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How AV transformed the Experience at SBI Mumbai Office



CASE STUDY

■ SBI Mumbai

INTERVIEW

■ Julian - AVISPL

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Julian Phillips

Senior Vice President, AVI-SPL

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Founder's Note

AV Today's Special InfoComm India 2026 Edition

Dear Readers,

This issue is a little different. With InfoComm India 2026 just weeks away, this is our special InfoComm India edition, built to get you ready for the largest show our industry has seen in India yet: over 300 global brands, 14,000-plus visitors, and more than 130 new product launches across two levels of the Jio World Convention Centre. Every story inside connects back to one question: what does India's Pro AV industry look like as it walks into that hall this September?

Start with Julian Phillips's interview. The AVI-SPL Senior Vice President makes a simple but powerful point: AI isn't really the story. It's a symptom of something bigger, a shift from a predictable business world to a volatile one. AV has spent decades waiting to be called in after everyone else has already decided what a space should be. Julian believes that has to change, and he has a name for what's holding us back: FOJI, the fear of joining in. It's a sharper cousin of FOMO because it points the finger at us, not the market.

Our piece on price wars picks up the same thread. Too many bids in this industry win by cutting price and quietly cutting the engineering and support that came with it. We make a simple case: sell the outcome, not just the box, and be confident enough to explain why your price is what it is.

Our display engineering feature makes the same point from a technical angle. Choosing a screen because "the room is big" sounds harmless, but it's the kind of shortcut that shows up as complaints six months later. The nine-point checklist we walk through, covering things like viewing distance, ambient light, and pixel density, is what separates a professional from someone who just sells hardware.

For a real-world proof point, don't miss our case study on SBI's audiovisual transformation at BKC, Mumbai. It's the flagship feature of this issue: four floors of mission-critical banking infrastructure rebuilt around technology that gets out of the way and simply lets people work. Alongside it, you'll also find a set of shorter Installation snapshots this issue, quick looks at projects like Christ University's auditorium, Otters Club in Bandra, Signature Global's sales gallery in Gurugram, and The Residency Towers in Chennai, each a reminder of how varied this industry's everyday work really is.

And, fittingly, this issue closes the way it opens: looking ahead to InfoComm India. Our show preview isn't a product list. It's a look at where the show and our industry are headed next, so you walk in already knowing what to look for.

I hope this special edition gets you as ready for the show floor as it got us.

Warm regards,

K. David Paul Sudhakar

Founder & Publisher, AV Today



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Senior Vice President, AVI-SPL



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Preparing for the Future

Julian Phillips on why the AV industry's future depends on reinvention

The AVI-SPL Senior Vice President believes the industry's next chapter will be written not by technology alone, but by leadership, adaptability and the courage to rethink business models that have served for decades.

Artificial Intelligence has become the dominant topic in every boardroom, every conference hall, and every technology conversation today. Yet for Julian Phillips, Senior Vice President at AVI-SPL, the industry keeps asking the wrong question.

During a recent visit to Bengaluru for AVI-SPL VIBE 2026, Julian offered a view that runs counter to much of the current conversation. AI, he argues, is not the story. It is a symptom of a much bigger shift already reshaping how businesses create value and how they will need to operate to survive it. For an AV industry accustomed to being called in at the end of the project, that shift is both an unprecedented opportunity and a real threat to anyone who chooses to wait it out.

The end of the predictable World

Julian believes many industry leaders are misreading the moment. The noise around AI suggests businesses are simply riding out another technology cycle, as they did with cloud, mobile, or unified communications before. He sees something bigger underway.

The world that shaped business decisions for the past several decades rested on a reasonable degree of predictability. Companies could plan investments, build long-term strategies, and operate in relatively stable markets. AV integration businesses were built on those same assumptions, and by that measure, most industry leaders made entirely sensible decisions at the time.

What specific steps can industry leaders take to evaluate whether their current business models

are adaptable to the rapidly changing environment, especially given the shift from predictable markets to more volatile ones? This will help readers apply Julian's question in their strategic planning and foster proactive reinvention.

From project responders to strategic contributors

Julian foresees a major change in the AV industry's role, shifting from a late-stage, technology-fitting service to an early-stage contributor in workplace and digital strategy planning.

He criticises the industry's current position, where AV professionals see themselves as lowly, only involved after architecture and design are complete. Julian stresses that this mindset must change first, with AV experts participating early in planning to shape specifications, not just respond to them.

The battle between FOMO and FOJI

Throughout the conversation, Julian kept returning to two ideas that stood in tension with each other, FOMO - the fear of missing out, and what he calls FOJI - the fear of joining in. Business leaders clearly see the opportunity in AI, automation, data, and new service models. They know change is underway, but engaging often means questioning proven practices, and the fear of getting it wrong often outweighs the potential benefits. Julian argues that overcoming FOJI is now crucial for industry leaders. Success won't necessarily go to those with the biggest budgets or newest tech, but to those willing to experiment, learn publicly, and adapt before market forces push them.



Julian Phillips
Senior Vice President, AVI-SPL

Why AI is not the starting point

Julian, despite being bullish on AI, insists it shouldn't be the starting point for transformation. He advises understanding the business first, including its vulnerabilities and model, before focusing on efficiency. Efficiency often misleads companies into chasing speed without clear customer needs, leading to worse outcomes. AI should amplify a business's true value, not replace understanding. Technology is only effective when targeted at clearly identified problems.

The efficiency trap

AVI-SPL's transformation follows the same logic. The company established an AI Center of Excellence and hired AI strategist Sol Rashidi, emphasising that the goal isn't to cut headcount but to eliminate repetitive, low-value tasks, freeing staff for creativity, customer relations, innovation, and strategic thinking.

Julian believes that cultural perception is as important as technical implementation: organisations perform better when employees view AI as a frictionless tool rather than a threat to their jobs. Removing fear encourages experimentation, where valuable learning occurs. Julian bets that, even amid automation, human judgement remains essential for customer value.

Storytellers, connectors, real-timers

Ask Julian what the AV industry actually does, stripped of products and project categories, and he doesn't hesitate. He points to Yuval Noah Harari's Sapiens and its argument that humanity's defining trait is the ability to construct shared stories and convince others they are real, which is how money, companies and entire civilisations came into existence in the first place.

"Understand what we do in the AV industry. There are three elements," he said. "We're storytellers. We help people tell their story. We're connectors. We help people connect with others and build connections. And we're real timers." Nearly every AV application, he pointed out, happens live: a CEO delivering results to ten thousand investors, a presenter on stage, a microphone that simply has to work, right now, with no second take.

He argues that AV differs from IT, which operates on near time, with cloud and managed services focused on five-nines uptime and four-hour responses. However, four hours is irrelevant to AV since the presentation ends before then. Julian states, "The IT industry is built around near time, and we're built around real time," emphasising that AV's competitive edge is its real-time nature,

especially as AI influences technology. He admits the industry must move beyond seeing itself as a lesser part of others' projects.

Beyond meeting rooms: The transformation economy

Julian believes future business growth lies beyond unified communications, inspired by The Experience Economy by Pine and Gilmore, which prioritises experiences over goods and services and even higher-level transformation.

He cites his Experience Technology Group (XTG), launched five years ago, now comprising about a third of AVI-SPL's revenue and growing faster than traditional UC, indicating industry health isn't solely reflected by meeting-room demand.

That bigger picture is taking shape through AVI-SPL's new Enterprise Mission Critical practice, which uses Model Context Protocol to extract an organisation's data from its silos, normalise it, and connect it to AI models, giving a company like a bank a real-time view of what a geopolitical shock or market move means across its business.

"If we in the AV industry can build these environments that help people do that, where do you think our value lies now?" Julian asked. "We're no longer the guys who just build conference rooms.

We're the guys who help them drive their value in the stock market."

A trillion-Dollar opportunity

The global AV market is roughly \$340 billion, but Julian believes it could triple to a trillion by embracing experience, service, data, AI, and transformation-led models. He sees this as a mindset issue, overcoming FOMO and FOJI. Staying afraid means missing growth, but pushing through can fundamentally transform companies and their people.

Conclusion

Underneath the provocation, Julian's message is ultimately optimistic. He does not see AI as a threat to the AV industry, and he isn't arguing for a wholesale rejection of the models that built the successful companies operating today. He argues that the industry is standing at the edge of its biggest opportunity yet, and that the obstacle in front of it isn't technological at all. It's cultural. It's strategic. It's a question of whether leadership is willing to grow into the value it already creates, rather than settling for the smallest version of the job..



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Modernising the Core

SBI's high-stakes AV transformation at BKC, Mumbai

When the State Bank of India (SBI), the country's largest public sector bank, embarked on a comprehensive overhaul of its Local Head Office (LHO) in the financial nerve center of Bandra Kurla Complex (BKC), Mumbai, it set out to address a fundamental challenge: integrating mission-critical financial trading operations with modern, friction-free collaborative workspaces.

Spanning four completely re-engineered floors (from the 1st to the 4th floor), the project replaced aging legacy infrastructure with an enterprise-grade audiovisual, control, and trading floor ecosystem. Designed by the Mumbai-based lead consultancy firm EYTE Technologies Pvt Ltd, under the leadership of Managing Director Abdul Waheed CTS, and integrated to manage real-time financial data, multi-platform Unified Communications (UC), high-level executive decision-making, and multifunctional events, the new setup showcases how enterprise AV can seamlessly blend high reliability with everyday simplicity.

Winning the mandate: Due diligence and the client brief

The project started when SBI issued a tender via the GeM portal to upgrade audiovisual infrastructure at its BKC premises. EYTE Technologies won the contract based solely on its technical credentials and engineering design. Hardik Mehta, Project Lead, recalls that they bid through GeM and won with their credentials and detailed documentation. The client emphasized the project would be intense and fast-paced, requiring the design to be finalized in weeks and the project completed within three months. After winning, the team conducted thorough audits of SBI's facilities at Nariman Point, examining around 14 floors to identify pain points and observe personnel workflows.

During these on-site evaluations, the engineering team identified several critical technical limitations in the legacy setup:

- Analog and extended signal losses: Widespread reliance on legacy VGA cabling and long, unamplified HDMI and Cat6 runs led to persistent signal degradation and frequent video drops.
- Severe ambient light and glare: The architectural layout featured offices flanking a large central atrium open to the sky, alongside extensive perimeter glass facades. Strong daylight washed out standard flat panels, while drop-down pendant LED fixtures reflected directly off screens, rendering financial data unreadable.
- Technological friction and demographics: With a senior leadership demographic (many DGMs and CGMs were 55+), executive cabins routinely suffered from overly complex control interfaces. Cabin occupants relied on assigned support staff just to switch video feeds or dial into morning meetings.

"When we surveyed their previous premises, the issues were immediately apparent," explains Hardik. "They had severe glare from ambient



light, long VGA and HDMI cables that caused signal loss, and overly complicated controls. Many senior executives would call an assistant into the room just to turn on a screen or switch a channel. Our brief was clear: eliminate that friction entirely, remove OEM lock-ins with heavy recurring license fees, and make every space completely intuitive through a robust BYOD and BYOM architecture.”

Redefining the financial trading floor: High-bandwidth precision

The 4th Floor Dealing Room is the installation’s epicenter, managing pan-India transactions across equities, forex, bonds, and mutual funds. It required zero-latency signal distribution, reliability, and data clarity. The main trading area has two Samsung Micro LED displays: Wing A has a 288-inch wall (model MM012F) with a 1.25mm pixel pitch, native resolution 5760 x 1080, displaying up to eight feeds like trading screens, computer feeds, and financial broadcasts. Wing B features a 110-inch Samsung Micro LED wall with a 1.25mm pixel pitch in a quad-view layout. Additionally, 14 Sony 55-inch 4K displays (FW-55BZ40L) are ceiling and wall-mounted, showing live news and market metrics.

Rather than forcing operators to manage a secondary AV control layer, the trading floor integrates WEYTEC hardware (24873TDP transmitters and 22772E616CA_SV2RDM receivers) directly into a Kramer AVoIP matrix (KDS-EN7 encoders and KDS-DEC7 decoders) controlled by a Kramer KC-Virtual Brain. Floor managers navigate more than 300 connected workstation PCs using WEYTEC smartTOUCH keyboards with 8-inch interactive touchscreens.

Hardik elaborates on the engineering behind the trading floor: “The biggest technical challenge

on the 4th floor was integrating the bank’s specialized WEYTEC trading setup with the overarching AV matrix without creating dual control layers. We delved deep into the WEYTEC architecture, coordinated directly with their technical teams in Mumbai and Switzerland, and had our functional schematics certified. By using their smartTOUCH keyboards as the primary interface, a floor manager can monitor more than 300 trader workstations, spot a volatile market move, and push that exact PC screen directly onto the 288-inch LED wall alongside live Bloomberg or CNBC feeds with a single tap. Crucially, the entire trading video matrix remains strictly air-gapped on the 4th floor for complete data security.”

Executive cabins: Dual-network unified communications

Across the facility’s executive suites, comprising five DGM cabins, two GM cabins (Forex & Rupee), and the Chief General Manager (CGM) cabin, the AV design balances data security with rapid collaboration.

Executives attend mandatory morning briefings via Microsoft Teams and conduct external communications via Cisco Webex. Each cabin has dedicated intranet and internet PCs, with a BYOD/BYOM interface connected through a USB-C port in a Kramer table cubby supporting 60W power, DisplayPort mode, and peripheral pass-through. Signal switching is handled by Kramer auto-switchers under the desk, transmitting 4K video, USB, and control over a single Cat6 cable.

Each executive desk has dual-camera switching: a



Poly V52/V72 4K smart video bar with DirectorAI speaker tracking under the main display, and a low-profile webcam in front of the seating for natural eye contact. Audio is captured by Poly headsets (Blackwire 5200) or beamforming microphones. All cabins use Sony high-brightness displays (FW-55BZ40L and FW-65BZ40L) at 700 nits with anti-glare coatings to counteract ambient light.

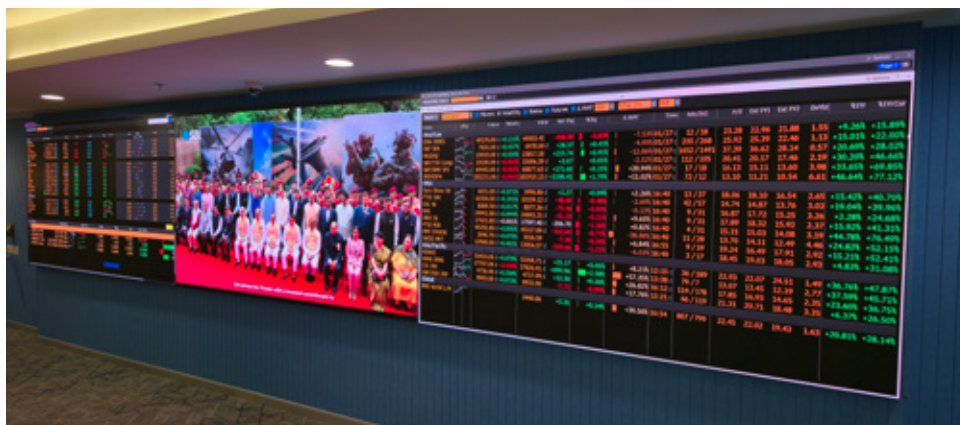
“Addressing the lighting was paramount,” notes Hardik. “With glass facades and pendant lights hanging directly above desks, we chose Sony professional displays that offer 700 nits of brightness and over 47% anti-glare haze.

For the controls, we replaced complex multi-page panels with a simplified single-touch GUI on Samsung tablets. An executive simply taps ‘CNBC’ or ‘Teams Call,’ and the Crestron processors handle the rest, including automated motorized drapes and lighting presets.”

The 40-pax boardroom: Engineered for high-level deliberation

The 1st Floor Boardroom serves as the primary governance venue for SBI’s board and top leadership, accommodating 40 participants around a large table.

The boardroom features 17 Albiral (ALB17HDMR-HS) 17.3-inch motorized retractable monitors recessed directly into the custom conference table. Each unit incorporates automatic 20-degree tilt mechanisms, HDCP-compliant video inputs, and silent operation. To eliminate single points of failure in the daisy chain, the retractable monitors are divided into isolated



five-display loops with redundant video distribution. If any single monitor experiences signal loss, the remaining units continue uninterrupted. Table cubbies between executive seats provide retractable HDMI and Type-C cables alongside universal AC power outlets.

Audio capture relies on three Sennheiser TeamConnect Ceiling 2 (TCC2) beamforming microphone arrays, flush-mounted in the ceiling. The TCC2s continuously stream real-time talker azimuth coordinates over IP to a QSC Q-SYS Core 24f DSP. The Q-SYS DSP, paired with the Q-SYS VisionSuite (SLVS-AI) multi-camera tracking engine, automatically switches among six Q-SYS NC-20x60 high-definition PTZ cameras positioned around the room. The system provides close-up framing that automatically locks onto active speakers, zone framing for grouped discussions, and ambient wide views during open dialogue. The video output is routed to primary Sony 65-inch (FW-65BZ40L) and 98-inch (FW-98BZ30L) front-of-house displays, as well as to in-table monitors, with overall control managed via a Q-SYS TSC-101-G3 10.1-inch touch and wireless iPad screen controller.

Hardik highlights the intelligent automation: "In a large 40-seater boardroom, traditional static framing fails. By feeding the acoustic coordinates from the Sennheiser ceiling mics into the Q-SYS VisionSuite engine, the cameras automatically frame the active speaker or the immediate zone at the table. To ensure executive peace of mind, we split the 17 Albiral motorized monitors into redundant sub-loops so that no single endpoint failure can disrupt a high-stakes board meeting."

The 1st floor auditorium: Dynamic multi-functional staging

Designed to host corporate events, annual general meetings, employee training, and cultural town halls, the 1st Floor 40-pax multipurpose auditorium offers rapid layout reconfigurability.

The stage backdrop features a 136-inch Samsung Micro LED display wall with a 1.56mm pixel pitch (model IE015A, Full HD 1920 x 1080). Presenters have access to a custom digital podium equipped with integrated HDMI, Type-C (DP-Alt mode), Gigabit LAN, and local power interfaces, and it links to the main system over a single Cat6 run. A Sony 55-inch display mounted on an Audio-Van low-profile mobile trolley provides live timer and

slide feedback without obstructing audience sightlines, while two auxiliary Sony 65-inch displays (FW-65BZ40L) positioned along the side walls ensure clear visibility from every seat.

The audio architecture uses QSC processing and amplification. Front-of-House (FoH) sound is delivered by two QSC PL-DC12 12-inch two-way surface loudspeakers paired with two QSC PL-SUB12 12-inch ground-stacked installation subwoofers, driven by a QSC CX-Q 4K4 4-channel network amplifier. Two QSC PL-DC24 dual 4-inch delay loudspeakers and QSC AD-S802T column surface array speakers handle fills and delays, driven by QSC CX-Q 2K4 and SPA2-200 amplifiers. Sennheiser EW-D digital wireless handheld microphones and Sennheiser NEG14-40 goose-



neck microphones on the podium capture speech. For hybrid town halls and broadcasts, a Poly G62 video conferencing codec is integrated with QSC PTZ cameras (NC-20x60).

Hardik explains the auditorium is designed for agility, smoothly hosting town halls, cultural events, or executive presentations. Features include a single-cable custom podium, a mobile confidence display, and a QSC sound system ensuring high-quality sound without clutter.

Project execution & collaborative delivery

The execution phase began after Godrej & Boyce Mfg. Co. Ltd. emerged as the L1 bidder via the SBI Tender portal, serving as the approved master Systems Integrator for AV and general interior fit-outs under Himanshu's leadership.

Working alongside SBI project stakeholders and specialized workplace interior teams, EYTE Technologies and Godrej & Boyce completed the multi-floor fit-out within five and a half months. The engineering team began conceptual design, acoustic modeling, and on-site baseline studies in mid-October, developing custom schematics and validating WEYTEC network compatibility.

Tenders were officially released via the SBI Tender Portal in early December, with overseas hardware allocations (including Albiral motorized mechanisms from Spain and Kramer switching hardware) staged in advance to prevent shipping bottlenecks. Civil works commenced in early January, completely stripping four interior floors and rebuilding them with raised acoustic

flooring, custom millwork, and dedicated cable trays. Trading operations went live in mid-February, culminating in the formal handover and VIP inauguration on 28 February 2025, presided over by SBI Chairman Mr. C.S. Setty.

Reflecting on the collaborative effort, Hardik concludes: "Delivering four floors that were completely demolished and reconstructed, with complex, mission-critical AV, in less than six months required round-the-clock coordination. Himanshu and the Godrej & Boyce team did a fabulous job managing on-site execution and logistics, while our team at EYTE provided hands-on project management, even working through weekends. Seeing the trading floor go live smoothly and receiving high praise from Chairman Setty at the inauguration made the intense effort truly rewarding."



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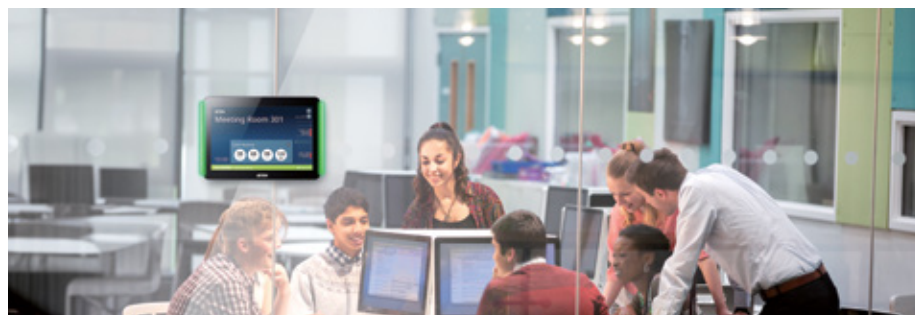
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Winning on Value

Why India's Pro AV industry must trade price wars for value partnerships

By Editorial Team, AV Today

The Indian Pro AV market is undergoing an extraordinary, unprecedented expansion. Driven by rapid corporate real estate development, a massive push toward hybrid workforces, and experiential retail transformations, the demand for complex, integrated AV environments has reached an all-time high. From corporate boardrooms in the tech parks to high-end command centers and educational institutions, technology is no longer an afterthought; it is the

integrators and technology providers have defaulted to price-cutting as their primary tool to secure contracts. While this strategy might secure a short-term win on paper, the long-term consequences are eroding the financial health of the integration ecosystem, stalling professional talent development, and, most critically, harming the very clients we seek to serve.

It is time for a collective pivot. The Indian AV

recovered elsewhere. Because hardware costs are fixed by manufacturers, the cuts inevitably fall on soft services: certified engineering hours, comprehensive system testing, custom programming, acoustic tuning, and post-installation support.

The result is a project that looks compliant on a spreadsheet but underperforms in reality. Microphones fail to auto-track because custom digital signal processing (DSP) programming was rushed; video walls experience sync issues because high-grade certified cabling was swapped for a cheaper alternative to save on margins; corporate executives waste the first ten minutes of every board meeting troubleshooting connectivity.

"We must ask ourselves: is a 10% savings on capital hardware worth a 100% loss in executive productivity during a critical global meeting?"

When we lower our price without altering the scope, we inadvertently teach the client that our original pricing was arbitrary, and that our engineering, design, and programming services are worth zero rupees.



central nervous system of modern infrastructure. Yet, beneath this facade of soaring demand lies a structural paradox. While system complexity and engineering requirements have climbed exponentially, the operating margins of the very companies designing and deploying these systems are being aggressively squeezed.

The culprit is a familiar, systemic challenge: The race to the bottom on pricing.

In a highly competitive landscape, many system

industry must transition from a cost-plus, commodity-driven pricing model to a value-based partnership framework.

The illusion of the "Desperate Win"

At first glance, procurement-driven bidding seems to function exactly as designed: intense competition drives down capital expenditure (CapEx) for the client. But in specialized B2B technology integration, lower hardware costs are almost always an illusion.

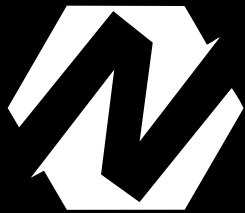
When an integrator slashes their pricing by 10% to 15% under pressure, that margin has to be

The root cause: Selling boxes, not business outcomes

Why does this cycle persist? It stems from a fundamental disconnect in how AV systems are packaged and presented to the market. Historically, the Pro AV industry grew out of hardware sales. Integrators were seen as "box sellers" who plugged devices together.

But modern AV is no longer about boxes; it is about communication, collaboration, and human experience.

THE COMMODITY TRAP vs. THE VALUE



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PARTNERSHIP (Image to be plugged in)

When an integrator submits a bid that is simply a long list of model numbers and individual prices, they invite procurement teams to treat them like a supermarket. Procurement's job is to look at that list, find the exact same model numbers from three different bidders, and award the contract to the cheapest supplier.

To break this cycle, the conversation must shift from what the system is (hardware specifications) to what the system does (business outcomes).

For example, an enterprise client does not buy "twenty ceiling array microphones and a digital matrix switcher." They buy "frictionless, high-clarity hybrid collaboration that allows their regional directors to make decisions without delay." When an integrator can articulate, quantify, and guarantee that specific business outcome, the price of the individual components becomes secondary to the solution's value.

Reclaiming the value of human capital

One of the most critical steps in shifting from a price-driven to a value-driven approach is decoupling professional services from hardware procurement.

The intellectual property of an AV integrator or consultant— the acoustic modeling, network design, CAD layouts, custom software code, and system commissioning—is highly specialized engineering work. Yet, this human capital is routinely bundled as "complementary" or "free of cost" within a hardware quote.

By explicitly line-iteming professional services, integrators achieve two major goals:

1. **They anchor their value in expertise, not plastic and glass.** Even if a client finds a cheaper source for a projector, they cannot replicate the certified engineering required to integrate it seamlessly into a complex corporate network.
2. **They insulate their businesses from hardware**

margin fluctuations. In an era of shifting global tariffs, supply chain bottlenecks, and volatile exchange rates, relying purely on hardware markups to fund high-cost engineering talent is a highly risky business model.

Establishing "Co-opetition" and industry standards

This transformation cannot be achieved by a single player acting in isolation. If one integrator holds their price on value while three competitors continue to undercut, the system remains broken. The industry needs a healthy dose of "co-opetition" a state where competitors aggressively contest the market on merits, but collectively maintain a high floor for quality and professional standards.

Industry associations, leading consultants, and project management firms (PMCs) play a crucial role here. PMCs and architects are beginning to recognize that choosing the lowest bidder often introduces immense operational risk to their projects. When an integrator misses a deadline or delivers a substandard system, it reflects poorly on the entire project management chain.

By setting minimum standards for certified engineering, requiring specific professional credentials (like AVIXA CTS, CTS-D, or manufacturer-specific certifications) on bid submissions, and refusing to accept quotes that clearly underprice labor and commissioning, we create a rising tide that lifts all boats.

The path forward: A call to business leaders

Shifting the Indian AV industry from price-driven to value-driven is not a luxury; it is a necessity for long-term survival.

It requires business heads to invest heavily in their teams' commercial and negotiation skills. We must train our sales forces to stop leading with discounts. We must equip our account managers with the tools to build Total Cost of Ownership (TCO) models that prove to CFOs why a premium, expertly engineered system is significantly cheaper over a five-year lifecycle than a compromised, cut-rate installation.

Most of all, it requires commercial confidence. It requires the courage to look a client in the eye and say: "We are not the cheapest option, and we are proud of that. Because our price reflects the engineering integrity, the security, and the reliability that your business requires to succeed."

The transition from box-selling to value-partnering will not happen overnight. But as technology complexity continues to accelerate, those who anchor their business models in intellectual value and professional execution will thrive. Those who rely solely on the thin margins of undercutting will find themselves running out of runway.

Let us stop fighting over who can charge the least, and start collaborating on how we can deliver the most.



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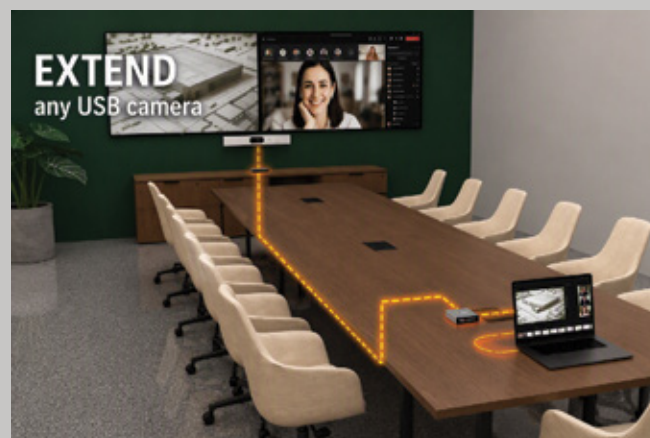
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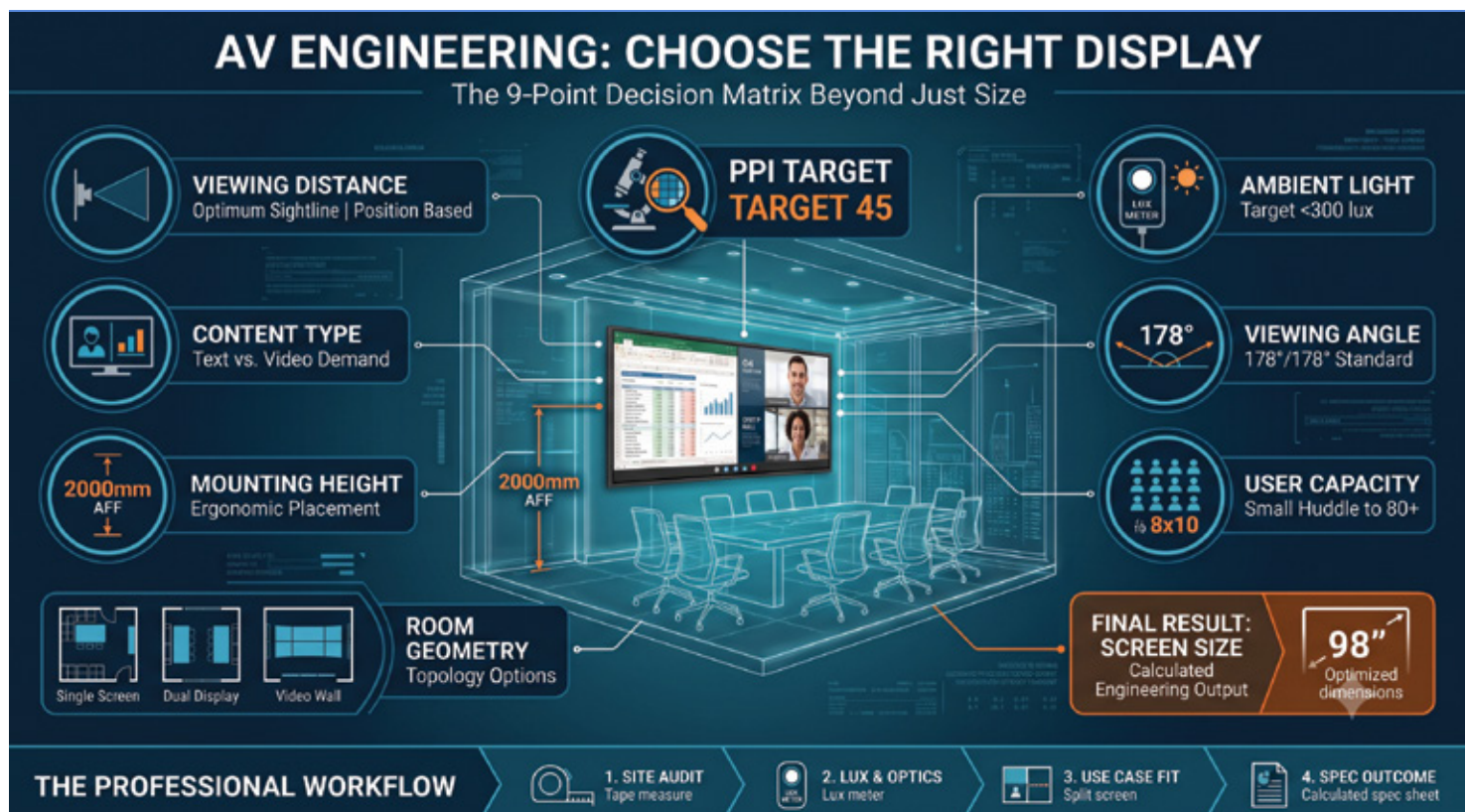
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Choosing the right Display

Why screen size alone should never choose your display -
The 9-point AV engineering checklist



There is a moment in almost every AV career when a client, a contractor, or even a senior colleague says something like: "The room is big, so let's get a 98-inch screen." It sounds reasonable. On its own, it is an incomplete answer, and learning why is one of the fastest ways a newcomer to AV engineering can start thinking like a professional rather than a salesperson.

Screen size is the single most visible number on any display's spec sheet. It is also the easiest to misuse, because a diagonal measurement in inches tells you almost nothing about whether an audience will actually be able to see, read, and comfortably use that display once it is mounted on a wall. Real engineering evaluation treats a screen size decision as the output of several interlocking parameters, not the starting point.

The trap of single-specification selection

Picture a typical display specification sheet: model number, screen size, aspect ratio, resolution, brightness, contrast ratio, response time, viewing angle, interface, power consumption, weight. Ten or more rows of data, and it is tempting to scan down to "Screen Size," see "98 inches," and consider the job done.

The problem is that a 98-inch, 4K display bought purely because "the room needed something big" can still fail the room in practice. It might be mounted too high for a seated audience. It might be viewed from six meters away in a huddle space designed for four people, making slide text unreadable even at 4K resolution. It might sit opposite a floor-to-ceiling window, where 350 nits of brightness get washed out by daylight within

the first hour of every meeting. None of these failures show up if the only number you check is screen size. They show up in the room, months after installation, when the client quietly stops using the system.

This is the single-specification trap: real, costly, and completely avoidable.

What engineering evaluation actually weighs

A proper AV display evaluation treats screen size as a conclusion drawn from at least nine interacting factors, not an isolated choice.

Viewing distance sets the outer boundary of the conversation. Most professional displays have a recommended viewing range, commonly between 2.5 and 4.5 meters for a large-format panel. Everything else is checked against it.

Once distance is known, display resolution and pixel density work together. A 4K panel only delivers a genuinely sharp image if the pixel density at the audience's actual seating distance is high enough; roughly 45 pixels per inch at 3.5 meters is a reasonable rule of thumb. Push the same panel closer or further away, and that sharpness advantage can disappear or become irrelevant.

Ambient light determines whether the brightness and contrast numbers on the spec sheet mean anything in practice. A target of under 300 lux at the screen surface is a common design goal; rooms with uncontrolled daylight need either a brighter panel, better shading, or a smaller, closer-mounted screen so glare matters less.

Content type changes what "readable" even means. A display used mainly for detailed spreadsheets and dense text demands a very different resolution and size calculation than one used mostly for video conferencing faces or simple slide decks.

Viewing angle, expressed as horizontal and vertical degrees ($178^\circ/178^\circ$ is typical for modern panels), determines whether people seated at the edges of a room see a full-brightness, true-color image or a dimmed, color-shifted one.

Mounting height is where good engineering shows up physically. A widely used guideline places the top of the screen around 2000 mm from the floor, centering the image near standing or seated eye level. This detail has nothing to do with the spec sheet and everything to do with the room and the seating layout.

User capacity, how many people the room needs to seat, commonly ranges from a handful to 80 or more in larger spaces. The distance from the farthest viewer to the display directly drives how large the screen needs to be and where it should sit, independent of any number printed on the display's box.

Room geometry, meaning the shape, depth, and width of the space, determines whether a single large display is even the right solution or whether two smaller displays or a video wall would serve the room's sightlines better.

Every one of these interacts with the others. Change the ambient light, and the ideal brightness changes. Change the seating capacity, and the ideal screen size and mounting height both shift. That is the core professional insight: display selection is a system-level engineering decision, not a shopping decision.

Why this distinction matters for your career

Understanding this difference is one of the clearest ways to distinguish a technician who installs equipment from an engineer who designs solutions. Clients rarely notice good engineering; a well-matched display simply works, year after year, without complaint. They notice bad engineering immediately: glare complaints, illegible text, sore necks from badly mounted screens, or a system replaced within two years because it never fit the room.

When you can walk a client through viewing distance, ambient light, pixel density, and room geometry as a connected set of design decisions, rather than reciting spec-sheet numbers, you demonstrate exactly the kind of judgment that gets AV professionals promoted from installers to designers, and from designers to consultants. It is also the kind of thinking that protects your reputation: a system specified on sound engineering logic is far easier to defend and far less likely to be blamed when something in the room changes later.

Turning this into a repeatable process

The good news is that none of this requires guesswork. Most manufacturers publish viewing-distance charts and pixel-density calculators alongside their spec sheets so integrators can check a proposed display against real-world room conditions before a purchase order is signed. Lighting can be measured on site with an inexpensive lux meter. Room capacity and geometry are usually already defined in the architectural drawings or the client's brief. The skill worth building is not memorizing formulas; it is developing the habit of pulling these numbers together into a single evaluation before recommending a product, rather than treating the spec

sheet as the whole story.

Some firms formalize this by building a simple checklist or scoring sheet that walks through each parameter for every proposed room, so that no single number, including screen size, is ever the sole basis for a decision. Newcomers to AV engineering can build the same discipline for themselves with nothing more than a notepad and a tape measure, well before any specialized



software or tools are available to them.

A practical habit to build now

The next time you are asked to recommend or approve a display, resist the urge to start with size. Instead, start with the room: how far people will sit, how many need to see it, how much daylight enters the space, and what content will actually be shown. Let the screen size, resolution, brightness, and mounting height follow from those answers, rather than the other way around.

It is a small shift in sequence, but it is the difference between selecting a product and engineering a solution. It is also one of the most useful habits a newcomer to professional AV can build early in their career.

This article is for educational purposes. Real-world engineering decisions should always be based on the specific application, site conditions, and project requirements.

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From Performance to Visibility

How AV consultants and integrators can build real presence in the market

In the previous piece, we argued that the main gap in AV marketing isn't creativity or budget; it's the lack of a well-documented project story. We outlined a framework for creating a case study library: capturing work as it happens, identifying the actual problem solved, measuring results, and viewing documentation as a repeatable system rather than a one-time effort. While this foundation is essential, it isn't enough. A case study library stored on a hard

drive or hidden three pages deep on a website won't gain visibility on its own. The next challenge, also underdeveloped industry-wide, involves knowing where to showcase this content, how to maintain a consistent, credible presence for the right audience, and understanding where all this effort should ultimately guide a potential client. This article begins right there.

Plan around the project lifecycle, not the calendar

Most companies that do attempt structured marketing fall into the same trap: they plan content the way a retail brand would, around months and festivals, rather than around what's actually happening in the business. AV consultants and SIs should instead plan around the lifecycle of a project, because a single well-documented





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project can fuel weeks of credible content if it's mapped out properly.

A simple lifecycle to plan against: a teaser when a major project kicks off (without revealing client-sensitive details), a progress update or behind-the-scenes look mid-installation, the flagship case study at launch, a client testimonial captured right at handover, a follow-up outcome story two to three months later once real usage data is available, and finally, a submission for an award or publication feature once the story has proven itself. One project, handled this way, produces several distinct moments of visibility instead of one forgettable announcement.

Publication partnerships: The core engine of credible visibility

If there's one underused lever in Indian AV marketing today, it's the relationship between AV companies and the trade publications that serve this industry. Most companies treat publications as a one-way channel, a place to send a press release and hope it gets picked up. The companies that get real value from this relationship

treat it very differently: as a genuine partnership with several distinct entry points, each suited to a different kind of credibility.

Let the publication build the case study, not the company

This is one of the most powerful ideas in this framework, and it requires a mindset shift that many founders resist at first. When an AV company writes its own case study, no matter how factual and well-documented, it reads as self-promotion because it is. Readers, especially sophisticated ones like architects and PMCs, discount it accordingly.

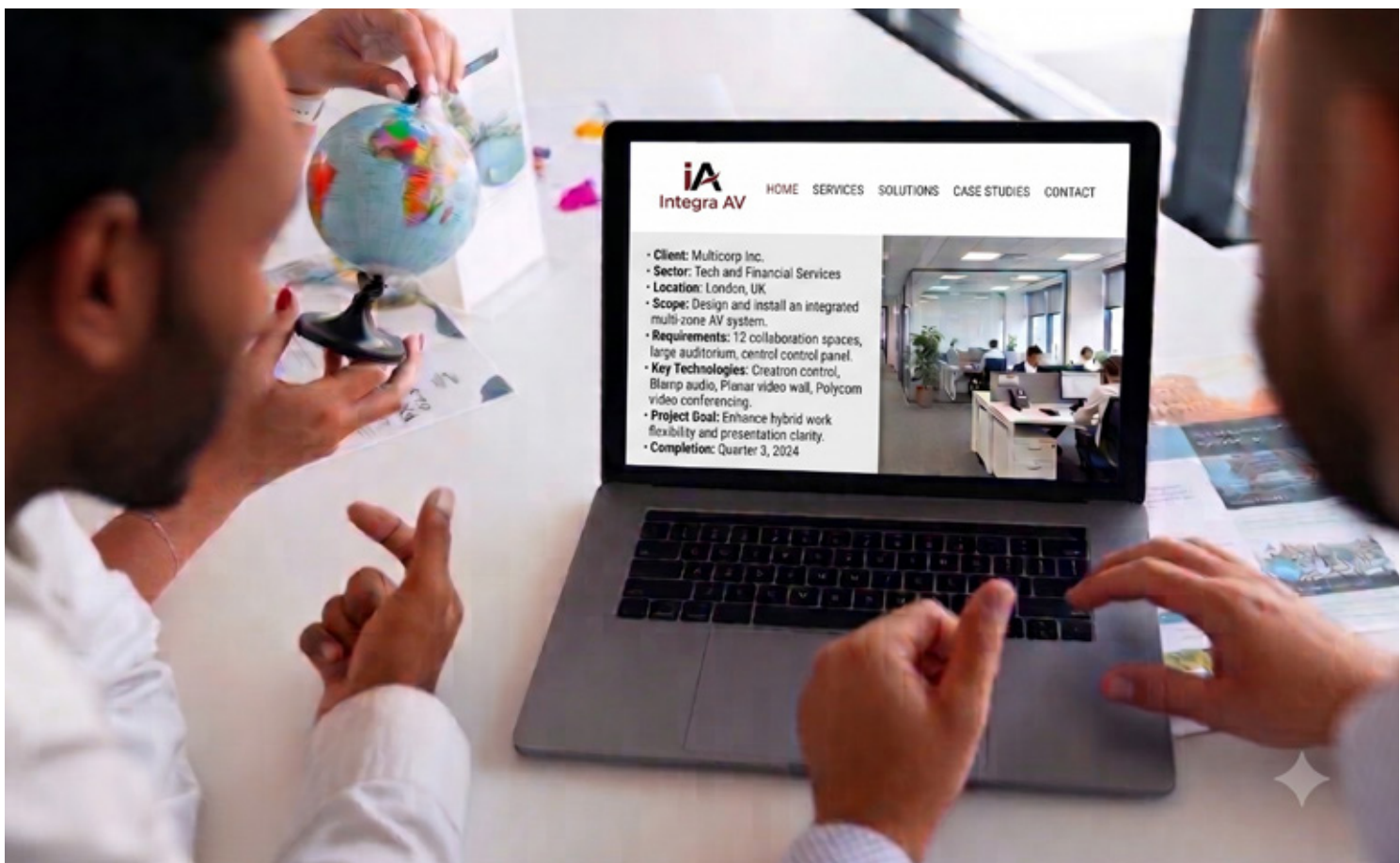
A case study built independently by a publication's editorial team is a different animal entirely. The publication does its own fact-finding, speaks directly to the client, asks neutral questions, and constructs the story without favoring any one brand or product in the solution. The result carries third-party credibility that no amount of self-authored polish can replicate. Readers trust it precisely because it wasn't written by the company being featured.

This is also where the documentation discipline from our previous article pays its real dividend. The photographs taken at the right stages, the client quotes captured at handover, and the metrics tracked post-launch are exactly the raw material an editorial team needs to build an independent story quickly and accurately. The division of labor is clean: the AV company documents, the publication narrates.

The trade-off worth naming honestly: this only works if the company is willing to let go of some control. No insisting that a particular brand gets top billing, and no editing the narrative to flatter the company more than the facts allow. Founders who can't make that trade-off won't get the credibility benefit; they'll just get another self-written brochure with a publication's logo on it.

Publish thought-leadership articles, but resist the urge to pitch

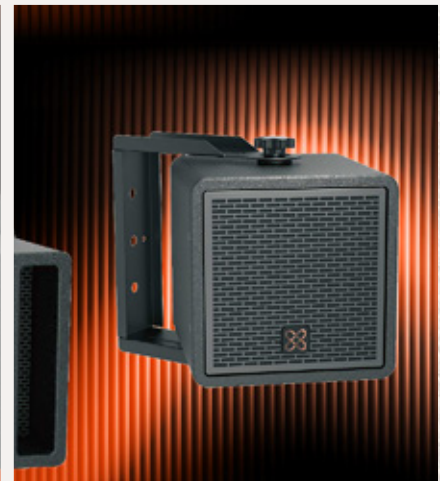
A project case study proves a company can execute. A thought-leadership article proves something different and, for certain buyers, more valuable: that the company understands where





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the industry is heading. For architects and PMCs evaluating a long-term technology partner, particularly for complex, future-facing projects, this matters as much as a track record of delivery.

The most common failure mode is turning a thought-leadership piece into a disguised product pitch. The discipline is to write about a genuine industry problem or trend, such as

There's a second benefit that's easy to overlook: video and podcast formats are the best way to capture a founder's or technical lead's personality and expertise directly. A case study tells the audience what a company built; a video lets them hear how the people behind it think, which builds personal credibility for the individual, not just brand recognition for the company.



acoustic design challenges in open-plan offices, the shift toward AV-as-a-service models, or integration challenges in heritage buildings, rather than about the company's own offering. A technical lead or founder who can write three or four sharp, problem-focused articles a year does more for the company's positioning than a dozen generic social posts.

Get featured on the publication's podcast or video series

Video carries a kind of credibility and shelf life that no written piece can match. A podcast or video feature hosted on a publication's YouTube channel doesn't just get watched once; it serves as a lasting reference, resurfaces through search, and gets shared and re-shared long after the original publish date. For an industry where buying decisions often involve research over weeks or months, having a credible, independently produced video in the mix at the moment someone is evaluating partners is a significant advantage.

Pursue panel discussions and event participation deliberately

Panel discussions, trade show sessions, and industry events organized by publications offer a different kind of opportunity altogether, providing live, in-person visibility rather than published content. A panel seat puts a named individual in front of end users, architects, and PMCs simultaneously, in real time, as a recognized voice in the room. That's a meaningful step up from "company that did good work" to "person the industry consults."

The practical point most companies miss: panel seats are something to apply for, not something that happens to you. Publications and event organizers are generally looking for credible, articulate panelists. Founders and technical leads who proactively put themselves forward, rather than waiting to be invited, get far more of these opportunities than those who don't.

The payoff that extends this further: every panel appearance, trade show session, or booth

conversation is a ready-made source of short-form video. A sharp 30–60-second clip, a strong opinion stated clearly, a confident answer to a tough question, or a clear prediction about where the industry is headed turns one live moment into an asset that keeps working long after the event ends. Most companies get this wrong by posting a generic wide shot of someone sitting on a stage; the clip needs a clear, quotable moment to actually stop a scroll.

Product review videos: The sales-enablement layer

This deserves its own space because it serves a fundamentally different purpose than everything above. Case studies and thought-leadership content build reputation broadly in the market. A well-made product review video is something a sales engineer can drop directly into a live client conversation, "here's our independent take on this specific DSP, camera system, or control platform," to support a deal already in motion.

The credibility mechanism here is the mirror image of the publication-built case study. There, credibility comes from the publication reviewing the AV company's work with neutrality. Here, credibility comes from the AV company reviewing someone else's product with the same neutrality, including being honest about its limitations. A company willing to point out where a product falls short earns far more trust than one that only ever has good things to say about everything. Over time, a library of these reviews positions the company as a genuine technical authority, not just an installer, and it's one of the few content formats that directly supports a sale, rather than only building brand awareness.

Client testimonials: Trust in the buyer's own words

Every format covered so far borrows credibility from elsewhere, whether an editor's neutrality, a panel's audience, or a reviewer's technical standing. A client testimonial is different: it's the voice of the buyer themselves, a peer of the next prospective client, describing the experience of working with the company in their own words. For someone doing diligence on a potential AV partner, hearing it from another facilities head, hotel GM, or hospital administrator who sat in the exact same chair often carries more weight than any amount of expert or editorial validation.

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This belongs in the same documentation discipline as everything in our previous article. The right moment to record a testimonial is at project hand-over, not weeks or months later. The client is on site, the experience is fresh, and goodwill is at its highest. Waiting for “a good time” usually means it never happens.

A few things separate a testimonial that builds trust from one that quietly undermines it. Keep it short and conversational rather than scripted; a stiff, over-rehearsed answer reads as fake and works against the very credibility it’s meant to build. Ask for a specific moment or result rather than a generic compliment. “What was the one thing that surprised you about working with us?” produces a far more useful answer than “Would you recommend us?” And because these clips are quick to produce and don’t depend on anyone else’s editorial calendar, they belong in the steady, high-frequency layer of content rather than the occasional flagship layer.

Social media: The amplifier, not the source

Everything above is the substance. Social media, and LinkedIn in particular for this industry, is how that substance gets distributed and kept visible day to day. The mistake to avoid is treating social media as the place where original ideas are dreamed up; it works far better as the place where flagship content gets cut into smaller pieces and kept circulating.

A few specifics worth getting right. Personal profiles consistently outperform company pages for this kind of audience. Posts from a founder’s or technical leader’s own profile tend to reach and engage significantly more of the target audience than the same content posted from a company page, so a lean team should prioritize its limited effort there first. Tagging is a distribution mechanic, not a courtesy: tagging the client, the architect, the PMC, and any brand partners on a project post means the post now has a chance of reaching each of their networks too, which is how reach compounds in a B2B field where everyone’s network overlaps with someone else’s potential next client. And one flagship asset should always become many posts. A single case study, panel appearance, or product review can be cut into a short clip, a carousel summarizing the key numbers, a text post highlighting one striking detail, and a repost when the publication’s version goes live, each one a separate moment

of visibility from one piece of underlying work.

What to post most frequently

Given limited time and a lean team, three content types should make up the bulk of regular posting because they require the least new effort while still carrying real credibility:

- Event shorts, drawn from every tradeshow visit, panel appearance, or site walkthrough, are the steady drumbeat that keeps a page looking active between flagship case studies. They’re also the format current social algorithms reward most consistently.
- Client testimonial reels, captured at the close of every project, bring the buyer’s own voice into the feed regularly rather than only on the rare occasion a flagship case study is ready.
- Reposts or excerpts from publication-led thought-leadership articles, such as a key statistic here and a short personal take there, turn one quarterly article into several weeks of low-effort content that still carries the credibility of an independent byline.

Together, these three formats form the always-on layer that keeps a page active, while case studies, original thought-leadership pieces, podcast features, and panel appearances form the occasional, high-impact flagship layer pursued deliberately rather than left to chance.

The website: Where all of this should ultimately lead

Every channel discussed so far, including publications, panels, podcasts, social media, and testimonials, exists to send someone, eventually, to one place: the company’s website. And this is where much of the effort described above quietly goes to waste, because most AV consultants and SIs treat their website as a formality rather than a sales tool.

The common assumption is that having a website simply tells the world a company exists, a digital visiting card. What this assumption misses is that the website is where a prospective client’s evaluation actually starts, almost always before any human conversation happens. A facilities head shortlisting integrators, an architect checking out a potential partner, and a PMC vetting a vendor for a tender will all visit the website first, often forming a firm impression before anyone picks up the phone.

The impression a poor website creates is more damaging than founders realize. A site that’s outdated, slow, thin on content, or clearly an afterthought sends an unspoken but unmistakable message: “If this company isn’t interested enough in its own business to present it properly, why would it take real interest in mine?” That single impression can undo weeks of credibility carefully built through a publication feature or a strong panel appearance, because the visitor’s very next click, after seeing the feature, is usually to the company’s own website to verify it.

This is exactly why the website deserves to be treated as a 24-hour sales tool rather than a static brochure. It is working, or quietly failing, even when nobody on the team is awake to follow up.

A website built this way doesn’t just tell the world a company exists. It becomes the most patient, thorough, and always-available member of the sales team, one that never sleeps, never misses an enquiry, and never fails to show a prospective client exactly what the company is capable of.

Closing the loop

None of this works in isolation from what we covered previously or from each other. The case study library is the raw material; publication partnerships and client testimonials are where that material earns independent credibility; social media is how that credibility stays visible week after week; and the website is where all of it should ultimately converge, so that a prospective client arriving there for the first time finds the full weight of the company’s work and reputation in one place, rather than scattered across platforms the company doesn’t fully control. And the ROI metrics from our last discussion, including enquiries that reference a specific feature, qualified leads from architects and PMCs, and visibility among a defined list of target accounts, are exactly what this distribution effort, website included, should be measured against.

The companies that get this right won’t be the ones posting the most. They’ll be the ones who turn their best work, their clients’ own words, and their own website into a visible, credible, compounding presence, in front of the people who actually decide who gets the next project.

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The Technology Shaping the Next Chapter of India's Pro AV Industry

A preview of the products, technologies, and ideas that will take center stage at InfoComm India 2026



There was a time when a Pro AV exhibition was largely about seeing the latest display, projector, microphone, speaker, or control system. Today, that definition feels increasingly inadequate.

The professional AV industry is undergoing a fundamental transformation. Displays are becoming intelligent canvases. Audio systems are becoming more aware of their environments. Collaboration platforms are blending AV and IT. AI is moving from conversation to practical deployment. Immersive technologies are changing how audiences experience spaces. Increasingly, customers are no longer buying individual pieces of hardware; they are looking for integrated experiences that solve real business and operational challenges.

Against this backdrop, InfoComm India 2026, taking place September 16–18 at the Jio World Convention Center in Mumbai, arrives at an interesting moment for India's Pro AV industry. The show is set to be the largest edition yet, with more than 300 global brands, over 14,000 industry

professionals, and more than 130 new product launches expected across the exhibition floor. The footprint has also grown by more than 17% compared with 2025, spanning five halls across two levels of JWCC. (InfoComm India 2026)

For visitors, that scale brings opportunity, but also a challenge. With so much to see, where should one begin?

That is precisely where this AV Today Product Showcase comes in.

More than products, a glimpse of what's next

The products featured on the following pages represent a selection of technologies visitors can expect to encounter at InfoComm India. They span a wide range of applications and categories, reflecting the growing diversity of today's Pro AV ecosystem.

From collaboration and conferencing to

professional audio, displays, digital signage, control and automation, immersive experiences, and specialized solutions, the exhibition floor will bring together technologies designed for an equally diverse set of environments.

The official show floor reflects this convergence, with solutions spanning Unified Communications & Collaboration, digital signage, control and automation, large-format displays and video walls, broadcast, live events, immersive experiences, live sound, venue solutions, projection mapping, and interactive technologies, among others. (InfoComm India 2026)

For AV professionals, this convergence is perhaps the show's most significant story.

The modern meeting room, classroom, command center, auditorium, retail environment, or experience center can no longer be viewed as a collection of independent technologies. Displays need to communicate with control systems. Cameras need to work seamlessly with

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collaboration platforms. Audio needs to respond intelligently to the environment. Content needs to move across screens and spaces. And the entire experience increasingly needs to be managed, monitored, and supported by software.

The result is an AV industry moving decisively toward integrated, intelligent, experience-led solutions.

AI moves from buzzword to deployment

Few technologies are generating as much discussion across the industry as artificial intelligence.

But the more interesting question is no longer whether AI will influence Pro AV. It is how quickly it will become part of everyday AV deployments.

At InfoComm India 2026, AI is expected to feature across several technology categories, from collaboration and meeting-room solutions to intelligent workflows, automation, and experience technologies. The show's expanded program also includes dedicated sessions on emerging trends and AI. (InfoComm India 2026)

For end users, the real value of AI will ultimately be measured not by how impressive a demonstration looks, but by how effectively it solves a problem.

Can it make meetings more productive? Can it simplify system operation? Can it improve content delivery? Can it help manage increasingly complex AV environments? Can it make technology more accessible to users who are not AV specialists?

These questions will increasingly shape purchasing decisions.

The experience is becoming the product

Another important shift is the industry's move from selling technology to delivering experiences.

A large LED wall is impressive. A high-performance projector is impressive. A sophisticated audio system is impressive. But customers increasingly want to know what these technologies can do together.

This is especially relevant as organizations invest in immersive environments, smart workplaces, digital learning spaces, experiential retail, entertainment venues, and large-scale public spaces.

InfoComm India's emphasis on Integrated

Experience Technology reflects this changing market. The show describes itself as a platform that connects global innovation with real-world deployment opportunities in India, bringing together manufacturers, solution providers, system integrators, consultants, and technology end users. (InfoComm India 2026)

That makes the exhibition floor more than a technology marketplace. It becomes a window into how spaces themselves are evolving.

From specifications to solutions

For years, the AV industry has been comfortable discussing specifications such as brightness, resolution, processing power, microphone pickup, channel counts, bandwidth, and latency.

Those specifications remain important, but they are increasingly only the starting point.

Today's customers want to understand the application.

How quickly can the system be deployed? How easy is it to operate? Can it integrate with existing infrastructure? Can it scale? How much training is required? What happens when something goes wrong? Can the solution be managed remotely? And perhaps most importantly, does it deliver a measurable improvement in the user's experience?

These questions are pushing manufacturers to develop products that are not merely technically capable but also easier to integrate, operate, and maintain.

They are also changing the role of the system integrator and consultant. The value of professional AV is increasingly being created not by any single component but by the ability to bring multiple technologies together into a dependable solution.

A show worth exploring beyond the booth

InfoComm India 2026 is also designed to encourage visitors to look beyond product demonstrations.

The show program includes dedicated areas and sessions covering digital signage, conference and collaboration, live events and immersive technology, broadcast AV, enterprise IT, education, audio, emerging trends

and AI, AV design and integration, and networking and cybersecurity (InfoComm India 2026).

This combination of exhibition, education, and networking is increasingly important for an industry as rapidly changing as Pro AV.

The technologies on display tell only part of the story. The conversations around those technologies may be just as valuable.

Your preview starts here

Over the next few pages, AV Today brings you a curated selection of products and solutions from exhibitors at InfoComm India 2026.

This is not intended to be a comprehensive catalog of everything on the show floor. Instead, think of it as a starting point for your visit, a preview of products and innovations worth adding to your agenda.

For consultants and system integrators, these pages may help identify technologies worth evaluating for upcoming projects. For manufacturers and distributors, they provide a snapshot of the innovation being brought to the Indian market. And for end users, they offer an early look at solutions that could transform how their spaces operate and how people interact within them.

The bigger story, however, is the direction these technologies are taking the industry.

AV is becoming more connected, more intelligent, more software-driven, and more immersive. Increasingly, it is focused on the experience rather than the equipment itself.

That makes InfoComm India 2026 more than an exhibition of the latest products.

It is a glimpse into what India's professional AV landscape could look like next.

So, as you prepare to walk through the halls of Jio World Convention Center this September, keep this showcase close.

Mark the products that catch your attention. Visit the booths. Ask questions. See the technology in action. Talk to the people behind it.

Because sometimes the most important innovation on a show floor isn't the product you expected to see.

It is the possibility you discover when you see what that product can do. can do

N-LABS i-SERIES

Professional Installation Audio Designed for Flexible Commercial Applications

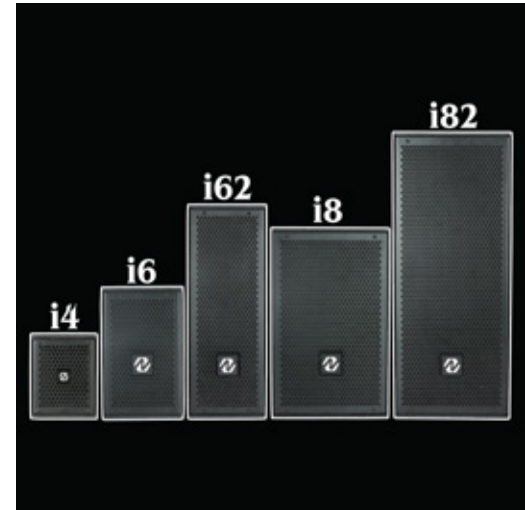
At InfoComm India 2026, N-Labs, a brand of Hemonia Electroacoustics Pvt Ltd, will showcase its i-Series Professional Installation Loudspeaker range, developed for commercial and professional installation applications where clarity, performance and system flexibility are essential.

The i-Series features multiple loudspeaker models, giving AV consultants and system integrators the flexibility to select solutions suited to different venue sizes and application requirements. Designed for seamless integration into professional audio systems, the range is engineered to deliver consistent, powerful and intelligible sound across modern commercial environments.

For system designers, the range offers a practical approach to addressing varied installation requirements through a broader portfolio of professional loudspeaker solutions. Its focus on performance and integration makes the i-Series suitable for applications where dependable audio reproduction is an important part of the overall AV experience.

At InfoComm India 2026, N-Labs will present the i-Series as part of its growing portfolio of professional audio products. Designed and manufactured in India for the global AV market, the range reflects N-Labs' focus on developing professional audio solutions for evolving commercial and installation environments.

BOOTH F25



NTECK SYSTEMS

Wireless Dante Audio and Intelligent Control for Flexible AV Environments

At InfoComm India 2026, NTECKSYSTEMS LLP will showcase the Aurora RXT-4DW, a wireless architecture designed to bring Dante/AES67 audio streams into modern Wi-Fi environments, creating new possibilities for flexible AV system design and deployment.

The RXT-4DW combines a 4-inch wireless desktop touch panel, ReAX™ JavaScript-based control, and SmartSpeak™ technology in a compact solution suited to conference rooms, educational facilities, hospitality and digital signage applications. The touch panel features a 720 × 720 1:1 display with a 160° viewing angle, while integrated sensors include proximity and ambient light detection.

SmartSpeak™ incorporates a Dante/AES67, 7 beamforming microphone with auto gain, noise cancellation, feedback suppression and anti-tap capabilities. Aurora's WordGate™ technology uses AI-based speech intelligibility detection across more than 100 languages, together with Sound Pressure Levels (SPL), to trigger camera presets while helping prevent false activation from clapping, coughing and other unintended sounds.

The platform also features a 2D/3D graphics engine with 4K H.264 and RTSP streaming decoding, while its wireless architecture is designed to integrate with existing Dante-enabled ecosystems and enterprise Wi-Fi networks.

BOOTH A01



HARMAN BSS OMNI 600

High-Performance AV-over-IP for Next-Generation Professional AV

At InfoComm India 2026, HARMAN Professional Solutions India Pvt Ltd will showcase the BSS OMNI 600 Series, a family of high-performance AV-over-IP encoders and decoders designed to distribute 4K60 4:4:4 video, audio, control and USB 2.0 signals over Gigabit Ethernet.

Powered by Motion Wavelet Compression (MWC), OMNI 600 delivers pristine-quality video with ultra-low latency, making it suited to demanding professional AV applications. The platform also supports USB routing over IP through Virtual Network USB 2.0 Hub technology, enabling flexible connectivity across networked environments.

For AV consultants and system integrators, OMNI 600 further expands its capabilities with Dante audio and Dante AV-A interoperability, supporting integration with modern networked AV infrastructures. Enterprise-grade network security and centralized system management through the AVX Suite provide additional tools for deploying and managing professional AV systems.

The BSS OMNI 600 Series is designed for a broad range of applications, including classrooms, meeting rooms, hospitality, enterprise and government environments, offering a scalable approach to distributing high-quality AV signals across network infrastructure.

BOOTH F01 | DEMO ROOM 105B



4 SQUARES CORPORATION

Bringing Advanced Networked Audio Solutions to Modern Commercial Spaces

At InfoComm India 2026, 4 Squares Corporation will showcase a selection of advanced networked audio solutions designed to address the evolving requirements of modern commercial AV environments. The showcase brings together professional audio technologies from HARMAN Professional, highlighting solutions for applications where speech intelligibility, installation flexibility and high-quality audio performance are essential.

Among the featured solutions is the JBL Intellivox DXS180 with Dante, designed to deliver exceptional speech intelligibility and precise beam steering for challenging acoustic environments. Also on display will be the Crown CTD8125 amplifier, featuring Dante networking and Power Sharing Technology to provide installation flexibility, efficient power utilisation and simplified system design.

Completing the showcase, the JBL 400 Series Ceiling Speakers are engineered to deliver premium background music and clear voice reproduction across corporate, hospitality, education and retail environments.

Through this portfolio, 4 Squares Corporation demonstrates its focus on bringing integrated, networked professional audio solutions to the Indian AV market. The combination of Dante-enabled audio, intelligent amplification and professional loudspeaker technologies provides AV consultants, system integrators and end users with flexible options for developing high-performance commercial audio installations.

BOOTH I-27



ATEN COMMAND AND CONTROL CENTER

Unified Video Wall and KVM Control for Mission-Critical Operations

At InfoComm India 2026, ATEN International will showcase its Command and Control Center solution, bringing together two flagship products, the VW1608 Video Wall Controller and the KE8980MR KVM over IP Multi-View Receiver, to create a cohesive platform for advanced control room and security center operations.

The VW1608 enables seamless multi-source video wall management, offering flexible layouts and real-time switching for dynamic visualization environments. Complementing it, the KE8980MR provides four video outputs, two HDMI and two DisplayPort, supporting 4K/60 resolution while enabling operators to control up to 16 PCs simultaneously and monitor as many as 108 servers.

Together, these technologies combine video wall processing and KVM-over-IP control into an integrated Command and Control experience. For AV consultants and system integrators, the solution brings multiple operational requirements into a unified environment, while end users benefit from efficient access to critical visual information and connected systems.

Designed for demanding applications such as control rooms and security centers, ATEN's solution provides a streamlined approach to managing multiple sources, displays, computers and servers from a centralized operational environment.

BOOTH FF01



BARCO CLICKSHARE HUB

A Flexible Foundation for Simpler, Smarter Hybrid Meetings

At InfoComm India 2026, Barco will showcase the ClickShare Hub, a modular wireless video conferencing room system designed to simplify hybrid meetings. Combining wireless conferencing, Bring Your Own Meeting (BYOM) and room system capabilities in a single solution, ClickShare Hub takes a flexible, platform-agnostic approach to modern meeting spaces.

The solution is designed to support seamless switching between Microsoft Teams Rooms (MTR) room mode and BYOD, allowing users to connect, collaborate and share content with minimal complexity. This flexibility enables organisations to adapt meeting spaces to different collaboration needs while maintaining a straightforward user experience.

At the show, Barco will demonstrate ClickShare Hub with Microsoft Teams Rooms-certified bundles featuring leading ecosystem partners, including Logitech, Sennheiser and Huddly. The combination demonstrates how the platform can work within a broader collaboration technology ecosystem while giving organisations greater choice in meeting-room configurations.

For AV consultants and system integrators, ClickShare Hub provides a scalable approach to designing adaptable meeting environments. For end users, it brings conferencing, collaboration and content sharing together in a simpler experience.

BOOTH D20



SHURE INTELLIMIX BAR PRO KIT

Intelligent Collaboration, Engineered for Larger Meeting Spaces

At InfoComm India 2026, Shure will showcase the IntelliMix™ Bar Pro Kit, an all-in-one video conferencing solution designed to deliver high-quality audio and video performance in medium to large collaboration spaces. Built around Shure's IntelliMix processing and advanced microphone array technology, the solution is engineered to enhance speech clarity while reducing unwanted noise, supporting more natural and productive AI-powered meetings.

The IntelliMix Bar Pro combines sophisticated audio processing with powerful video capabilities, featuring 4K AI-powered cameras, wide-angle coverage and telephoto lenses to ensure participants remain clearly visible throughout the meeting. For AV consultants and system integrators, deployment is simplified through zero-touch provisioning and automatic setup, while built-in PoE+ and Wi-Fi Direct Connect provide greater flexibility during installation.

Premium stereo loudspeakers deliver an immersive listening experience, while flexible expansion options allow the system to adapt to evolving collaboration requirements. An optional three-year warranty extension and comprehensive support further enhance long-term reliability.

For organisations seeking intelligent, scalable and dependable meeting-room technology, the IntelliMix Bar Pro Kit brings together advanced audio, video and simplified deployment in one integrated solution..

BOOTH D-01 | PAVILION 1



EIS TECHINFRA SOLUTIONS

Simplifying 4K AV Distribution Over Standard Network Infrastructure

At InfoComm India 2026, EIS TechInfra Solutions, the official India distributor for ADTECHNO, will showcase the ADTECHNO Dante AV Ultra Encoder-Decoder Set (DAV-02HT / DAV-02HR), an AV-over-IP solution designed to simplify the distribution of high-quality video and audio across professional environments.

The DAV-02HT encoder takes video from a laptop or HDMI source and transmits it over standard network cabling, while the DAV-02HR decoder receives the signal and delivers it to two screens simultaneously. The system provides synchronized video with zero visible delay, while allowing video, audio and room control to travel over a single network infrastructure.

For AV consultants and system integrators, this approach can reduce the complexity associated with dedicated AV cabling and separate control connections. The fanless and compact design also makes the solution suitable for environments where silent operation and space efficiency are important.

Designed for meeting rooms, classrooms and auditoriums, the DAV-02HT/DAV-02HR combination offers a practical way to deploy reliable, high-quality AV distribution without unnecessary system complexity. The solution was also recognised as a Best of Show winner at InfoComm 2024.

BOOTH E27



DAV-02HT



DAV-02HR



LOGIC EXPRESS POD

A Modular Framework for Faster, More Flexible Collaboration Spaces

At InfoComm India 2026, LOGIC will showcase Express Pod, a modular AV framework designed to enable faster and more flexible deployment of workplace collaboration spaces. Developed for commercial displays ranging from 65 to 98 inches, the solution combines display mounting and video bar support within a compact, freestanding structure.

The Express Pod's core framework can be assembled in approximately 15 minutes using a tool-free locking mechanism, helping simplify installation and reduce deployment time. Its brand-agnostic design provides AV consultants and system integrators with greater flexibility when specifying display and video collaboration technologies for different workplace environments.

For end users, Express Pod offers a scalable approach to collaboration-room deployment, with the ability to reconfigure or upgrade the setup without requiring extensive structural changes. This flexibility can be particularly valuable as workplace technology and meeting-room requirements evolve.

By combining a compact freestanding structure, rapid assembly and brand-agnostic integration, Express Pod provides a practical framework for creating adaptable collaboration spaces while simplifying the installation process.



BOOTH F10

SCT RTK-X3

Streamlined USB-C Connectivity for Next-Generation BYOD Meeting Spaces

At InfoComm India 2026, SCT – Sound Control Technologies will showcase the RTK-X3, a connectivity solution designed to simplify BYOD meeting spaces by combining integrated host laptop switching, uncompressed SuperSpeed USB 3.2, DisplayPort Alt Mode video and dynamic EPR power sharing of up to 180W into a streamlined user experience.

The RTK-X3 supports simultaneous 4K60 4:4:4 video and USB 3.2 Gen1 data over a switchable USB-C connection, providing AV consultants and system integrators with a flexible approach to meeting-room connectivity. The platform supports up to three USB-C laptops and one HDMI source at the table, allowing multiple users to connect their devices without requiring additional network infrastructure or external switching hardware.

For integrators, the solution is designed to reduce installation complexity by eliminating extra cable pulls and programming requirements. Its streamlined two-cable deployment helps create a cleaner and more efficient BYOD environment, while users benefit from straightforward connectivity between their laptops and the room's AV system.

By bringing video, USB data, laptop switching and power sharing together in one platform, the RTK-X3 provides a practical approach to simplifying modern collaborative meeting spaces.



BOOTH G25

SENNHEISER SPECTERA

Redefining Wireless AV with Wideband, Bidirectional Connectivity

At InfoComm India 2026, Sennheiser Electronics India Private Ltd. will showcase Spectera, the world's first wideband, bidirectional wireless ecosystem, bringing a new approach to wireless audio for corporate and higher education environments.

The showcase will feature the Spectera SKM handheld transmitter, highlighting Sennheiser's WMAS technology, which enables an entire production to operate within a single wideband RF carrier. With support for up to 64 channels in a single 1 RU base station, Spectera provides a scalable architecture for professional wireless applications.

The system combines audio and control data, enabling flexible system configuration and efficient wireless workflows. For AV consultants and system integrators, this approach can simplify wireless system design while providing the flexibility to adapt configurations to different application requirements.

Spectera also supports remote monitoring and control through Spectera WebUI and SoundBase, helping simplify system management and operational oversight. By combining high channel density, bidirectional wireless communication, flexible configuration and remote management, Spectera provides an efficient and scalable wireless solution for modern professional AV environments.

BOOTH H10



WYRESTORM SYN-CTL-FL10

Simplifying Room Automation with Intelligent, Unified Control

At InfoComm India 2026, WyreStorm Technologies will showcase the SYN-CTL-FL10, an all-in-one control platform designed to simplify room automation across corporate, education, government, hospitality and other professional AV environments. The solution brings displays, lighting, climate systems, sensors and third-party devices together through a single intuitive interface, providing a unified approach to room control.

For AV consultants and system integrators, SYN-CTL-FL10 is designed to accelerate deployment while offering greater flexibility in system design. Its visual programming environment can be learned in as little as 45 minutes, helping teams create and configure control solutions without unnecessary complexity. The platform's AI-assisted integration can reduce third-party development time by up to 80%, potentially streamlining project implementation.

For end users, the platform provides simple and reliable control of multiple room functions through one interface. By eliminating unnecessary complexity and ongoing licensing fees, SYN-CTL-FL10 offers a practical approach to professional AV automation.

With its combination of intuitive programming, AI-assisted integration and unified control, WyreStorm's SYN-CTL-FL10 is positioned to support faster, more flexible and user-friendly room automation.

BOOTH C22



PRO FX TECH LTD

Next-Generation DSP and Control Processing for Demanding AV Environments

At InfoComm India 2026, PRO FX TECH LTD will showcase SCION – DSP Media and Control Processor Platform, the latest generation of MediaMatrix digital signal processing technology. Drawing on more than 30 years of engineering expertise in hardware and software design, SCION combines high-performance media and control processing with the proven 24/7/365 reliability associated with MediaMatrix platforms.

Building on the legacy of the renowned NION platform, SCION introduces an integrated DSP and Control Processor architecture designed to provide greater flexibility for advanced media and control applications. Its scalable “Build It Your Way” approach allows AV consultants and system integrators to configure solutions according to specific project requirements, while maintaining compatibility with existing infrastructure.

SCION is also fully backward compatible with NION and the N Series of MediaMatrix audio bridges and controllers, supporting smoother technology transitions and system integration. Configuration and control are handled through the award-winning nWare™ software suite, providing a scalable and future-ready environment for advanced applications.

With its combination of performance, flexibility, compatibility and established MediaMatrix engineering, SCION is positioned as a powerful platform for demanding professional AV installations.

BOOTH C25



WESCO ANIXTER

Bose Professional STS118E Brings Powerful Low-Frequency Performance to Flexible Installations

At InfoComm India 2026, Wesco Anixter, together with Bose Professional, will showcase the ShowTime STS118E, an installation-grade 18-inch subwoofer engineered to deliver powerful low-frequency performance across both indoor and outdoor environments.

Designed for demanding applications, the STS118E combines deep bass impact with installation flexibility and IP55-rated durability, making it suitable for a broad range of professional environments. Its application potential spans performance venues, hospitality spaces, sports facilities, houses of worship and large-scale commercial installations, where consistent and immersive audio performance is essential.

For AV consultants and system integrators, the STS118E is designed for seamless integration with Bose Professional loudspeaker systems, enabling scalable audio solutions tailored to different installation requirements. This integration allows system designers to build high-performance sound systems while maintaining a cohesive professional audio platform.

Through the STS118E, Wesco Anixter and Bose Professional bring an installation-focused subwoofer solution to InfoComm India, addressing the need for powerful, dependable and scalable low-frequency performance in professional AV applications.

BOOTH J25



Bengaluru

Education

Christ University Enhances Auditorium Audio

d&b audiotechnik delivers clarity, consistency, and powerful performance at Campus View Auditorium



Integrator: Waveguide
Category: Auditorium / Performance Venue
Client: Christ University, Bengaluru
Contact: www.waveguidesystems.in

Christ University's 390-seat Campus View Auditorium at its Koramangala campus in Bengaluru has been equipped with a professionally engineered audio system designed to support the university's diverse academic and cultural activities. The solution was conceptualised by Ansata in collaboration with Waveguide, building on the university's previous experience with d&b audiotechnik solutions.

The auditorium required a system capable of delivering exceptional speech intelligibility for lectures, seminars, and conferences, while also providing natural and balanced musical reproduction for performances and cultural events. Consistent coverage across all 390 seats and a discreet installation that complemented the auditorium's architecture were also key considerations.

At the heart of the system are two d&b

audiotechnik Yi10P loudspeakers serving as the main reinforcement, complemented by two U5 loudspeakers deployed as fills. Their compact form factor and versatility make them well suited to the wide range of events hosted within the academic environment.

Four CCL subwoofers provide controlled and accurate low-frequency reproduction, supported by their cardioid capabilities. The complete system is powered by d&b 40D and 5D amplifiers, providing advanced DSP processing, efficient amplification, and seamless integration within the d&b workflow.

Mumbai

Hospitality

Otters Club Elevates Hospitality with Meyer Sound

Compact loudspeakers deliver powerful, immersive audio at OTR Bar, Bandra



Integrator: Star Professional Audio
Category: Hospitality / Bar & Entertainment
Client: Otters Club – OTR Bar
Contact: www.suninfonet.net

Otters Club in Bandra, Mumbai has upgraded the audio experience at its popular OTR Bar with a Meyer Sound system designed to deliver exceptional clarity, balanced coverage, and high-impact performance while preserving the venue's sophisticated interiors. The project was undertaken in an operational hospitality environment, making minimal disruption and precise execution key considerations.

A major installation challenge was the venue's existing false ceiling, which offered limited clearance between the slab and ceiling. Accessing suspension points and routing cables required innovative rigging techniques and meticulous planning. The system was also designed to achieve maximum sonic performance with a minimal visual footprint.

Meyer Sound's MAPP 3D simulation software was used to model the room acoustics, speaker positioning, and coverage patterns before installation. This enabled the team to

optimize loudspeaker placement according to the room layout, projector screen orientation, and operational requirements.

The final system comprises three ULTRA-X20 compact full-range loudspeakers for the main coverage, supported by two UP-4slim units for fill zones. Low-frequency reinforcement is provided by one USW-210P and two USW-112P powered subwoofers, while a Galileo GALAXY 408 processor handles system tuning, optimization, and management.



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Gurugram

Corporate

A Sales Experience That Takes Flight
6-DOF motion and immersive AV technology transform property presentation



Integrator: Magical Theatre & Shree Info Solutions Enterprises
Consultant: Mr. Sunil Chauhan
Category: Corporate
Client: Signature Global
Location: Gurugram, Haryana
Contact: www.magicaltheatre.in

Signature Global's Sector 37D Sales Gallery in Gurugram has introduced an immersive helicopter simulation experience that takes property presentation beyond conventional visual displays. The installation brings together motion, panoramic projection, surround sound, environmental effects, and intelligent control to create a highly engaging and memorable visitor experience.

At the heart of the solution is a 6-DOF electric motion platform, synchronized frame-by-frame with custom visual content to realistically reproduce helicopter movement. Surrounding the audience is a 270-degree panoramic projection environment powered by three 10,000-lumen Panasonic laser projectors with ultra-short-throw lenses. Advanced projection mapping, edge blending, and geometric warping create a continuous visual canvas that enhances

the sense of immersion.

A calibrated 5.1 surround sound system, supported by acoustic treatment across walls, ceilings, floors, and doors, delivers controlled and enveloping audio. Wind simulation and haptic feedback further reinforce the physical sensation of flight.

Behind the experience, high-performance media processing, professional graphics hardware, dedicated playback software, and motion-control systems maintain precise synchronization between physical movement and on-screen visuals. Lighting automation and professional AV connectivity complete the ecosystem.

Chennai

Hospitality

The Residency Towers Reimagines Hospitality AV
Integrated technology delivers seamless experiences across multiple spaces



Integrator: Vallect
Category: Hospitality
Client: The Residency Towers
Location: Chennai
Contact: www.vallect.com

The Residency Towers in Chennai has enhanced its meeting, training, and event infrastructure with a comprehensive audio-visual technology deployment by Vallect. Covering four banquet halls, meeting rooms, and training spaces, the project creates a flexible AV environment designed to support presentations, conferences, corporate meetings, training sessions, and a wide range of hospitality events.

A key element of the deployment is an AV-over-IP architecture that enables efficient switching and distribution of audiovisual signals across multiple spaces. The scalable infrastructure provides flexibility in managing different content sources and destinations while adapting to changing event requirements.

Professional projectors and projection screens deliver clear visual communication for presentations and events, while a centralized control

system provides users and operators with a unified interface for managing essential AV functions. This simplifies operation and creates a consistent experience across different rooms and event configurations.

Wireless presentation technology further enhances convenience by allowing presenters to share content without conventional wired connections, enabling faster transitions and smoother collaboration. On the audio side, ceiling-mounted speakers provide distributed and consistent sound coverage while maintaining a clean room aesthetic. Wireless microphones offer presenters, trainers, speakers, and event hosts the freedom to move naturally during meetings and functions.



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True BYOM

Start and run meetings from your own device-completely cable-free



Edge AI Meeting Intelligence

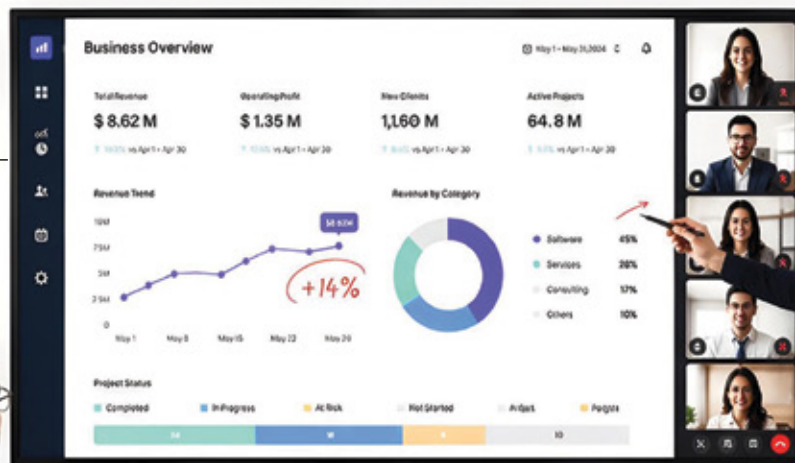
AI-Powered transcription, multilingual notes and automated meeting minutes

Normal display,
Now touch enabled



Next Steps

-  John to send updated proposal
-  Lisa to coordinate design review



Meeting Overview

- Project launch planned for next month
- Marketing draft due next week
- Design sync required before final approval

Compatible with all VC applications

