will be a steep one. Employers will be worrying about whether their employees be trusted to fulfil their contracted hours and stay productive. HR will be worrying how their systems will cope with managing their no longer centralized workforce. IT will be worrying about how to keep all business-related communications private and secure. Lastly, facilities managers will be worry how to adapt their workplace to one that will potentially be seeing a lot less use, maintain high sanitary standards and automating potential aspects of the office.

All these new policies seem daunting, but we need not look far into the past for proof that we can adapt. At the dawn of the pandemic, many organizations had no chance but to rapidly evolve on a day-by-day basis, with next to no planning or preparation. Thankfully, this time round , leaders are afforded the luxury of time to adequately plan and implement policies that facilitate a positive shift towards adopting a flexible workforce

**Technology Will Widen Its Scope**

Technology will assume two essential roles in not just enabling a flexible workforce, but also ensuring a safer return to work post-vaccine. Agile laptops will replace bulky desktops computers, fixed workspaces will continue to decline in favor of hot desking, and feature-rich reservation systems for not just aforementioned hot desking, but all manner of meeting rooms and spaces.

Organizations must now also navigate a myriad of disease prevention measures or risk falling foul of the law. The automation of many aspects of businesses will ensure a reduction in non-essential social interaction in areas such as many reception duties (temperate measuring, guest registration, wayfinding, etc.), regular sanitization of shared areas and spaces, and data collection for the purposes of contact tracing.



*Ditching desktops for more agile laptops that can be used anywhere, any time*

## Overcome the Initial Work Overload Increase of Shifting to Flexible Working by Partnering Strategically

So, it has been decided by upper management that these policies will be get the green light. When, it falls to the lower-level managers—the facilities managers, operations managers, IT, HR and so on—to get these new policies off the ground, it is easy for departments to fall into a tunnel vision trap, to focus purely on their mountain of rising tasks, ignoring other internal departments or potential external partners who can offer a fresh pair of eyes as another means to solving a problem.

As with all organizations these days, there is always some crossover where the edge of one department meets another. Therefore, when facing the challenge of adapting to flexible working, departments cannot afford to silo themselves. Rather, they should be looking for suitable candidates with who they can strategically partner with to reach a solution. Sharing the burden in this manner can avoid weak points appearing in the chain that may have previously appeared with too much pressure on a single point, as well as avoiding the common issue across large organizations of duplication of efforts due to poor communication.



*Desk-booking systems will be an essential tool for managing how people work and in a safe manner*

When it comes to solutions that cannot be solved internally, business should look outward and strategically partner with providers who can efficiently fill those gaps. As mentioned earlier, scheduling will be a deciding factor of the success

of flexible working. In the technology-enabled future workspace, for extended capabilities such as desk booking systems and meeting room scheduling, Outlook's Calendar has met its limit—with a lack of support and features—organizations are going to need to look outwardly and create partnerships that facilitate the digitally-enabled workspace that is feature-rich and capable enough to handle the needs of the distributed workforce.

## In Conclusion

This pandemic may not be the nail in the coffin for the 9 to 5, it is however a moment of enlightenment for employers and employees alike in the creation of a more agile, flexible workforce. Technology and sourcing the right partners will demonstrate themselves as being essential when offsetting as many of the growing pains as possible, as well as making the overall process and implementation of new policies less burdensome.

Developing a work environment that fits both the changing world and the changing expectations of a workforce that expects more flexibility will remain a challenge, and require a great deal of effort, but if past experience is to go by, it is certainly achievable. With said workforce becoming increasingly mobile, and time spent in the office becoming more precious, pinning down a physical space to work or hold a key meeting within the office space will emerge as a big challenge. How organizations solve scheduling and space management will shape their long-term success when shifting to a flexible and agile workforce.

Find a scheduling and room booking partner in your region that can enable the success of your flexible workforce with an easy-to-deploy, richly-featured solution.

[IAdea](#)

# Challenging the Status Quo to Network Future

*Taiwanese major Zyxel Networks seeks new growth stakes with vocal for local philosophy*



**Networking – once the very fancy and high funda term – is a common, if not a household term today. With Internet economy spreading from offices to homes to one’s palms for business deliverables – and now even academic requirements too – the word is a world in itself, with many a player seeking to create a network of their own. Creating one in their own style is Taiwanese major Zyxel Networks with a distinct statement, and philosophy.**

**SI Asia talks to Gary Chen, General Manager at Zyxel Networks India to know what the Taiwanese major is up to in the current scenario. Excerpts:**

**SI Asia: Please tell us about Zyxel Networks...it's entry into India, purpose and vision?**



**Gary Chen:** Zyxel Networks is an IT networking organization headquartered in Taiwan. With over 30 years of networking experience, and strong and passionate 1500 associates, we serve

150 global markets. Through nearly 30 years of networking expertise, we find the world’s potential is trapped behind slow, insecure or even non-existent network access. Therefore, Zyxel puts effort on solving problems and helping release the untapped potential, by providing complete product portfolios and end-to-end solutions instead of technology itself. We take our customers to heart, no matter what products or services we offer, we put ourselves in the customer’s shoes first.

The purpose of Zyxel India is that “we aim to leverage our innovative solutions and scale it to drive profitable growth.” Our long-term goal or vision is to bring innovation to every user in India.

**SI Asia: Indian market is already replete with networking solution providers, both in and outside AV. How easy/challenging you found your way?**

**Gary Chen:** Yes, absolutely, Indian market is already filled with networking solution providers and it’s just that’s where you show yourself as an exception, and coming with some regular solutions and innovations. To distinguish ourselves from the other solution providers, we always try to understand the

customer and market need. We try to come up with new products and technologies which the market is waiting for. No doubt, Indian market is a challenging market but for the last 30 years, we have tried to keep our own niche space and tried to expand. We have gained the trust of our customers, and new prospects see the brand as trustworthy. Our work for 30 years has given us a distinct identity.

**SI Asia: What have been your most potential challenges, in terms of matching/superior solutions from the competition here?**

**Gary Chen:** We have a team who always believe in *challenging the status quo*. I give full credit to my team who always think out of the box and deliver no matter what. We never try to match or follow any brand; we always try to compete with ourselves and try to improve and give our best compared to the last results. We have created our own space and are leaders in that. Be it Government, Education, Hospitality or Healthcare, Zyxel is delivering the best IT solutions over the years.

**SI Asia: How about challenges in terms of market conditions, policy regimes, customer awareness etc?**

**Gary Chen:** Market conditions, policy regimes is an ongoing process and will always keep on changing, it's us who have to adapt accordingly and provide the best results under tremendous pressure also. But lately, the most difficult challenge faced by us like by many organizations last year was the COVID-19 pandemic. In Indian scenario, everything was locked down; it hit the logistics services, due to which last year was not easy for us. But still, we managed to bounce back and tried to end the year on a high note.

**SI Asia: How have you negotiated the COVID-19 times? what impact?**

**Gary Chen:** Adaptability. It allows one to assess the situation and make changes that enable the business to withstand the impact, keep the revenue flowing, and ensure its market position remained intact or even became stronger quickly and correctly. If there

is one thing that the COVID-19 pandemic has taught us, it is the need to prepare for the unexpected. The kind of shutdown and disruption during this period was not witnessed even during the two World Wars or any other event recorded in history. Organizations in future will have to provide their employees with an environment and opportunities that will empower them to collaborate, communicate and work effectively with right people, to do the right work at the right time- no matter where they are or how they want to work.

The impact was major for all the companies, and similarly for Zyxel India also the year 2020 was full of surprises but still we managed to cross it with flying arms. The impact was on shipments, stocks, online sales, offline sales but we tried to optimize the available resources. We understood that DIGITAL IS NOT THE FUTURE; BUT IT IS THE CURRENT DEMAND. No company can sustain in the market without the digital tools, whether it is for conferences, meetings, announcement or marketing.

**SI Asia: What have been your strengths to survive the times over the past 16 months or so?**

**Gary Chen:** We at Zyxel India stayed with resoluteness; these are the times that are bringing us closer to each other, despite the social distancing. As we navigate this crisis, our work habits are gradually adapting to a new paradigm. I would say that the team that I have in India performed with utmost prudence and smart work. They adapted to the situation quite fast and perform as situation demanded. With a firm belief that the current disruption is transitory in nature, we focus on building confidence and exploring new possibilities even as we prioritize safety and well-being of our employees.

**SI Asia: There have been instances of Taiwan-based companies in India drawing examples from their HQ experiences from SARS. How about your company?**

**Gary Chen:** You are absolutely right that Zyxel HQ and also Taiwan as a country took lot of precautions to fight this pandemic situation. Taiwan immediately closed all the national and international flights and

also started the testing on mass scale. We strictly followed the safety guidelines that helped our country fight and come out winner. Same rules were applied by our HQ and same was instructed to our regional branches.

Ironically, the virus affects differently in different countries depending on various factors like weather, population, precautions etc. We at Zyxel, always believe in keeping our employees happy and satisfied. We provided them work from home and all the benefits like masks, sanitizers, flexible timings and more. To ensure seamless collaboration, we conduct daily e-meetings to review the situation across the teams. Engagement is also being driven through funnel reviews, sprints, periodic training. Our IT team is geared up to support all employees in completing their work requirements while the Sales & Service teams are managing their deliverables remotely, as far as possible.

**SI Asia: In your two modes of operations - for businesses, and service providers - how about Zyxel manufacturing in India? How near or far is the idea?**

**Gary Chen:** Zyxel manufacturing in India is in plan, but it will take some time. It is not so near and also not so far.

**SI Asia: Either way- what's reasons? strengths or challenges?**

**Gary Chen:** No doubt, manufacturing in India will play a major role in Zyxel business growth and with the versatile IT networking manufacturing portfolio, we believe that will be our biggest strength to manufacture in India. Costs will come down while creating more employment opportunities to people. As you know, it is not easy to set up a manufacturing base in India; one need to go through various Government procedures and guidelines. Moreover, the current situation of pandemic does not allow us to even think of it. But yes, may be in the future, we will think of it and hope to have a great manufacturing plant in India.

**SI Asia: Zyxel partnered with two AV majors in specific, ATEN and Wyrestorm. What benefits does Zyxel derive from the two alliances?**

**Gary Chen:** It's great to do alliance with the leading brands in AV industry. We are looking at the future and optimization of our customer satisfaction as we seek more partnerships. At ATEN, we plan to offer powerful end-to-end AV-over-IP solution and Zyxel's tailor made networked AV mode aims at providing easy and stable network solution. With Wyrestorm, Zyxel aims at providing industry grade performer switches for new applications.

**SI Asia: What's Zyxel's immediate priority for India/SAARC?**

**Gary Chen:** Zyxel has lot of plans for India and SAARC. The first in my list of priorities is to drive exponential sales growth. We put to action the “*vocal for local*” philosophy, which involves India-specific value definitions, price points, products and go-to-market approaches to target consumers and this will help us in increasing our sales figure. Zyxel is focussed on digitalization and we are leveraging these technological advances for the benefit of the company, our employees as well as customers.

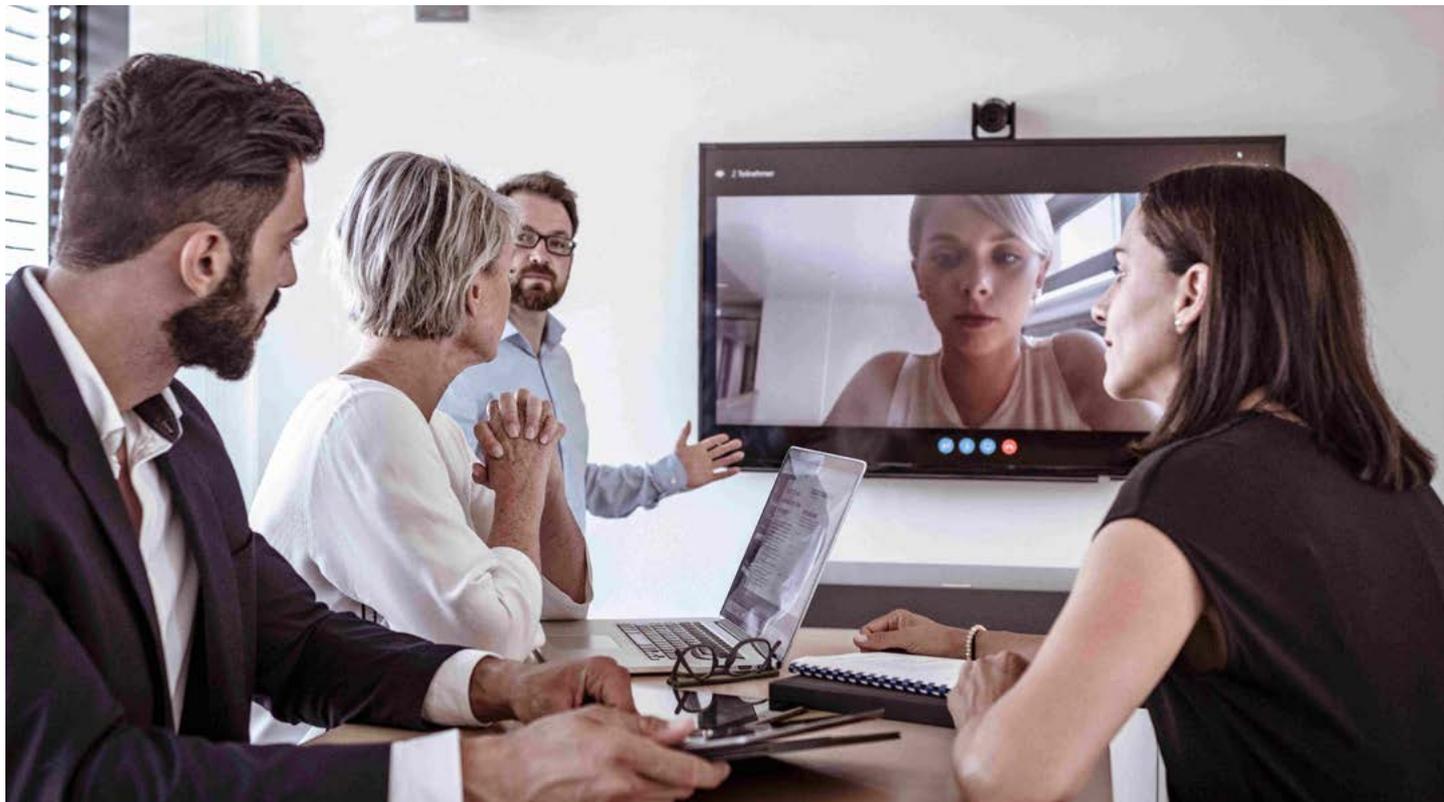
As virtual becomes the new normal, we believe that there will be significant level of transformation in the education, healthcare and collaboration space. Especially, in the education sphere we are highly motivated to provide them with best solutions. After seeing a growing base of installations in Europe, the US, Australia, Singapore and the Middle East, we expect to see an uptake in India as well.

Zyxel





## Optimizing Digital workflows in a Hybrid Working Environment is Key to Success



It has been more than a year since employees have been working remotely. The pandemic is refusing to subside hence organisations are revamping their businesses through hybrid model of working as a long term solution with technology being the biggest enabler. With work from home being the new normal, the line between personal and professional life has blurred. Times have changed: Nobody is interested in the 40-hour work week and overly long hours anymore. Yet how exactly should work be structured in the future in order to reconcile productivity, efficiency and satisfaction?

### From Problem to Solution

The fatigue of staying at home has made employees mentally stressed out. The central question that needs to be answered is: how can people bring their personality, ideas and wishes into the workplace in order to realise their full potential? Having a job that motivates you to get up for, that you enjoy putting all

your energy into, and that has projects that challenge and encourage each individual.

The reality is usually a different one: Dusty organisational structures and lengthy processes dominate everyday working life. Organisations that have not adapted to the new working ways in this unprecedented time, have witnessed a high percentage of employees that are unsatisfied with the rules and inflexible processes. The image of the workplace which is becoming more and more digitized and self-determining – seems to be steadily diverging from their own workplace. Frequent sick leave, terminations or a toxic office rumour mill are not uncommon. That is a challenge to any company, considering that their strength is primarily driven by the know-how and commitment of their employees themselves. The goal of any organisation in this period should be to improve employee motivation and satisfaction in the long term to continue with the optimum business efficiency.

**It’s a Long Way to the New Working World**

The internal structures for the hybrid model of working should be scrutinized. The key is to have an agile management instead of outdated structures and artificially maintained hierarchies. And what about the company’s work models? Do they have a 40-hour workweek and take attendance? Through hybrid way of working, there has been greater demand for doing home office or even working remotely with the same efforts and zeal of the employees.

Not all colleagues will be sitting in the office for eight hours straight, five days a week and won’t be working and communicating from there. The office and meeting rooms on site should therefore be adapted to this development and be modern and open.

**You are How You Meet**

We have learned that working from home and working remotely are becoming increasingly important in the context of hybrid model of working. That is why the concept of standardized meeting rooms no longer works the way it used to. We are in need of change.

Since the majority of meeting participants will no longer actually be at the office, it is important to be able to hold regular online meetings without any disruptions and problems. For efficient communication between employees on site and those working from home or remotely, a few points should be considered when redesigning the meeting rooms

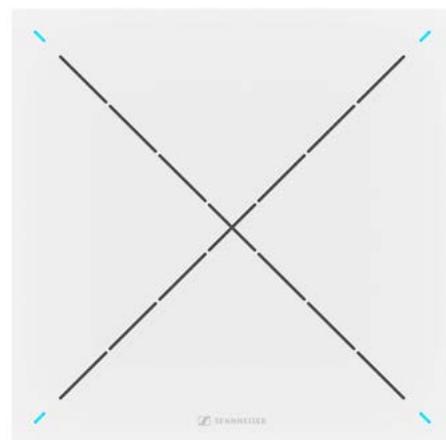
Apart from suitable furniture and a very good Wi-Fi connection, using devices and equipment such as TV screens and microphones ensures that know-how can be exchanged quickly and easily. The intelligent 65” or 84” NEC InfinityBoard is an ideal example. It combines whiteboard, presentation, and video conferencing technology as well as advanced touch technology with modern collaboration methods. Applications such as Skype for Business can be used as a video conferencing system.



*NEC InfinityBoard*

**Smooth Communication is the Be-all and End-all**

Ceiling microphones such as the TeamConnect Ceiling 2 from Sennheiser are a great solution for ensuring good audio quality for the employees connecting to the video conferences. Thanks to its unique design, it can be integrated directly into the ceiling, adapts perfectly to the room and is not distracting. Because of the flexible beam, which automatically adapts to the position of whoever is speaking, the microphone gives the user absolute freedom of movement – regardless of the location in the room. The ceiling microphone thus also covers New Work’s core aspect: A person’s unrestricted freedom and growth potential at their workplace.



*Sennheiser TeamConnect Ceiling 2 Microphone*

[Sennheiser](#)

# Enhance Workflow Efficacy in Operating Theatres with Sony's NUCLeUS



Despite its disruptive nature, Covid-19 can be viewed as a catalyst for transforming knowledge sharing within healthcare facilities, and embracing new technology competencies that are better suited to address today's health challenges.

As the leading supplier of AV/IT solutions, Sony delivers products, systems and applications to enable the creation and distribution of digital audio-visual content that adds value to businesses and their end users. Our intuitive healthcare solutions play a key role in the efficiency of information sharing in the medical field today and tomorrow, assisting medical professionals to simplify information sharing and collaboration.

The modern Operating Room (OR) is a busy place with a lot going on and multiple equipment – endoscopy, patient monitoring, ultrasound and more – each typically with its own dedicated screen. As surgeons are operating in the relatively confined space, they are often required to constantly turn their heads and change position to look at all these different screens. By sharing the necessary

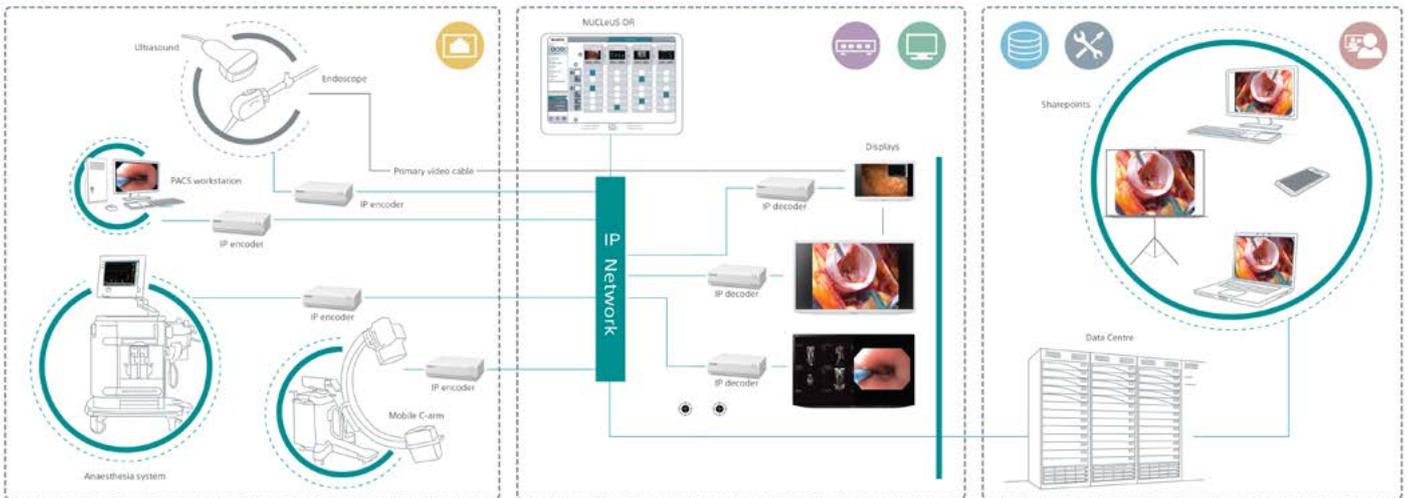
information at the appropriate timing, the overall workflow can be improved and helps to lessen the burden on medical staff.

Sony's **NUCLeUS** video-over-IP platform is placed at the core of the ecosystem to enhance ergonomics and team cooperation in the ORs and treatment rooms. Surgeons can effortlessly view any image they need on a single screen, whether it's radiology or vital signs on a nearby monitor with the easy-to-use system. Seamlessly routing live video and image sources to any **surgical monitors** within the OR, it provides a clear overview of the current procedure.

Further, live video and still images can also be routed to other screens within the facility when combined with Sony's networked visual solutions, including our **remote PTZ cameras**. The same clarity experienced in the OR is achieved, allowing surgeons to deliberate a procedure and seek a second opinion from colleagues who are not physically present in the room.

The Smart Video-Over-IP Digital Operating Room Platform

NUCLEUS

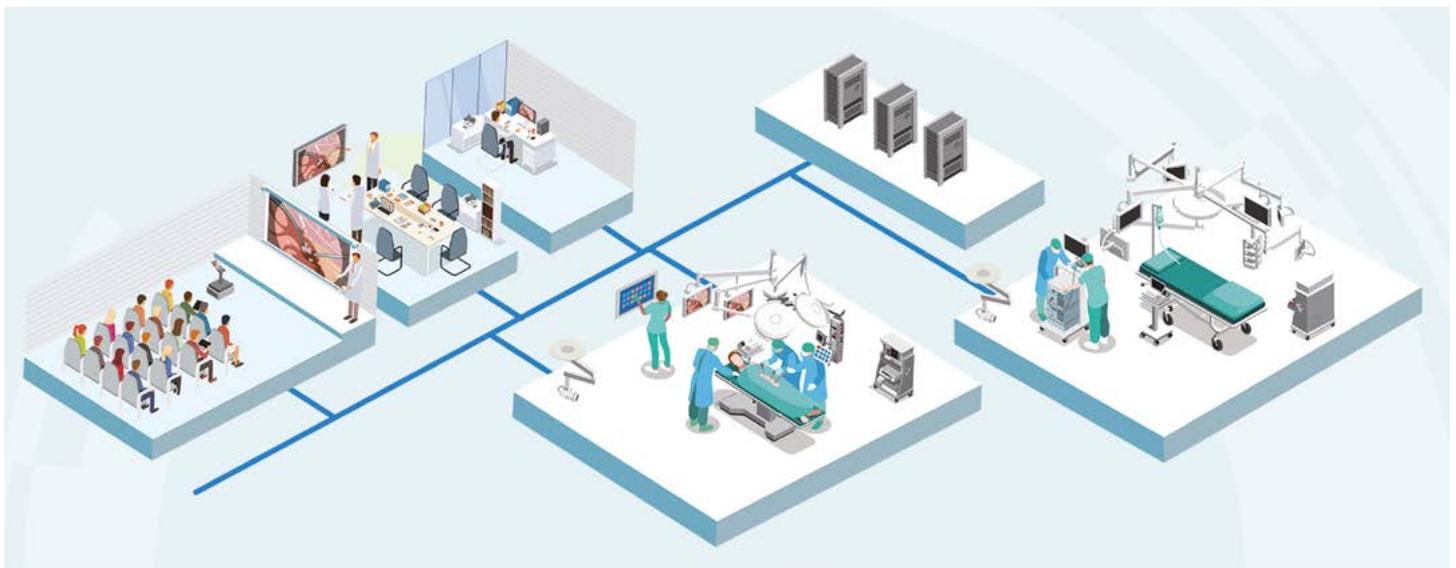


NUCLEUS offers extra flexibility and attractive economies of scale to IT staff. Any type of video source or images can be digitised into an IP stream and carried by a universal network cable, achieving even more simpler physical connections between equipment. Digital content from endoscopes, surgical microscopes, room cameras and other sources within the OR can be recorded simultaneously for post-operative review and training purposes. Further, recorded content can also be associated with other patient records and stored centrally for secure access from anywhere over hospital-wide IP networks. This removes the need to keep dedicated recording equipment in each room.

With a growing library of smart apps that add powerful and unique image enhancement as well as efficient workflow functions, NUCLeUS' highly scalable, open architecture and vendor neutral approach allows the integration of new applications to enhance the power and flexibility in the future.

With over 25 years' experience in delivering innovative market-leading medical products, Sony is known for providing exceptional quality and value to its customers. Collaborating with a network of established partners, Sony continues delivering end-to-end solutions that address the customer's needs, integrating software and systems to achieve each organisation's individual business goals.

[pro.sony](http://pro.sony)



# Recording and Streaming Technology in Education Institutes

*Extending course materials beyond the classroom walls*



*Photo by Compare Fibre on Unsplash*

Recording and streaming lectures within a campus is not new especially in the higher learning institutes. However COVID-19 has advanced virtual learning and it is expected that post COVID-19, this trend will continue. Education institutes have to also ensure that students can easily access on-demand the recorded lectures. How do you ensure that the right technologies are in place for a seamless experience for students and the facilities team in the institute. SI Asia thank **Joe da Silva, Director of Product Marketing, Extron** for the contribution to this feature.



Educators today face more than the need to tailor curriculum for a live classroom. Now it's a necessity to incorporate solutions that meet new demands for delivery of engaging content to live or on-demand HyFlex and remote classrooms. With

virtual learning continuing for the foreseeable future, the ability to record and stream lecture content fills in the gaps that many real time synchronous

web conferencing systems can't accommodate.

Powerful recording and streaming technology easily fit into all education teaching environments to extend course material beyond the classroom walls. You can capture lectures, offer flipped classroom learning, skills-based courses, and host virtual meetings, as well as set-up a one-touch studio for high quality presentations. Having video capabilities in the classroom accommodates guest lecturers and demonstrations, allows students to re-learn content, increases comprehension, and provides flexible learning when absent for an illness.

Successful remote learning requires finding the right technology that can combine a variety of audio and video sources to automate the recording, streaming, and publishing process. Here are several tips to avoid an exhaustive capture process by mapping out your objectives and expected outcomes.

- Consider your existing solutions that can help maximize a fully integrated solution such as cameras, microphone, interactive board, and projector to support your capture needs.
- Assess if you require the ability to support ad-hoc recording, scheduled recordings, and live streaming. Be sure to factor in future capabilities, such as automation and scheduling, which may become a "must have" as your video requirements mature.
- Determine your capture needs including video input scaling, onboard digital signal processing for more accurate and higher quality audio, and video input switching.
- Review if the device will accommodate how your



Extron SMP300 multi-channel H.264 streaming media processor

users will consume video content such as media player, browsers, various devices, LMS Portal, and whether it will work seamlessly for those off campus.

Whether starting with a single room and revitalizing an entire campus, Extron SMP Streaming Media Processors provide an interoperable, end-to-end solution to boost efficiency and simplify staff workflows for both ad-hoc and scheduled activities. Anyone, of any skill level, can quickly and easily create a high-quality recording and publish it to a USB drive, network share, or enterprise video platform like Panopto, while simultaneously live streaming to a hosting service like Facebook Live, YouTube, Vimeo, and more. Using the latest technology, purpose built on a framework for in-person, hybrid and virtual learning, helps future-proof institutions to equip classrooms and accommodate all learning styles today and in the future.

**Instructor Experience with Remote Learning Studio at a Leading University in Malaysia**

**An assistant Professor of Engineering relates her firsthand experience using the Remote Learning Studio built around the SMP 351 Streaming Media Processor to record and stream her lectures for the benefit of her on-line students.**



Extron

**MORE STREAMING SOLUTIONS**



KDS-EN4 is an H.264 encoder

**Kramer**

KDS-EN4 is an H.264 encoder and the KDS-DEC4 is an H.264 decoder for HDMI signals of up to 1920x1080p@60Hz. It provides high-quality and

fully-featured end-to-end video and audio over IP. KDS-EN4 includes AVC support for H.264/MPEG-4 and AAC codec, open encoding that enables decoding through VLC player software and unicast or multicast streaming through RTSP. Both the encoder and decoder offer embedded HDMI and unbalanced analog stereo line in for flexible audio support. Users can store streaming sessions on a computer or external USB storage appliance. Device operation and settings can be managed using Kramer Network Enterprise Management Platform.

Kramer



Crestron DM-NVX-350

## Crestron

Crestron DM-NVX-350 is a reliable, high-performance AV over IP encoder or decoder that transports 4K60 4:4:4 video over standard Gigabit Ethernet with no perceptible latency or loss of quality. Supports HDR10 and HDCP 2.2 with built-in scaling and video wall processing, adaptive bit rate, USB and KVM routing, and optional fiber connectivity. Provides a secure, scalable 4K signal routing solution for campus-wide content distribution applications. A DM NVX system incorporates Pixel Perfect Processing technology, which provides flawless video transport in all applications. Depending on the operating mode, the DM-NVX-350 can encode or decode a video signal to achieve imperceptible end-to-end latency of less than 1 frame. The image quality of the source is maintained across a 1-Gigabit network at any resolution up to 4K60 4:4:4.

## Crestron



AJA HELO

## AJA

Stream, record and deliver high quality video with the push of a button using AJA HELO. Combining 3G-SDI and HDMI I/O, the intuitive device allows you to stream to a Content Delivery Network (CDN) and simultaneously encode or record H.264 to SD, SDHC or SDXC cards, USB storage, or network-

based storage for archival or easy hand-off to clients and/or editorial. H.264/MPEG-4 encoding ensures bandwidth efficiencies while a web-based UI makes advanced setup and configuration simple. The latest firmware includes HLS streaming support for streaming to a range of iOS connected devices on a shared WiFi network, perfect for added visual content at an event, or extending the reach at a large facility for a more immersive experience.

## AJA



Q-NEX NMP

## Q-NEX

Q-NEX NMP is a Networked Media Processor designed for classroom devices centralized control, AV distribution over IP and live streaming on a unified platform. Using the school's existing network, Q-NEX offers IT admin remote management over the whole campus through web or App anytime and anywhere. Q-NEX solution includes NMP and lecture capture system allows for recording of lessons and streaming live. The lessons can be recorded on the Q-NEX video station that has built-in 1T storage. After recording the lecturer can easily download it to their USB flash disk, or upload to school's FTP server through its platform for students to download and study at home. By connecting the video station to NMP, a lecture capture classroom for hybrid learning can be built, so that the lesson can be streamed live not only to online platforms like Youtube for students studying at home, but also to other classrooms for students in the school to have public lecture

## Q-NEX



# HOW TO CLEAN A DIRTY MICROPHONE?

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# Etiquette: A Big Equity Stake for Video Meetings



the comfort of their home office, bedroom or dining table.

Suddenly, people had to learn how to present, how to negotiate and how to close deals over video. It is natural that many mistakes would have been made to learn the “Art of the Perfect Video Conferencing”. So what are some of the Dos & Don’ts that can help you make your next video meeting awesome?

## **THE DON’Ts...**

When you are representing yourself and your company over video conferencing, avoid these mistakes:

**Ethics and etiquette often go hand-in-hand, they say. While ethics is a very broad, and an altogether different subject, etiquette is a much simpler, straightforward saying. It goes without saying that it applies to video-conferencing activity too, more so when it relates to business discussions and/or decisions. For, a simple reason that a whole lot depends on how you look and act in front of the camera.**



**Here are some Dos and Don’ts for this ‘new normal’ requirement, presented by Varun Nair, B2B Product Head-India & SWA, Logitech Electronics.**

The COVID-19 pandemic has drastically altered the way we live and the way we work. Billions of dollars’ worth of business decisions, impacting the lives of countless people were taken over video conferencing the past year.

Historically, power-meetings used to require getting on a flight, wearing a suit, and giving a presentation in a massive boardroom. Now, business leaders are making decisions over video conferencing from

**Showing up late:** Always be on time. One should try to sign in a couple of minutes early. First impressions count in all meetings.

**Not dressing for the occasion:** Don’t do the meeting in your pyjamas or looking like you just got out of bed. Just because you are not in a physical meeting doesn’t mean that you can wear casual clothes. One good rule of thumb is to ask yourself this question: What would I wear if this was an in-person meeting? If the answer is a suit & tie, then it makes sense to wear the same during a video meeting.

**Poor background & lighting:** This also shows your level of preparedness and impacts your overall impression. Make sure you are in a well-lit space that accentuates your face. Avoid sitting in front of a window. Make sure your background is also not distracting or sloppy. Most VC apps like Zoom & Teams allow you to choose a virtual background – choose one that reflect the type of meeting you are having. It is recommended that you buy an external webcam like a Logitech Brio that can deliver the best ultra HD video & audio quality.

**Not maintaining Eye Contact:** Make sure you know where the camera is on your setup, and look into the camera. This is especially important if you are using

a dual monitor setup. Try to imitate the feel as if you are sitting across the table.

**Screensharing your entire desktop and personal data:**

Be careful before initially screensharing your desktop. Ensure that all personal apps and other sensitive information are closed in all apps and tabs before starting to screenshare. Most VC apps allow you to share only a portion of your screen or only a specific program or page. Learn these important settings so that you don't inadvertently show what you don't want to be seen.

**Eating during the meeting:** Again ask yourself this question: Will I be eating or drinking if I was in a face-to-face meeting? If it's a very important meeting, it is best to avoid eating so as not to appear rude. You should schedule your meetings so that you have enough time for lunch, snacks and bio-breaks. If you don't, you may appear as a person who cannot manage his time efficiently.

**Not muting your mic:** Always mute your mic while not speaking. In today's WFH scenario, it is unavoidable that some home distractions like dogs barking, children crying, doorbells ringing creep in during most meetings. But they should be minimised as much as possible and not disturb others on the call. So by default, your mic must be on mute and you can unmute when you have to chime in.

**Not sticking to the agenda:** In video conferencing, it is much more easier to get side-tracked and go off-topic. Resist the urge and bring people back onto the agenda. Make sure that you don't exceed the scheduled time.

**Not engaging team members:** If you have members of your team join the Video conferencing, but you don't give them an opportunity to present or participate, then why are they there? Show that you're a team player and engage everyone.

**THE DO's...**

If you want to have super successful meetings, make sure you follow these simple steps:

**Set a clear Agenda:** Make sure everyone knows what the video meeting is about and what the outcomes should be. Invite only the people who can contribute to the discussion or decision. If there are multiple topics for discussion, make sure you outline the time limit of each topic before you have to move on.

**Preview your Video & Audio:** Make sure there are no surprises in your video. Preview your video before actually joining the video conference, so that you can check your background, lighting and appearance. Make sure you are clearly heard and you can hear others before starting. An audio check (and video check) is essential.

**Be conversational:** The best meetings are engaging and conversational. Ask questions and let others give their inputs. When scheduling the agenda, make sure you budget enough time for Q & A sessions.

**Keep the energy high:** This is part of keeping your audience engaged. If you're not excited about what you're presenting, why should they be? One way to do this is to consider standing during your presentation to generate energy/enthusiasm.

**Show your hands:** Body language and other non-verbal cues are a large part of any communication. Make sure you are sufficiently away from the camera so that your hands are visible and others can see your gestures. Using an external Logitech webcam with adjustable Field Of Vision will help greatly in this.

**Ask Feedback:** After the meeting, be sure to send a quick MoM and the next steps with the deadline. Ask for feedback and make sure the people required for follow-up actions are intimated.

The world is changing at an extremely rapid pace. Only the individuals and businesses that can adapt to new ways of working can thrive. Remote working & WFH are going to be the new norm in the future, so knowing the best practices for video meetings and using them will be a critical skill going forwards.

[Logitech](#)

## HONG KONG

# Optimal Lighting Control at The Jockey Club New Happy Valley Clubhouse

*BAP meets client's requirements efficiently with Lutron's Quantum Total Light Management System*



## **FACTFILE**

**Project Name:** The Jockey Club New Happy Valley Clubhouse

**Project Location:** Hong Kong

**Project Segment:** Hospitality

**Project Integrator:** BAP Technology Consultants Ltd

**Project Type:** Lighting system

**Project AV Key Brand:** Lutron Quantum lighting control and energy management system

### **Installation Venues**

- \* LG2 – Lift Lobby
- \* LG1 – Lift Lobby
- \* UG – Lift Lobby
- \* G/F – Lift Lobby
- \* 1/F – Main Lobby (Lift Lobby, Pet Cafe)
- \* 2/F – Pool Entrance (Changing Room, Shower, Locker)
- \* 3/F – Swimming Pool
- \* 5/F – Gym
- \* 6/F – Gift Shop, Buffet and International Restaurants
- \* 7/F – Chinese Restaurant, Coffee Shop, and Children World
- \* 8/F – Private Dinning Areas, Bars & Entertainment Zones

The New Happy Valley Clubhouse comprises a twelve-storey building built on a previous stable block, with approximate 50,000 square metres of new construction floor. The objective of the new clubhouse is to increase the club capacity in Happy Valley and improve the variety of facility offerings for members to meet the Club's long term business strategy.

Apart from new food and beverage establishments offering a wide range of dining experience and cuisine variety, sports and recreational facilities including a 6-lane 50m indoor swimming pool, gym & multi-purpose body training studios, bowling lanes, indoor children play area, children interest and recreational spaces, stables, musical and performance entertainment areas are also provided inside the new clubhouse.

**Design Concept / Application**



BAP undertook installation, integration and programming of the lighting system following the specifications of a design/consultancy agency.

**Lutron's Quantum Total Light Management**

System was chosen to ensure that the natural and artificial lighting within the building were balanced for optimum effect throughout the year through automation. Besides, the choice of the Lutron system came down to a need for optimal control of different venues within the clubhouse, without the need to train staff continually on how to use it.



By using the Lutron system to operate the entire building, there is now a total lighting mood for any time of the day and night. In the early morning, lights are on in the kitchen but not in the dining room, allowing back-of-house staff to begin prep work for the day without wasting energy by running the lights elsewhere. As the day moves on, the lighting dims based upon the needs of the venues. There is a day scene for the dining/activity room and an evening scene with exterior lighting. At day's end, the system does a sweep of the facility, turning off all unnecessary lights and leaving on a nightlight, making the system as efficient as possible.

Each scene transitions seamlessly into the next that the guest won't even notice, which creates a memorable experience for guests.

**Benefits of Lutron Quantum Total Light Management System**



It's a smart lighting control and energy management system that can significantly decrease lighting energy use and help meet building codes. The most significant value of integrated lighting systems is enhancing comfort and employee productivity and reducing building operating costs by tying a complete line of lighting controls, digital ballasts and LED drivers, and sensors together under one software umbrella.



A Quantum system incorporates advanced lighting control strategies and intuitive software that directly impacts all areas of building cost. It provides facility managers and owners the ability to collect and manage data that drives building decisions, simplifies and speeds system adjustments, and maximizes building value.



The system includes a user-friendly management interface, Quantum Vue. It navigates through a

visual floor plan of a building project — from a single fixture to a room or a floor— to view status, get alerts, monitor lighting and energy performance, and make quick adjustments from the web-based interface. System alerts help building managers be more proactive, increase operational efficiency, and reduce costs. Customizable alerts can automatically notify the facilities team when something goes wrong.

## Challenges / Specialty

### *Ad Hoc Need for Ambience Lighting*



The Bar Manager of The Eighth – 360 Bar on the eighth floor of the clubhouse wanted to create a vibrant atmosphere for live soccer games. After meetings with the operations team, management team, electrical contractor and lighting supplier, BAP provided a control system that can change the colour tone of the bar area with just a touch of a button. The control system features complex programmable settings, but it is not visible to the user as it is just a simple touch of the button.

Example of the outcome: If Brazil scores a goal, all lights within the bar switch to green. If Arsenal scores a goal, all lights switch to red, thereby creating a fun atmosphere.

**Special Know-how from BAP**

Following the specifications of the design consultant, the existing dimming method of the lighting system is in an analogue structure, which means the lighting fixtures are not addressable. If there was a need to change after installation, you have to re-wire and re-fit the space.

The client wanted to change a lighting fixture on a concealed ceiling. But it would require rework of the concealed ceiling as well as re-wiring. The cost was immense and not justifiable.



No one had an excellent solution to this need, including the E&M consultant, electrical contractor, and lighting supplier. However, BAP's experienced project team offered the solution by changing the dimming method from phase dimming to DALI (digital dimming structure). This means that users can change the dimming method for a particular

zone from analogue to digital format. With the solution offered by BAP, the client was able to change the lighting fixture without re-wiring and re-fitting the concealed ceiling. BAP added extra value to the system by providing flexibility.

With the many different light sources available, it is crucial to ensure that the appropriate dimming method is used for the light source it is working with. This can be not very clear, but it makes a difference in how the lights will work.

**Professionalism**



Another problem BAP encountered was with glare on exercise equipment in the fitness centre. When BAP's project team carried out testing and commissioning of the system, they found a glare problem on some display panels of exercise bikes in the gym room. The glare distracted the users and created quite a lot of discomfort. BAP assisted in fine-tuning the lighting angle and dimming level to resolve the glare issue.

BAP relishes challenges. The BAP team is always willing to go the extra mile in order find solutions. The company's expertise is more than just the installation of the dimming system.

[BAP Technology Consultants Limited](#)

## INDIA

# A University of Technology Embraces 'AV Science' for Technoknowledge Dissemination

*Delhi-based AVSI prides a massive install commemorating Birth Centenary of legendary Indian Freedom Fighter*

*By Ram Bhavanashi*



*The Multipurpose Hall at the APJ Abdul Kalam Lecture Theatre Complex: Showing the full AV scale*

## FACTFILE

**Project Name:** Dr. APJ Abdul Kalam Lecture Theatre Complex

**Project Location:** Dwarka, New Delhi

**Project Segment:** Government / Higher Education

**Project Owner:** Netaji Subhash University of Technology

**Project Overall budget:** nearly US\$4 million

**Project Cost (AV):** nearly US\$ 800,000

**Project Consultants:** Public Works Department

**Project Management Consultant:** Public Works Department

**Project Structural Consultant:** Smarttech Design Consultants

**Project Architects/Interior Designers:** Genesis Design Consultancy, Jaipur

**Project Systems Integrators:** AV Science Technologies Pvt Ltd, New Delhi

**Tech Team from Design/Architecture:** PWD Chief Engineer S Rastogi

**Project Manager:** Nityanand

**Tech Team from Systems Integration:** G R Malik, Manpreet Singh

**Tech Team from Install team:** Kamal Kant, Vikram Singh, Mayank Mishra, R S Yadav

**Project Highlights:** \*A Smart academic complex – meant to comprise as many as 10 Smart Lecture Theatres, and one Multipurpose Hall – built Green and with pre-fabricated structures

\*Fully web-enabled; control automation; streaming,

***Indian ProAV industry has seen many an AV install project of massive scale, and of incredible deployment expertise. But this one is different- by many strokes of scripting! For, it is a technology institution of highest grade taking on board an 'AV Science' for its technology deployment; it has brought a whole big world of AV into one place, in a true integrated definition; it is done defying the pandemic pressures; and it did score a few points on ingenuity scale.***

***While it was inaugurated on 21<sup>st</sup> Jan 2021, commemorating Netaji's birth Centenary Anniversary, the commissioning took place on 1<sup>st</sup> March 2021.***

***We pride presenting the incredible 'AV Science' story.***

### **The Vision**

Netaji Subhash University of Technology (NSUT) – formerly Netaji Subhash Institute of Technology – is one of the premier institutions of technology learning in the country, running under the aegis Government of Delhi Administration. With an expansive 145 acres of residential campus, comprising colleges, labs, library, hostels, staff quarters, and other essential provisions, the university is a fully evolved institution ranking among the best in the country.

The institution itself being a technology ensemble, it needed to be an epitome of cutting-edge technology user as well, for its 'technowledge' dissemination. As part of the same vision, and purpose, the University Administration had initiated an extensive technology upgradation of its facilities some time in pre-COVID times.

The due diligence did continue – albeit with lockdown disruptions – with consultants and integrators coming on board and executing jobs in- understandably staggered fashion.

The vision was to create a Smart Lecture Complex that is energy-efficient, and has cutting-edge technology as its essential feature in every aspect of usage. It intended to have as many as ten Smart Lecture Halls with a seating capacity of 150 each,

and a Multipurpose Hall with 350 audience seating capacity.

While the Smart Lecture Halls meant a high-end sophistication of AV for the faculty, automation of the processes, live streaming, and archiving, security surveillance, fully Wi-Fi-enabled network architecture and more, the Multipurpose Hall was to be a confluence of all that into a holistic experience.

Take a deeper look at the technology deployment intent:

- All the Lecture Halls feature AI-enabled network architecture aimed at capturing proceedings without any manual interference.
- AV systems comprised a 98-inch touch monitor, 21-inch touch writing monitor, audio system, lecture steaming facility, video-conferencing, PTZ cameras aimed at students and teacher
- All the Lecture Halls are treated with Sony ceiling tiles for precision audio capture from near and far end- making it first of its kind install in India
- The Multipurpose Hall features a 240-inch Active LED display screen from Planar, again the first in India, besides a 4K projection system from Christie
- The Poly Video-conferencing can host a 60-participant session for a life size live event

### **The Mission**

The NSUT being a State subject, the Public Works Department of the Delhi Government – which called for the tenders – played its Project Management Consultant, given its expertise in the domain.

Delhi-based AV solutions provider AV Science & Technologies Pvt Ltd landed the mega order as a supply, install, test and commission (SITC) of AV for the project that was architecturally designed by Jaipur-based Genesis Design Consultancy, along with Structural Consultancy from Smarttech Design Consultants, and Contracted by Aastha Contracts Pvt Ltd from New Delhi.

Brands that Made the APJ Abdul Kalam Lecture Theatre Complex at NSUT	
Display-SAMSUNG	Mixer-Yamaha
Projector-Christie	Switching-KRAMER
LED Wall-Planer	Control-Kramer
Audio System- EV(Bosch)	VC-POLY
Streaming-Lumens	Projection Screen-Draper
PTZ Camera & AI-Sony	Touch Monitor-Wacom
Ceiling Mic Tile-SONY/ Clear one	Visualizer-LUMENS
DSP-Biamp/ Clear one	PC-HP

The *Scope of Work* also included creating a sneak-proof mechanism of CCTV surveillance, monitored from a well-equipped Control Room, and complex-wide IP-enabled network, besides wired environment for smooth connectivity across the devices and platforms.

Apart from the technology takes, what makes the installation so much special?

While the due diligence began some time in pre-COVID time in 2019, by the time it assumed a shape, the pandemic winds set-in and the lockdown regulations had their share on the timeline, resulting in a very staggered and snail-paced process. It was in late 2020 that the Centre, and State Government made a strong mandate to get the project commissioned by 21st January 2021 to coincide with the Centenary Birth Celebrations of Nataji Subhash Chandra Bose- a highly revered and celebrated Freedom Fighter of India.

According to Gopi Ram Malik, Managing Director of AV Science & Technologies Pvt Ltd (AVST), it got on to fast-track mode only in December 2020, and owing to the time constraint – which otherwise, should not have been the case – it was decided to install pre-fabricated structures on the site to be able to complete the project.

### The Action

“We got exactly 26 days to complete the full job of

10 Lecture Theatre Halls and the big Multipurpose Hall,” Malik says “that was indeed a high-intensity proposition both by the job stakes inside and the pandemic environment outside,” he explains. “We had to depute as many as 25 engineers (apparently divesting some from other projects) on site to be able to complete the job on time.”



According to him, the client brief itself underscored the automation optimization, and the COVID regulations too demanded minimum human intervention and interfacing, so while the requirement from both the ends was same, the social setting made it all the more tough.

“The configuring and calibrating the microphone system was a very potential case in a point,” recalls Gopi Ram. “The microphone system was to be configured for VC, streaming, local enforcement with ceiling-suspended array mic technology,” he elaborates. “It was very tough to programme a mic for such all-in-one application without any feedback. For, a simple reason that acoustical precision/privacy for a multiparous ceiling mic is a tough proposition to handle.”

Each Lecture Theatre (hall) had one ceiling-suspended microphone for the VC and local, and two for the seating area of the classroom, while in case of the Multipurpose Hall, the seating area is treated with



*The Planar Active LED display in action, with the draper screen rolled up at the Multipurpose Hall*

four microphones – a pair in the front, and a pair in the rear – to be able to cover the full spread of hall. While the audio component is characterized by first-in-India Sony acoustic ceiling tiles, and ceiling-hung microphones, the video component boasts more than one novel features. The Lecture Theatres are characterized by a pair of AI-enabled PTZ cameras aimed at capturing the teacher movement, writing recognition, student photo cropping while standing, working in tandem with a 98-inch display on the screen, and a 21-inch touch-writing monitor fixed to a high-end AV-studded lectern.

The Multipurpose Hall, on the other hand is treated with a dual display system that comprises a PLANAR ACTIVE LED display fixed in the centre of the veneer-finished wooden facing wall in addition to a 240-inch tab tension draper screen that actually curtains the PLANER display when fully hung.

Handling the image display job on the screen is a 4K Christie projector suspended from the ceiling in front.

“That the very nature of the facility itself is multipurpose, the client spec was to have an AV system that meets multiple requirements, hence the dual display system,” explains Gopi Ram. “the draper screen display, augmented by a 4K projection system caters to the houseful gathering of high-profile audience demanding high-quality image viewing, and streaming as well.”

That the draper screen is a tab-tension fixture coming with steel rods holding it tight and flat from all sides it eliminates any wrinkles and displays un-fluttered images, he explains.



*One of the Lecture Theatre Halls*

“These technologies are deployed first time in India in any education project,” claims the AVST chief. “Not just that, provision of as many as 25 numbers of Live Streaming spots for YouTube or any other platform, and as many as 60-user combination of software and hardware combo used in any technology university.” Creating so much technology landscape in such short span of time under such conditions as prescribed by the pandemic, was by no means an easy task, reminisces Gopi Ram.

Named after the late Dr. APJ Abdul Kalam, another great son, and former President of India, the site was made ready for inauguration on the designated date-21st Jan 2021. Living the tough times, the install teams involved worked hard and ensured that the process went on smoothly.

However, it was to be a formal inauguration of the facility made as tribute to the great leader. A majority of the installation, and testing work continued for the following five weeks, and the venue was finally commissioned on 01 March, 2021.

“It’s arguably one of the most prideful installs for us,” sums up Gopi Ram. “Not just for the technology stakes we built; it is the tough times we lived, and the way we ensured it happened as intended,” he said. “More, the feel of our contribution to the project that commemorated Birth Centenary Anniversary of such a tall luminary as Netaji- that scores high spirit quotient.”

[AV Science](#)

CHINA

# Christie Laser Projectors Light Up Digital Experience Pavilion at Beijing Daxing International Airport

*The innovative cultural space at the Airport immerses the audience to appreciate and experience art*



*Featured works by van Gogh and Monet are projected on the walls in the main gallery using Christie DWU850-GS laser projectors*

## **FACTFILE**

**Project Name:** Digital Experience Pavilion at Beijing Daxing International Airport

**Project Location:** Beijing, China

**Project Segment:** Transport

**Project Integrator:** Wincom Technology

**Project Type:** Large projection

**Project AV Key Brand:** Christie Digital

Christie's 1DLP laser projectors are delivering highly immersive visuals in a new digital experience pavilion at the new Beijing Daxing International Airport, the world's largest single-building airport terminal.

Located on the second level of the sprawling terminal building nicknamed "the Starfish" due to its unique star-shaped design, the "Journey of Light and Shadow" digital experience pavilion provides visitors with an immersive and interactive space to appreciate and experience art through the use of cutting-edge projection, audio, and interactive technologies. The venue consists of a preface hall and main gallery lit by 15 Christie DWU850-GS 1DLP® laser projectors supplied, installed and commissioned by Christie's longstanding partner, Wincomn Technology.



*“The Harvest” by van Gogh are brilliantly displayed, thanks to the advanced color reproduction of Christie’s BoldColor Technology*

Themed “The Four Seasons by Masters of Art”, visitors can enjoy stunning digital projections of eight art masterpieces on the walls and floor of the pavilion covering an area of 130 square meters. They include Vincent van Gogh’s “Almond Blossoms”, “Green Wheat Field with Cypress”, “Starry Night”, “Sunflowers”, “The Harvest”, and “Wild Roses”, as well as Oscar-Claude Monet’s “Water Lilies” and “Floes at Bennecourt”, which magnificently highlight nature’s beauty and the ever-changing world around us.

“The ‘Journey of Light and Shadow’ digital experience pavilion is an innovative cultural space that enable visitors to relax and admire world famous art pieces in an unprecedented manner – through highly immersive projections that make them feel as if they’re part of the paintings,” said Tony Chen, general manager, Wincomn Technology. “We are very excited to be involved in this significant project, particularly with the projection design, and have pulled out all the stops to create an awe-inspiring, contemporary digital art gallery using the tried-and-tested Christie GS Series 1DLP® laser projectors, which we are very familiar with.”

Wincomn adopted front projection using ultra short throw lens to display visuals in landscape format on all surfaces. This enabled all images presented on the walls of the preface hall and main gallery to be

seamlessly integrated and completely filled from top to bottom. An overhead structure was also erected for the projectors to be suitably installed as it was architecturally difficult to mount them on the ceiling. In this way, usable space can be fully utilized and the projections will be free from any interference by visitors.

Elaborating on why the Christie DWU850-GS was chosen, Chen explained, “We have used Christie’s GS Series for a number of cultural, entertainment and night tourism projects across different provinces. In particular, this 8,400 ISO lumens projector is known for its small footprint, low weight, quiet operation and advanced color reproduction with Christie BoldColor Technology, which makes it ideal for deployment in high-usage environments like this. Coupled with a long-lasting laser light source and 24/7 operation durability, the DWU850-GS can help the client save on maintenance and manpower costs in the long run. This will, in turn, improve operational efficiency of the digital experience pavilion.”

Since its recent opening, the “Journey of Light and Shadow” digital experience pavilion has wowed numerous visitors as they experienced the four seasons depicted by van Gogh and Monet in their renowned artworks. From a constellation of shining stars to fun-filled interactive floor projections and vivid imagery of wheat fields, water lilies and floating ice, visitors take delight in the multisensory experiences that transport them between virtual and reality.

April Qin, sales director for China, Enterprise, Christie, commented, “The Christie DWU850-GS laser projectors deployed at Daxing International Airport’s new digital experience pavilion have delivered high performance and reliability without the down-time, cost of lamp replacements and the maintenance associated with lamp-based projectors. We’re delighted that this ingenious installation by Wincomn is a hit with visitors and demonstrates the unlimited installation possibilities offered by our 1DLP laser projection solutions.”

*Photos courtesy of Wincomn Technology*

[Christie Digital](#)

INDIA

## Contributing to Arts & Crafts Promotion with AV

*KACV does an encore in Thiruvannthapuram, while KALITE takes the honour of AV*

*By Ram Bhavanashi*



### **FACTFILE**

**Project Name:** Arts and Crafts Village Convention Centre Vellar

**Project Location:** Vellar, Thiruvananthapuram, Kerala

**Project Segment:** Government/Entertainment

**Project Owner:** Department of Tourism, Government of Kerala

**Project Operator:** Kerala Art And Craft Village (KACV)

**Project Overall budget:** approx. 48,000 \$US

**Project Management Consultant:** Uralungal Labour Contract Co-Operative Society (ULCCOS)

**Project Design Consultant:** ULCCS

**Project Architects/Interior Designers:** ULCCOS

**Project Systems Integrators:** Greentec Digital AV PVT LTD (Kalite)

**Tech Team from Design/Architecture:** Juvaidd KV & Akhil T

**Tech Team from Systems Integration:** Mohammed Anish

**Tech Team from Install team:** Amal George

**Project Highlights:** One of its kind venue in Kerala dedicated to preserving and promoting traditional, folk, and ethnic arts & crafts, and cultural heritage. The Centrestage of the venue is the 500-seat capacity auditorium meant to stage the diverse art forms, supported by AV technology.

***The Kerala Arts And Crafts Village – a self-explanatory name of repute in Kerala – recently revived its prestigious venue in Kovalam on a very grand scale. The newly commissioned complex is much big and ambitious, with a dedicated auditorium for the artisan and craftsmen community.***

***Kochi-based Greentec Digital AV PVT LTD (Kalite) had the honour of equipping the auditorium with cost-effective AV solution. SIA Digital presents an account.***

**The Plot**

When the Department of Tourism, Government of Kerala, decided to revive and revitalize its ten-year-old, ramshackled Kerala Arts and Crafts Village (KACV), one thing was apparent, while the other was like a prideful possession.

The revival plan intended to rejuvenate the State’s efforts to promote the State’s grand artistic and cultural legacy embedded in local traditional, folk, and ethnic art forms. That it included creation of

a dedicated structure to stage its possessions, its coming to a long-trusted solution provider was apparent, owing the latter’s reputation in the domain, and the job being sub-contracted to another solution provider, owing to their proven credentials was a thing of pride for the executioners.

The KACV – located at Vellar, a rocky hamlet near the picturesque, tourist-centric Kovalam in Thiruvananthapuram – when originally set up in 2011, was to be modeled on the lines of *Dilli Haat* offering a blend of diverse ethnic, folk and traditional art and culinary formats. While the dream fizzled over time due to various reasons, it was again taken up by the State government and set up for revival- on a truly grand scale.

An ambitious revival plan was initiated as a joint-venture between Kerala Tourism and *Kudumbasrhee* – a name given for State Poverty Eradication Mission (SPEM) – units with an outlay of an approx. over US\$ 9.5 million for a three-phase development of the KACV spreading over 8.5 acres (roughly 3.5 ha) of green land.



The finished project intends to comprise a total of 28 studios with diverse modules for as many as 750 artisans demonstrating over 50 crafts on daily basis, thereby provisioning for not only permanent livelihood of artisans but also training and building future generations.

While the three phases include Travancore, Kochi and Malabar bringing to the fore local arts and crafts from those regions, it's the Kochi section that truly occupied the centrestage. For, it comprised a 500-seat capacity dedicated theatrical auditorium to stage ethnic shows, events and fairs, besides training workshops.

## The Plan

ULCCS landed the prestigious project – building on their reputation of creating a similar facility *Sargaalaya* for KACV at Kozhikode around the same time as the one at Kovalam – for reviving it to its multiplied glory. Kalite being its long-time trusted partner in execution of AV projects, ULCCS again entrusted Kalite with the task of deploying state-of-the-art AV technology at the auditorium.

“Our brief was to design and deploy AV technology at the auditorium that helps the Convention Centre to stage all its promotional events, trainings and workshops,” recalls Juvaidd KV of Kalite. “However, it was to innovative, yet cost-effective, and at the same time user-friendly,” he adds further. “The facility had to truly play a centrestage to the whole initiative.”

According to him, the shoe-box shape of auditorium was a potential challenge for designing a ‘fit-for-all’ solution. More, one of the pre-conditions were that the aesthetic appeal of the interiors were not to be tampered with.

“Since the typical shape of the auditorium was an issue for uniform spread of the audio ambience, we had originally proposed an FOH, and hanging delay speaker setting in the beginning,” recalls the Kalite Director. “However, the client did not want anything that will create an impression of spoiling the aesthetic feel of the space, we had to change the specs.”

## The Performance AV

Accordingly, the design team suggested roping in Electro-Voice Line Array module – EVA20825-1220B – that was calculated and calibrated to spread the audio to every point in the hall without any drop of detail. For the front fill, the design team suggested installing EVID4.2.

The client also disapproved the proposed ceiling mounting kits since they felt it will again spoil the ambient aesthetics. That the space itself related to arts and crafts, the client apparently expected the AV solution to be equally aesthetic and compliment the interiors. That made the systems integrator develop a customized lean mounting kit to fit into the physical space of the structure, as well as the mind space of the client.

For achieving the low frequency aspect fitting into the aesthetic ambience, the integrator went for two units of Electro-Voice's TH 1181 passive subwoofers while the entire speaker set-up was powered by a pair of Dynacord L1300 FD amplifiers with EV's DC-One DSP.

On the other hand, a pair of Studiomaster B200 active loudspeakers were chosen to provide a perfect match on-stage monitoring solution. An Allen & Heath Z16FX audio mixer was roped in to perform the mixing job in the Control Room that was created in the middle of the hall from the rear.

To provide for the matching video display component that is innovative as well as cost-effective, a 150-inch P4 LED wall solution from HAWAII LED was chosen, and augmented with a Novastar VX 4S video processor to present the video feed on the screen-fixed in the middle of the stage.

## The Perseverance

The biggest challenge, however, was not the shape or specs; it was the timing and environment that they were to execute the install, says the Kalite install head.

“We had to complete the job during the pandemic period; we had live real tough time procuring the specified AV equipment, and then installing it



complying with the COVID-19 prevention guidelines,” explains Juvaid. “We kept our numbers on the site very limited so that the contact proximity is minimized, plus we gave special training to our site engineers and other team members to avoid any chance of spread. Still we had to complete the job within specified time period.”

They did manage to move through the deployment process, they had to endure the lockdown regulation during DSP programming and calibration that stretched the completion by a couple of months. With a commendable support from ULCCS, they were able to accomplish the job as per the client specification, says the Kalite head, without any compromise, and gray areas.

They did get a commendation too from the client- for living up to their expectation. “Kalite has been the most reliable AV company in the region in terms of their solutions, choice and range of products, as well as well-trained resources and delivery timelines,” commended Bijesh VK, Head-Electrical Dept, ULCCS. “They are geared to address any challenge in the AV space. Their contribution to this particular

project was an immersive experience.” That, perhaps, amply spoke about Kalite competence. The first phase of the project – completed at an estimated cost of over US\$2.7 million – was commissioned recently by the State Chief Minister P Vijayan- much to the admiration of the artisan community and people in general.

The inspirational aspect of the project was that a delegation from Madhya Pradesh Tourism visited the Kovalm KACV in an apparent wish to model their initiative on the lines of Kerala.

#### Top AV Brands in the Install

- Allen & Heath
- Bandridge
- Bosch
- Dynacord
- Electro-Voice
- Hawaii LED
- Novastar
- Sennheiser
- StuDiomaster

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