

# PALM EXPO & AV-ICNx EXPO

# SHOW

# VISION

# 2020



## INSIDE:

Analysis of 23,241 participants  
Exhibitors & New Products  
PALM Summit – Conference & Seminar  
AV Summit – Conference & Seminar  
PALM Soundscape Conference  
Certified AV Specialist (CAVS) Training  
Indoor Line Array Demo  
Demo Qube  
AV-ICNx Education & Training Programme  
IRAA Awards  
PALM Sound & Light Awards  
Lighting Design Showcase  
AV Walk of Fame Project Gallery  
AV Projection Demo  
3D Immersive Projection & Mapping  
PALM DJ Championship  
PALM HARMAN Live Arena

**EXHAUSTIVE PALM AV-ICNX 2019  
SHOW REVIEW INSIDE**

# STAGE SOUND LIGHTING ENTERTAINMENT TECHNOLOGY EXPO



**palmexpo** 2020  
record ► play ► perform



**MAY 2020**

Bombay Exhibition Centre,  
Goregaon (East), Mumbai, INDIA

Concurrent with



[www.palmexpo.in](http://www.palmexpo.in)



in f t y p i

# **PALM AV-ICNx**

# **VISION 2020**

**PRESENTING POWER PACKED EXPOS**

**6 HALLS**

**7 QUBES**

**1 LIVE ARENA**

**LINE ARRAY**

**2 CONFERENCES**

**2 AWARDS**

New Product Exhibits

PALM Summit – Conference & Seminar

PALM Soundscape

Line Array Demo

Demo Qube

IRAA Awards

PALM Sound & Light Awards

Lighting Design Showcase

Live Arena

Rigging & Trussing Workshop

**Celebrating with International Talent**

**WORLD RENOWNED CONVENTION**

**PALM & AV-ICNx  
Exhibit Rates  
on page 61**



**Manish Gandhi** - Director & Chief  
Operating Officer, ABEC | ITE



ABEC Exhibitions & Conferences Pvt. Ltd. has a proud heritage and we identify that our forte is cultivating and nourishing partnerships with our clients by persistently exceeding their expectations.

As Director, I take it as my responsibility to address exhibitor's requirements and provide extremely resourceful arrangements, which

include effective marketing and promotion of exhibitor's brands in the time span leading up to the expo, combined with impeccable event production.

For 2020, my vision is to convert ideas into reality for our exhibitors whilst augmenting brand reinforcement for them, and ensuring a productive and rewarding experience on the show floor. I look forward to working with **PALM AV-ICNx 2020** exhibitors and partners.

**Anil Chopra** - Founder Director, **PALM AV-ICNx Expo**



Inception, conception, ideation, realization, production, delegates' attendance.... **Vision 2020** is to provide stimulus, growth, and investment opportunity to exhibitors.

I endeavor to possess the show with features and exhibits and demos and training that fuel your imagination and ambitions - always be a catalyst. Education and certification is the new mantra. Cheers!

Vision 2020 will provide solutions for AV over IP in 5G and cutting edge LED technology and projection systems in 2D, 3D, Holographic and streaming tech that will deliver all the power of AV tools for

communication, display, projection and integration.

**PALM technology** and **AV-ICNx Technology** magazines will continue increasing readership, creating knowledgeable professionals day on day. Editorial vision will promote business interests of manufacturers. Increase digital engagement providing industry opportunity to connect audiences digitally with interactive response.

My vision is to provide further impetus to production of pro audio and lighting in India. 2020 PALM Awards will define the real wizards.

Celebrate PALM AV-ICNx 2020!



# LIVE ARENA 2020

THE PALM Live Arena facilitates live demonstrations of advanced sound and lighting systems, through three-day live musical performances, featuring popular and budding artists and bands from the country's independent music scene.



# DEMOQUBE 2020

The Demo Qube is conceptualized to provide exhibitors a venue to demo high-end, state-of-the-art sound systems with ease in a private cube structure and with limited restrictions on sound limit. The acoustically treated, sound proof Qubes serve as a live demo area for exhibitors, whilst also providing ample sourcing opportunities for visitors in quest of an informed buying decision.



**Ramesh Chetwani** - *Exhibitor Director,*  
**PALM AV-ICNx Expo**



It's a matter of pride to celebrate the 20<sup>th</sup> anniversary of PALM. I am glad in sharing the vision 2020 for this great expo. In Pro Audio and Lighting **PALM AV-ICNx** is providing sourcing solutions from global brands to the dynamic Indian industry. I invite all global brands to participate. PALM delivers business as Indian market can absorb technology at all levels. We are consciously attracting actual users and

trade from developing towns in the vast Indian market.

Vision for AV-ICNx is to deliver a truly meaningful expo where AV solutions are delivered to challenging projects improving AV Integrated systems in India to global level.

Our vision is to serve industry highlighting important issues affecting business and discuss regulation to provide greater opportunities.

I invite the pro audio and audiovisual industry to make PALM AV-ICNx Asia's premier exhibition.

**Smita Rai** - *Project Head – Features & Marketing*



The **PALM Summit – Conference & Seminar Programme** is the industry's premier forum for sharing advances in Stage Sound Systems Engineering, Mixing and Light Design and Studio sound recording, mixing & Production. The Conference programme provides holistic depth of purpose to the expo by engaging industry professionals and providing experts and thought leaders a platform to exchange knowledge and share

experiences and expertise.

PALM has a history of getting world-renowned talent to the Summit platform and the vision for 2020 is to celebrate the 20th anniversary by engaging more number of leading speakers on the PALM AV-ICNx Conference Platforms. The vision is to get international celebrity speakers besides other local talent, facilitating discussions that will aid the advancement of the industry. We look forward to providing an environment of learning. The topics chosen are going to be incisive and intelligent and focus will be on exposing the industry to new and cutting-edge technologies that will change this industry, providing a unique opportunity for future growth.



**palm**  
**OPEN AIR**  
**LINE ARRAY**  
**DEMO**  
**2020**

To book your slot,  
write to us at [exhibit@palmexpo.in](mailto:exhibit@palmexpo.in)





# MAJOR GLOBAL BRANDS ADOPT PALM TO PROMOTE LATEST PRODUCT

**Live sound and install  
speaker systems  
brands promote  
to exploding  
market for quality  
product.**







**R**iding high on the success of the 2018 edition, the 2019 edition of the PALM expo, which took place at the Bombay Exhibition Centre (BEC) from **May 30 – June 1, 2019**, scaled new heights with an improved show and an expansion into a dedicated hall for Pro AV. The inaugural edition of the **AV-ICNx expo** was launched concurrently with the **19<sup>th</sup>** edition of the PALM expo in Hall No. 3 of the BEC.

The expo opened to warm and appreciative reception from the Pro AV industry spread across India. However, unlike in previous editions wherein never-ending queue for registration at Hall 2 is a common sight at PALM, the first day opened to a relatively slow start but then gradually picked up momentum towards the latter half of the day.

The event scaled a new high with **311** exhibitors who included the region's top distributors and dealers, international exhibitors and brands, covering five exhibit halls and five Demo Qubes across the show grounds. Total footfall across the three days reached a staggering 30,949 of which **23,241** accounted for unique

visitors. Day one clocked **8168** visitors, day two registered **8,464** unique visitors, while day three boasted of **6,609** unique visitors.

"India's market in stadia as well as install across solutions in entertainment, hospitality, and retail are witnessing a marked growth, adoption of premier brands, fuelled by an economy growing at 8% annually. PALM felt this surge of integrators at the show, delivering more professionals and decision makers, rather than 'visitors with interest'," said **Anil Chopra**, Founder Director, PALM Expo.

**Sachit Subramanian** – Managing Partner for **Circle Pro Audio** echoed this sentiment regarding the visitors. "PALM has always been a very refreshing and immersive experience for us. This year yet again PALM has not failed to surprise us with the kind of audiences that is coming in. The kind of questions that we are getting from the audiences is great. The industry is ever growing and PALM plays a very, very important role in getting people to one place. I couldn't be happier



“ This year yet again PALM has not failed to surprise us with the kind of audiences coming in. The industry is ever growing and PALM plays a very, very important role in getting people to one place. ”

– **Sachit Subramanian** - Managing Partner, **Circle Pro Audio & Circle Pave**

to exhibit in an amazing opportunity like PALM." **Circle PAVE Global Solutions**, a joint venture between **Kiran Sales** led by **Biren Sheth**, and **Circle Pro Audio**, showcased products from principals **Link Group** and Italian Cable manufacturing giant **EuroCable**, besides a range of other products.

The fact that the show has visibly grown from last year, was reflected in the growing number of new exhibitors as also the floor space occupied by all the exhibitors. Lighting accounted for 17% on the exhibit floor, Stage Sound accounted for 35%, Install Sound for 26%, Audio Visual 15% and Studio/Audio Recording & production for 7% of all exhibits.

## NEW AT PALM

The 2019 edition boasted of **95** new exhibitor booths across all halls of PALM and AV-ICNx - a clear indication

that more and more players are now trying to make in-roads into the Indian market.

New exhibitor, **Datalogic India Pvt. Ltd.** showcased **Vectorworks' Spotlight** all-in-one solution for those in the scenic, films, events, or exhibit design and lighting design industry and the Vectorworks Vision 3D Design - Previsualization Software.

First time exhibitor - **Audio Note India**, the Indian arm of Audio Note UK, launched the innovative Smyth Realizer A16, an immersive audio creation tool for post-production and reproduction via headphone which can be used for high-quality multi-channel mixing, sound tracking proofing, off-site proofing & home-studios.

**Leksa Lighting Technologies Pvt. Ltd.** unveiled their new **Conex** LED video conference light and the **LED ENG Kit**. Also on display was the **Leksun**



“ The expo helps us to connect with many prospective clients who have different requirements. ”

– **Rajan Gupta** - MD, **Hi-Tech Audio Systems**





“We are here for the 5th time in a row because we believe this show give us the maximum visibility and is the perfect platform to introduce our products and also to meet new and prospective clients.”

– **Sonu Khurana**, Senior Manager Marketing, **Ahuja Radios**

LED PAR series, Leksun Party Par with in-built speakers. “This is our first year exhibiting at PALM and my experience until now is very good. We have had a lot of customers coming in. The crowd pull is very good at this show and it’s very disciplined this year. It’s a good platform,” said **Ronald D’souza** - CEO of Leksu Lighting.

**Honeywell International India Pvt. Ltd.** who earlier this year announced their foray into the professional audio industry with “Honeywell ProSound” range, displayed the three series of the prosound range - ProZeta, ProAlpha and ProZoe with the ZOELINE premium line array and ZETA-Tour8 line arrays being the main highlights of the booth.

First timer, **Iris Buildtech** besides booking two line array slots for their principals **Harmonic Design** and **Dare Audio**, booked a sizeable booth in Hall 1 to demonstrate the latest Harmonic Design and DARE Audio products.

“We were on the lookout for some reputable brands to associate with, for quite some time now. Since, most prominent brands are already in the industry we knew it would be hard for any brand to come and break an already established market. This however changed as we came across Harmonic Design, a German Boutique manufacturing Company with a wide variety of products on offer. Being a young company, we knew getting Harmonic Design into the Indian market would make a big impact in the industry. Hence, we timed it in a way where we started business with HD, just in time to launch it at the PALM Expo. Being our first year in pro audio (we have participated in the

past exhibiting musical instruments though) we were pretty confident,” said **Aditya Talwar**, Founder Partner of Iris Buildtech.

Besides high-end line arrays and speaker boxes from Harmonic Design, the company also displayed a range of products from principals Dare Audio such as the Dare Audio Series 8 Line Array Systems and the CLUB SERIES SPEAKERS - designed specifically for clubs and installations.

**Wireless Solution Sweden** - the world’s leading manufacturer of one of the most popular wireless lighting control equipment under the brand name W-DMX, unveiled BlackBox G5 triple-band unit with full RDM support in transceiver models along with the Micro R-512 G5 micro series W-DMX transceivers.

One-stop solution providers of alnico or ceramic magnets - **BLK Ferrites** launched their ring magnet for speakers comprising of three different models namely Y25, Y30 and Y35 under the **WinJoy** brand. They also displayed a new wooden speaker trolley.

## Prime Exhibitors

For the first timers the show proved to be a stimulating experience – encouraging enough to come back again, and for most of the existing and regular exhibitors, the PALM expo has always been a very productive and enterprising platform.

“Vardhaman as a group has been associated with PALM from the last 15-16 years. It is a great platform for us to grow the brand and connect with our customers - both existing and new. Particularly this year has been very good. Footfalls have increased.

We have been able to meet up with a completely new range of customers from all verticals. The quality of the show has improved as well,” said **Sushil John** - Executive Director, **OHM** - a wholly owned Vardhaman brand. **Vardhaman Megatech**, which occupied its regular big space at the entry, displayed a whole array of products from the OHM and British Acoustics range.

“We are here for the 5th time in a row, because we believe this show give us the maximum visibility and is the perfect platform to introduce our products and to meet new and prospective clients. I remember the first time we attended PALM was in 2002. From then until now, PALM itself has grown to become a world brand and we also find that the kind of visibility and the kind of traction that Ahuja gets by being at the PALM is unimaginable,” said **Sonu Khurana** of **Ahuja Radios**, India largest manufacturer of PA products. Ahuja brought to the show floor a whole range of PA products to meet every conceivable

amplifiers and Steinberg’s Cubase10 and Nuendo 10.

Adding a new dimension to this part of the hall and “Making Waves” was a display of “Made-in-India” products. YAMAHA launched its first Made in India product - the PSR-I500 keyboard, on day 1 of the expo. This launch event was attended and covered by over 30 media publication houses. The PSR-E360 wooden finish keyboard and Keytar SHS series, were the other Made in India products launched at the show.

Towards the rear of the hall, across the three days, YAMAHA staged live performances by musicians **Lydian Nadhaswaram, Nise Meruno, Rhythm Shaw, Ranjit Barot, Gulraj Singh, Stephen Devassy, Susmit Sen, Peak Level, Gino & Louis Banks, Vishal Mehta, M-Sonic** and **Kailash Kher with Sparsh**.

Another anchor exhibitor, **HARMAN Professional**, also exhibited a wide range of sound and light solutions from their bouquet of brands. On display was the next generation Dual



“I have been coming to the PALM expo for the last 15 years. I still remember PALM in the same hall for many years which was very small. Things have changed, grown tremendously and things have really improved.”

– **Neeraj Chandra**, Director Operations, **Sun Infonet**

PA application requirement.

## State-Of-The-Art on Display

From live sound to install sound to audio music production, lighting and DJ systems the exhibitors at PALM expo showcased a range of new products on the exhibit floor.

For the fourth consecutive year **Yamaha Music Pvt. Ltd.** booked its own independent hall – Hall 2B/2C to exhibit some aggressive product promotion and branding strategy. As always, the YAMAHA hall was segregated into two distinct parts. Towards the front of the hall, the company displayed a huge collection of mixing consoles, musical instruments, PA speakers and installation products from the **YAMAHA-NEXO-Steinberg** bouquet. The highlights of the booth included products such as the new Nexo Geo M12 compact Line Array and the Steinberg AXR4 Thunderbolt Audio. Also on display were the Rivage Series, PM7 consoles, WX series of

compact line array loudspeaker - **JBL VTX A8** dual 8” compact line array with 110 degree of dispersion, the **JBL 104** reference studio monitors, the **Soundcraft** Notebook Series comprising of three new desktop analog mixing surfaces, the **Martin MAC Allure Profile** and the **MAC Allure Wash**. Other products on display at the **HARMAN** booth included **AKG K245** Headphone, **JBL VTXB18**, hybrid lighting and video fixture - **VDO Atomic dot** along with **ERA 300 Profile**, **Martin ELP LED Ellipsoidal WW** and **CL LED fixture**. **HARMAN** was also once again the partner for the Live Arena at PALM for the 10th consecutive year (**report on pg. 51**). “The PALM Expo continues to be the premier go to trade show for the professional audio and lighting community. With show features such as the **HARMAN Live Arena**, the **Demo Qubes** and the **Seminar Series**, the PALM Expo has become an all-round experience for the entire community comprising of manufacturers, distributors, dealers,



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– **Sushil John** - Executive Director, **OHM**



rental companies and end-users. At HARMAN, we continue to partner with PALM Expo as it provides us with the much needed and appropriate platforms to meet and network with our customers," said **Prashant Govindan**, Sr. Director, India & SAARC, HARMAN Professional Solutions.

The show witnessed a phenomenal increase in the number of products and turnkey solutions being exhibited, as was evident from another major industry player - **Hi-Tech Audio Systems Pvt. Ltd.**

"The 3 days expo helps us to connect with many prospective clients who have different requirements. This year, our booth at the expo offered the visitors a diverse world of audio and lighting. In the lighting category, we have showcased GrandMA 3 consoles from **MA Lighting** and world-class **ADJ** lights for the very first time in our booth," said **Rajan Gupta**, MD of Hi-Tech Audio Systems. He continues, "The new product additions to **DiGiCo**, **L-Acoustics**, **RCF**, **Sennheiser** and **Bose** were very much appreciated by our patrons. Not only big products,

**Technologies** that too integrated with **DiGiCo**. People seemed to be really excited to see such a beautiful technology finally being put to some great use in live sound, to enhance the overall experience of a band playing on stage with their earphones, but still feel the whole space in their mix. The artists as well as their sound engineers were really in awe to see the possibilities and implementations of this product and were all really keen to use this for their shows," said **Vanshaj Sharma**.

Besides demoing their products and complementing it with presentations at the Demo Qube, audio giant - **Bose Professional** also displayed a vast range of audio solutions in their booth in hall 1, comprising a range of loudspeakers, which included the high-SPL DesignMax Series and the new ArenaMatch DeltaQ array, and ArenaMatch Utility loudspeakers. Also on display for premium commercial applications were Bose's all-new power amplifiers - the PowerSpace and PowerSpace+ and new ControlSpace processors optimized for conferencing



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– **Prashant Govindan** - Sr. Director, India & SAARC, HARMAN Professional Solutions

Neumann's entry into the headphone segment was the NDH 20 closed-back studio headphone, the first headphone from the **Neumann** stable. Also on display was the Neumann KH 750 Compact DSP-controlled closed cabinet subwoofer, besides a range of other products.

An exhibitor at PALM since its first edition in 2001 - **Narain Audio**, showcased amongst other products the **Audiocentre K-LA212-DSP 2-way active** line array speaker and their highest selling **MT series** of professional amplifiers. This series aims at the mid end and professional fixed installation market segment for people who have tight budgets and need stable and high-quality amplifiers. Also on display was Audiocentre's **EA series** active speaker, **SA series** active DSP-controlled loudspeaker, **L Series** active DSP-controlled PA system; **Lavoce WXF15-400 drivers**, **NX Audio MT series**, **Indra series**, **RX series** and **BX-U series** mixers and a range of other products. "We have been associated with PALM since the first year and it's been growing for a while now. We have occupied this same space at the entry since the last 9 years and overall it's a great show," said **Manoj Motwani** of Narain Audio.

**Sontone Electronics**, also an exhibitor since 2001, launched several new products from principals **Mackie**, **P.Audio**, **Dynatech** & **JTS**. The new product line up included the

Dynatech HD-F series power amplifiers, **DLA-212A Active Line Array**, **DLA-218 Subwoofer** and **DLA-218A active subwoofers** and **UFX Series of Analogue Mixer**. From the Mackie stable, Sonotone displayed **Wireless Digital Live Sound mixers** and **FreePlay Series Bluetooth speakers**. The new **JTS R-4** and **E-7R wireless microphone system** and **AT series** wired microphones and new medium format diaphragm compression drivers and mid-range transducers from **P. Audio**, were introduced to the Indian market. Sonotone also had a separate booth for principals **Adamson**, where they showcased a whole range of Adamson products with the **Adamson S7 Line Array** and **S118 subwoofer** being the main highlights of the booth.

**MRH Sound Solutions** is another company that has exhibited at PALM since inception. The company showcased a range of products from Taiwan based manufacturer of wireless microphones, portable wireless public address (PA) and other wireless audio equipment for consumer, professional and commercial applications - **Mipro Electronics**.

The lineup of highlight products at **MX-MDR Technologies'** huge anchor booth included the **MX Line array series** comprising of **LA28 - Dual 8"**, **LA210- Dual 10"** and **LA212- Dual 12"** line array wooden speaker. Other major displays on this booth included **MX live air mixer series** feature **AIR 8U**,



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– **Manoj Motwani** - Director, Narain Audio

this time we have dedicated areas for handy audio gears from **Radial** and **Stealth Sonics**. Being one of the top distributors of India, we always focus to make our clients aware about updated technology and equipment that will benefit their business."

"PALM Expo is an advantageous platform to introduce and make aware about leading-edge audio and lighting products. Under one roof, it's a great opportunity for us to showcase our extensive product lines both in audio and lighting segments. We get to meet various visitors who are willing to invest and we provide the best solutions. In these three days, our sales team have personal interaction with visitors to understand their budget and requirements. I can say that Palm Expo lets every exhibitor to build goodwill with clients and visitors," added **Nirdosh Aggarwal**, Director Sales, Hi-Tech Audio Systems.

"The recent PALM Expo was a great experience. The most looked forward product was obviously **KLING**

rooms — the **EX-440C** and **EX-12AE**. Another highlight was the new **PowerShare** adaptable power amplifiers with **Dante** connectivity. "Over the last few years, I have seen PALM Expo maturing into a tradeshow with international standards. One of the key elements that PALM has helped the industry, is getting all key brands under one roof in much more organized way," said **Vibhor Khanna**, Country Manager - SAARC, Bose Professional.

A regular since the show's inception, Mumbai based **Audioplus** exhibited a vast range of high-quality products by **Studiomaster** that included the **Fury Series Transducers** and **Vak 30 wireless conference system**. Also on display was the **Elan series Loudspeakers** and the **B410 Powered Loudspeaker**.

**Sennheiser India** chose the PALM platform to introduce an exhaustive line-up of new products. On display was the new **XS Wireless Digital** for musicians and videographers and the **IE 400 Pro** and **IE 500 Pro Professional in-ear Monitors**. Heralding brand



“Each year, the quality is getting better and we get concrete inquiries leading to better business. One of the best part of 2019 is that noise levels are much lower and the crowd is a lot more filtered so it's easier to identify the correct customers.”

– **Karan Nagpal** - Director, Sonotone



“This year the quality of visitors was much better. Our principals who had come for the show liked the show a lot and loved the response. Even they were able to gauge the difference this time.”

– **Dipesh Panjwani** - Director, **MX MDR Technologies**

10U, 14U and 18U – MX professional live mixer with Bluetooth and USB connectivity. MXMDR also launched for the first time in India, the HPRO 20000 Power Amplifier and The MX silent Disco Headphones. MX-MDR also showcased a range of products from **Superlux, SICA and Peavey**.

“This year the quality of visitors was much better. Although some people were complaining that the footfall was lesser, I felt it was good this way and the quality was way better. Our principals who had come for the show liked the show a lot and loved the response. Even they were able to gauge the difference this time,” **Dipesh Panjwani**, Director, MXMDR Technologies

**Integrated Entertainment Solutions (IES)**, distributor of some of the top lighting and audio brands scaled up its booth space to a huge 195 sqm to include dedicated areas of exhibits for their principal brands **Robe, Avolites, Madrix, HK Audio** and **Powersoft**.

Delhi based **Sound Emporium** launched new **Beta 3** products in their booth in Hall 1. On display was the SLA10Ha full range medium-size line array system, the VEYRON 10 Compact Active Line Array System and the DT Series Professional Power Amplifier besides a range of other portable and installed PA loudspeakers.

Globally recognized manufacturer of professional audio, video and control system solutions **QSC LLC**, displayed the CP series of compact powered loudspeakers and the KS112 subwoofer amongst a range of other products.

**Global Pro-Audio Management** main exhibit display included the **Outline** Superfly line array, as also **Mu-**

**sicon's** new FALCON-210DA powered by latest 3<sup>rd</sup> generation D-class power module.

## Studio Sound

Though the Studio/Audio Recording & production segment accounted for just 7% of all exhibits this year, companies like **Ansata** and **The Inventory** had an emphatic display of new products for the recording studios on their booth.

Pro audio major **Ansata Computer Systems Pvt. Ltd.** displayed as many as 15-20 new products. The display included intuitive portable wireless music recording devices and plugins for mastering, repair & restoration, etc. from **iZotope**, Instrument Mics & Kits and Gooseneck Mics from **DPA** microphones, **Pro Tools | MTRX** and HD Native & HDX systems, **VENUE** S6L family including 24C and 16C, **d&b audiotechnik** DS100, DS20 and R90 Touchscreen remote control and B8 Subwoofer and speaker cabinets from **Amphion** Loudspeakers. Highlight products at the Ansata booth included the DPA Microphone 6066 headset and 6060/61 core lapel mic and the new d&b SL-Series KSL comprising the KSL8 and KSL12 line array module specially designed for medium to large-scale sound reinforcement.

Authorized distributor of some of the best brands in the world of music technology - **The Inventory** launched a varied lineup of new products, which included **Dynaudio** Core 59 & Core 7 reference monitor system, the **PreSonus** studio series USB-C Interface and the powerful StudioLive 32S 32-channel mixer. Also on display were synths, audio interfaces, pad controllers studio

monitors, mixers etc. from brands like **Arturia, Kali Audio** and **Moog** to name just a few.

**Dev Electronics**, a prominent name in the pro audio industry displayed a wide product line which included digital and analogue consoles from brands like **Soundcraft, YAMAHA, Allen & Heath** and **Midas**; mid-size active line array & subs from **JBL, QSC, RCF**; 8" to 15" Active speakers from brands like **JBL, QSC, RCF, Mackie and Audiocenter**; **Powerx** amplifiers and speakers; **Wharfedale** line arrays; Backline stage gear from **Hartek, Roland** and **Ampeg** and a range of other products like microphones, audio interfaces, di boxes, audio splitters, studio monitors etc. Live performance from celebrities on **Pioneer DJ** consoles was also a highlight at the booth.

**Premier Wholesaler Pvt. Ltd.** representing renowned brands like **RCF, Sennheiser, Digico** and **Star Acoustics** displayed several new products

subwoofers.

Leading sound equipment manufacturer in India - **Pope Professional Acoustics Ltd.**, who had announced price reduction for 19 models of its speaker & sub-woofers, just prior to PALM, showcased a wide range of products for rental, installation and the live market in India. They highlighted their recently developed AC series compact powers line arrays and sub-woofers, designed especially for sound rental companies as also the M series powered 12", 15"-point source coaxial monitors and TH-800 series powered full-range system for small indoor and outdoor events. For the installation and small segment sound reinforcement market, POPE also showcased the MP Series multipurpose powered sub-woofers with two way and three way output. "All of our speakers and sub-woofer cabinets, hardware and drivers are Made in India, following international standards without



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– **Vibhor Khanna** – Country Manager SAARC, **Bose Professional**

on their booth including the BT Star Acoustics ATS-8008 8" three way line array loudspeaker suitable for small to mid-applications and Star Acoustics-Premier AH-2215 BW subwoofer best suitable for outdoor live shows and for venues with low frequency.

**Trimac Products Private Limited**, one of the leading names in the professional audio industry showcased new products from their principals **Denon, Rode, Adam Audio** etc. New products on display included the Denon Prime 4 4-deck standalone DSJ system with advance touchscreen workflow and the **RODE** Wireless GO, reportedly the world's smallest, wireless microphone system. This transmitter is capable in working like a clip-on mic or as beltback for a RODE lavalier. Also on display was the all-new PodMic broadcast-grade dynamic microphone designed for podcast applications, the **RØDECaster Pro**, **IK Multimedia's** AXE I/O professional 2 in/5 out audio interface and controller and **ALTO TS3** family of high-powered

compromising on quality," said **Partha Sarthi**, Managing Director, POPE Professional.

**Sound Solutions**, one of India's leading manufacturers of sound reinforcement products under the brand name **A Plus** launched a range of new products at PALM 2019. The highlight products at the booth included the VAC 1090 and VAM 6060 range of amplifiers and AP 1100 and AP2100 wireless microphones.

**Sun Infonet**, official distributors for **Shure** in India, introduced the Twin-Plex lavalier subminiature headset mic and the MXCW wireless conferencing system at PALM.

PALM also made intensive effort to draw in the right target audience to the halls, as also to maintain discipline and control decibel levels from hitting the roof.

"The biggest highlight about PALM expo 2019 has been the fact that there has been much more discipline when it comes to crowd management. This

(Continued on page 59)



“PALM Expo has always been one of the most trusted and credible platforms for the professional audio/video segment in India. This decade long partnership with PALM has been strong and fruitful, wherein each year we have connected better with our audience.”

– **Saahil Kumar** - Head Marketing, **Sennheiser**



# PALM & AV-ICNx 2019 BREAKING BARRIERS & BUILDING RELATIONS



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BOMBAY EXHIBITION CENTRE,  
GOREGOAN (E), MUMBAI, INDIA



# AV-ICNx Delivers Highly Motivated Inaugural AV Expo & Conference

## Robust and Rapidly Expanding AV Integrated Systems Market Professionals Gives Strong Approval

*India's Leading AV Consultants participated in the AV Conference and Walk of Fame Project Gallery*

**T**he inaugural edition of the **AV-ICNx Expo 2019** was launched concurrently with the **PALM Expo** in Hall No. 3 of the BEC.

"PALM has evolved into its own iconic brand, where AV in its strict sense was not getting the required identity. The key areas of integration, communication, and networking (pretty much used by most PALM visitors) were not being addressed the way it ought to have. We had to evolve a model that provides the intended opportunity. By virtue of that, it required a dedicated space and platform. For example, LED solution providers and their users, and some of the projection solution majors; we could not keep them merged and submerged in PALM," said **Anil Chopra**, in an interview with industry magazine ETA (Entertainment Technology Asia)

The title of the show, which was changed a week before the show speaks about Integration, Communication, Networking [ICNx] expo. The original title of the expo was replaced to AV-ICNx out of a spirit

of cooperation to Integrated Systems Events LLC.

The AV-ICNx opened to a warm and appreciative reception from the AV industry spread across India. Being the first edition of the show, unlike the PALM expo wherein the never-ending queue for registration at hall 2 is a common sight, the first day opened to a relatively slow start at AV-ICNx, but then gradually picked up momentum towards the latter half of the day.

Total footfall across all the halls of PALM expo and Av-ICNx reached a staggering **30,949** of which **23,241** accounted for unique visitors. Day one clocked **8168** visitors, day two registered **8,464** unique visitors, while day three boasted of **6,609** unique visitors.

"India's market in install across solutions in entertainment, hospitality, and retail are witnessing a marked growth, adoption of premier brands, fuelled by an economy growing at 8% annually. PALM felt this surge of integrators at the show, delivering more professionals and decision makers, rather than 'visitors with interest'," said Anil Chopra.

Joining the marquee list of exhibitors at PALM were leading AV

technology brands participating in AV-ICNx 2019. Focus product segments included Video Projection & Display, Digital Signage, Large Display, interactive Display, Unified communications, Education technology, Audio Processing, Digital Cinema, Cabling, Connectors and signal management, Conference and collaboration, IP & Network distribution.

"We have been associated with the PALM expo since the last three years and this is our first year as exhibitors at AV-ICNx. The experience has been tremendous. The space, venue and the infrastructure is quite adequate. The kind of audience targeted was very particular. We got the right audience at our stall, which is one of the things I loved the most. It was well marketed, so the people were well aware about the event. We did not have to do anything and got a good footfall at our stall. This segment gave us a good number of connects," said **Jagdish Tamboli**, National Sales Manager of **Cubix Microsystems India Pvt. Ltd.**

"The dramatic expansion of PALM with AV-ICNx establishing in its very first year, is truly amazing. PALM now has gained the depth





as a solution provider with the inclusion of display and audio video integration technology,” said **Ramesh Chetwani**, Exhibition Director, PALM Expo.

## NEW ON THE SHOW FLOOR

It was predictable that many of the manufacturers and distributors would have used this platform to unveil and display a host of products over the three days.

Leading control automation service provider, **Aurora Multimedia**, India, showcased its line of latest products, the **V LX -TC1** and **IPX-TC3-Pro**, the star products of Aurora. Aurora’s IPBaseT VLX-TC1 1Gbps AV over IP transceiver possesses an SFP slot that dramatically increases flexibility and functionality at no additional cost. The small form-factor pluggable (SFP) option enables greater network simplicity and management. The second highlight of Aurora’s booth, the IPX-TC3-Pro, is the industry’s first 4K2K transceiver with zero compression and latency based on BlueRiver NTTM platform. It provides one of the most advanced IP Streaming solutions on the market utilizing Aurora’s IPBaseTTM technology, which synergizes various IP/AV standards to

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**Jagdish Tamboli**  
National Sales Manager, Cubix  
Microsystems India Pvt. Ltd.

work together as one. **HDBaseT 2.0** products, **IPX-TC3-WP** wall plate transceiver, and the **IPX-TC3** IPBaseT transceiver are some of the other products showcased at their booth.

**BenQ India** showcased their newly launched display and projection solutions. The highlight of the booth was the **E520** Smart Wireless Business Projector, aimed at wireless projection applications in business environments. Some of the display solutions on the booth included the **IL350-35-inch** interactive display signage system, the **TL321**- 32-inch transparent display signage system and the **BH2401** 24” stretch display plug-n-play solution.

“PALM Expo this year has added another domain in the form of AV-ICNx to the entire platform which all these years was linked only to audio and lighting solutions. This year with the inclusion of the video and display solutions, we have also taken an aggressive stance with one of the largest booths in this hall. We look forward to having a larger AV targeted audience in the second edition of the show, compelling brands like ours to participate and not miss out on being on a platform like this,” said **Mahesh** – National Business Manager, **BenQ India**.

**Epson India**, a recurrent exhibitor at PALM, had taken up the largest booth in the AV-ICNx hall to display a varied range of projectors. The highlight of the show was the **EB Series 3LCD laser projectors**, the **EB-700U** - Epson’s ultra-short throw Full HD 3LCD laser projector and the **EB-L510U WUXGA** 3LCD Projector aimed at education and



Aurora Multimedia, showcased its star products, VLX -TC1



Videowall launched new series of Indoor and Outdoor display- VODpro and VIDpro

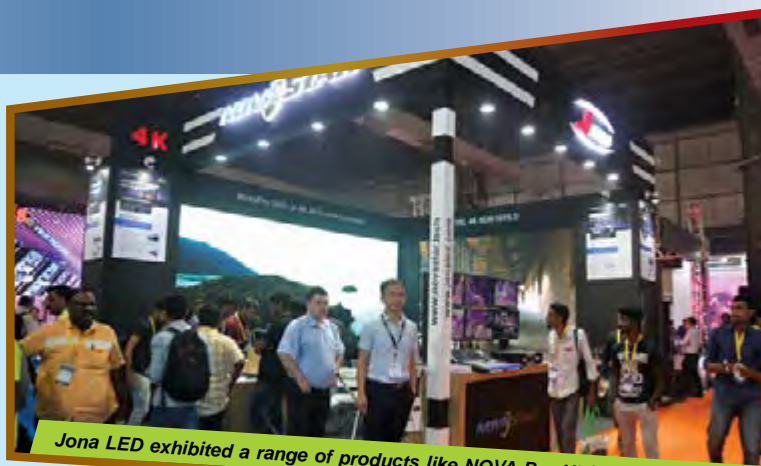


BenQ India highlighted their newly launched Display and Projection Solutions

business environments.

**Translation India**, one of India’s premier providers of end to end solution for language interpretation equipment, launched its line of latest products, **Silent Conference Systems**, **Delegate Discussion Unit** and more at AV-ICNx. Silent Conference system allows you for delivering an event where you can have multiple speakers and at the same time and same venue without affecting the other one. It gives you the facility of running several groups in one main room rather than having one speaker per one room. **Delegate Mic and Discussion Unit (DCN)**, another highlight at the booth of Translation India is one amongst world’s best delegates mics from **BOSCH**. The BOSCH Discussion Unit enables participants to speak, register a request-to-speak and listen to the speaker.

**RevoAV Digital solutions Pvt Ltd.**, a startup registered in March 2019, made its debut at AV-ICNx. Revo solution is creating a new innovative online platform for professional AV freelancers. The Website contains features that enable freelancers and Employers to do, among other things, the following – The Employers can Create profiles, post projects, search for Freelancers, communicate with Freelancers, negotiate with Freelancers, award projects to Freelancers, manage projects, leave feedback for freelancers, and pay Freelancers. The Freelancers can create profiles, advertise capabilities, submit quotes, negotiate with employers, obtain project awards, invoice, obtain feedback from Employers, and receive payment from employers.



in post-production studios or film mixing stages to play- live monitoring in music production or EDM playback.

A global player in stage and studio lighting system, **Canara Lighting**, launched its latest line of digital lighting fixtures the **JAGLE Panel** and **Color Tunable LED** Fresnel lighting fixture. The JAGLE Panel provides solution for all possible lighting applications in TV and film studios. The Colour Tunable LED Fresnel lighting fixture uses advanced LED featuring 4 color mixing to deliver high precision CCT from 2,700K to 10,000K with high CRI.

**Super Systems**, manufacturer, trader, and importer of electronics and audio-visual equipment made in India, exhibited its latest products projector ceiling / wall mounts with lightweight aluminum body and good strength that can be used for both wall and ceiling kit. Super Systems would also be showcasing its other products like projection screens, AV Wall/Face Interface Plates and more.

**Shenzhen Chuangkaiguang Co. Ltd**, is a China based company that provides sound solution, technical support and perfect after-sales services with two years' warranty policy. They launched their **Taurus series** at the expo and also showcased other products like the **P6 Outdoor / P4.8 Indoor** and the **Ril Series**.

Manufacturer, consultant, and audio – video and sound systems integrator **R&S Electronics India Pvt. Ltd.** displayed their star products **Pulz Aerowave QSUB118P Subwoofer**, **Pulz AD4820 4 Channel Power Amplifier** and **Gotham Cables**. The Pulz Aerowave QSUB118P is powered with an 18" low frequency driver, which can handle 1500

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**Mahesh Soni**  
National Business Manager, BenQ India.

**CAV Audio India Pvt. Ltd.**, the Indian arm of Guangdong based professional manufacturer of Hi-end amplifiers, speakers, home theater systems, displayed a slew of products from the **Fi-30 series**. The Fi-30 tweeter uses the Israeli Morel CAT298 loudspeaker, a 1-inch translucent silk film CAT298 tweeter, the diaphragm surface is treated with Acuflex paint, and the voice coil sleeve and winding are made of aluminum. Fi-30 mid-woofer is a mid-bass using a 5-inch Morel Magic Ray CAV144 unit, which uses a composite polymer diaphragm with a voice coil diameter of 3 inches. The large-diameter voice coil shortens the length of the voice coil, so the magnetic system can be more effective and accurate. Fi-30C center speaker is designed for two-channel three-unit units. The speaker unit has the same settings as the main speakers, especially for vocal and frontal sound fields. Fi-30S is a bookshelf speaker designed for two-channel two-units. It is about 32cm high and can be used as a bookshelf.

**Genelec**, developer of high-quality home and AV install products, showcased its star products the **4000 series** and the **S360 SAM Studio Monitor** along with its line of other latest products. The 4000 series by Genelec has a compact and powerful two-way loudspeaker design, ideal for indoor commercial and professional installations. All models contain an integrated amplification unit comprising of an active electronic crossover. The S360 and the 7382 Subwoofer are made to deliver the precision and sound quality you have come to expect from Genelec for any professional application that demands high acoustic power or listening at a distance; from large immersive setups

Watts continuous power. The high mechanical excursion capability of the driver extends the transient power high above its rated power. The next highlight- The Pulz DPT AD4820 4 Channel Power Amplifier is designed and built for applications where sonic transparency and robust high-power output capability are the prime criteria. It is built around an oversized classic toroidal power supply and ultra linear Class AB output stage, AD4820 packs 2000W of continuously deliverable clean audio in a 2U chassis. The Gotham AG range included a unique assortment of professional products, which meets the professional's demand for worry-free transportation of audio-signals.

With almost 20 years of experience in the manufacturing of audio equipment, **DNM Enterprises** exhibited its latest product the indoor/outdoor speaker **DB – 01** and **DB -01T** among its line or other products. The DB – 01 and DB -01T 5"2 way speaker is made using a polypropylene bass/midrange driver. The rear mounted passive bass radiator helps in producing extended bass. The DB – 01 and DB -01T is perfect for patios, gardens and poolside. Its robust design and sleek looks also make it a great choice for public indoor spaces.

A key highlight of **Miditas India Pvt Ltd.**'s booth was the **Sony REA C-100** which has a Sony Advanced built-in AI-based video technology that creates impactful video presentation content which previously would have required significant time, expense & amp; human resource to produce. With Artificial Intelligence-led technology, the REA-C1000 vastly improves the quality of communication by empowering the presenter to deliver content and to engage audiences like never before.





Vision display highlighted its Indoor & Outdoor LED, Holograms & Digital Posters



Atenti displayed its LED walls



Global Communication presented its LED Displays, Holograms & Standees

## THE DISPLAY FACTOR

The overriding segment on the show floor was, however, the LED and Display solutions.

"There has been an increasing pressure on us from the industry ranks to provide the display factor. We had as many as 4,000 visitors registering themselves as systems integrators. They were all along buying speakers, mics and other audio stuff for installing in clubs, pubs, auditoriums etc., and coming to the PALM show in the previous editions, seeking display solutions," says Anil Chopra. "As it is, Hall-1 was already running out of space with more and more exhibitors getting into it; we had to, anyway, move some companies to a separate hall. The only non-audio people we could move out were the LED players; so we moved the LED and other display exhibitors from PALM floor to the AV-ICNx hall. That obviously opened the opportunity for others as well," he adds.

"We have been a part of PALM Expo for three years already. It's been a good experience as the show gives a lot of customers. India is a very big market and that is why we are focusing on attending this exhibition since the last three years. Having moved from hall 1 to hall 3 has been a great advantage for us, considering that there is no sound here. This has been very beneficial for us while discussing and talking to the customers. Also, this year compared to last year, the visitors are more professional," said Mary from YES Tech LED Display, China.

Delhi based **Jona LED** exhibited a vast range of high-quality products that includes **NOVA Pro UHD Jr.** and **MBOX600** amongst others. The all new NOVA Pro UHD Jr. is an all-in-one controller featuring multiple input connectors, supporting up to 8 inputs simultaneously, and output connectors including 16 ethernet ports and 4 optical fiber ports. On the other hand, MBOX600 is industry's first 2-in-1 industrial-level for LED screen and is integrated with an industrial-grade computer and a fully-features sending card, with no requirement to carry an additional PC to operate.

**Lumina Projection** screens showcased **Accupix Pro**, **Leor 17** and **Splendora 14**, their star products. Accupix Pro is a woven, acoustically transparent projection screen material that enables the use of speakers behind the screen. The other product Leor 17 has a multi-faceted screen surface that uses the most premium fabric, which incorporates 5 different layers, each one precisely working on making this the most versatile screen. The third highlight i.e the Splendora 14 is a 1.4 gain, multi-layered screen to the market is the Home Theatre version of one of the cinema products.

**Shenzhen Lightlink Display Technology Co., Ltd.**, a rental LED display cabinets manufacturer for the events industry, launched its latest **Glory Series E** along with its line of other products. The new Glory series has super compatible and smart modular design and with

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Mary

YES Tech LED Display, China

the ultra-light & mutual module, lighter frame and easier installations. Wireless modular design, Universal module and large module size (250\*500), is compatible with several series. Lightlink Display also showcased its other products, the **LR-SM** with intelligent innovation and **LR-Pro series**-clever design and unique technology.

**Videowall India** is the first choice of experts in LED display solutions in India. They will be launching new series of indoor and outdoor display known as **VODpro** and **VIDpro** which includes features like multi-input (HDMI, DVI, SDI) and 360 Degree rotation especially for banks, retail stores, stations, hospitals, theatres, government organizations etc.

**Shenzhen Ruiling Optoelectronic Co., Ltd.** exhibited **RL outdoor RA39 rental LED**. RL outdoor RA39 rental LED screen is with aluminum modules, protection grade IP66. With the aluminum back shell, the modules and screen have great heat dissipation and flame retardant. With the common cathode proposal, it can be up to 75% energy saving, the real environmental screen. Using the magnetic design, can easily realize front and rear maintenance. With the curved lock, the screen can be assembled into inner and external curve.

With a Make in India policy, one of the leading manufacturers of Video Walls and LED Modules in India, **Aura Opto**, displayed **P2.5mm**, **P3mm**, **P4mm**, **P6mm**, their indoor Mobile Standees that offer SMD Technology with the best color and luminance uniformity to show the pictures and videos of high- definition. The P6 LED Video Walls are among best in class light weight and easy to install and dismantle

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LED Video Walls by Aura Opto. The P6 has true pixel size and the fast lock on 3 sides ensures easier and faster installation.

**Hawaii LED**, another leading LED manufacturing company and integrated solution provider in the LED display industry, exhibited its line of rental LED video walls for creative, eye-catching public venue installations the Glados, Magnum, and HQ Series.

**Chourasiya LED Technology** highlighted its line of latest LED products the **P3.91** mm indoor LED Wall and **P4.8** mm Outdoor LED wall. The rear box has LCD display that it shows voltage, temperature, cabinet usage timing for every time used and total hours of usage. The P 4.8mm outdoor LED wall comprises of a modular system that is ideal for building a screen of any shape or size, for festivals, outdoor events, weddings and exhibitions which require a large screen display.

**Pixel LED Pvt. Ltd.** launched its highlight products - The **PXL OP4.8** and **PXL OP06**. The PXL OP4.8 is a perfect outdoor LED screen. Com-

“There has been an increasing pressure on us from the industry ranks to provide the display factor. We had as many as 4,000 visitors registering themselves as systems integrators. They were all along buying speakers, mics and other audio stuff for installing in clubs, pubs, auditoriums etc., and coming to the PALM show in the previous editions, seeking display solutions.”

Anil Chopra  
Director

patible with multiple modules the OP4.8 has 120\*120 high accuracy resolutions. With high strength it is easy to install any creative shapes (stage background design, curves). The OP06 is perfect for both indoor and outdoor installation. Similar to the OP4.8 it is compatible with multiple modules and has high strength and high accuracy. It has a LED Lamp King Light Raptors 2727 similar to OP4.8. It possesses a 96\*96 resolution.

**Beijing Kystar Technology**, a hi-tech enterprise that focuses on video and image processing field, launched the **U1 HD LED** Video Processor and **KC100** Video Switcher. The U1 HD LED Video Processor inputs a HD multi-format signal with a fade in and fade out switch between arbitrary signals. Producing a 1920\*1200 HD Output, the U1 HD LED Video Processor has a 2pcs built-in LED sending cards. The U1 supports PC Software control also enabling setting offline scheduled of tasks. Another highlight of their booth- the KC100 Video Switchers possesses a type T fade-in and fade-out control lever and a free moving layer rocker. It supports ethernet and has a serial port control. Enabling group management for multiple devices the KC 100 can control all series of Kystar devices.

**A-Digital Screen India Pvt. Ltd.**, a leading and pioneering company involved in the Design, Development & Management of LED Digital Solution for the Sports, Entertainment & Media. A- Digital would be exhibiting its latest product the 2.9 / 3.9 mm high intensity display that is adjustable to the application environment bringing images and video to life with clear, exquisite and sophisticated effects. It has a large viewing angel with no color changes or digressions.

**Rockridge International**, a Hyderabad based distributor for **Mar-qLED**, displaying latest products from the brand which included the **P4.81** Screen, **P15.625** mesh screen, **P3.91**. The P4.81 Screen is made of 250 x 250 mm modules with a cabinet size of 500 x 500mm, the cabinet is an Aluminum diecast and full water proof. The application of these screens are outdoor and indoor, can be used as rental or fixed installation. The P15.625 is a mesh screen is the latest in the



Cloudwalker highlighted their Interactive Panels & boards amongst others



Mtek showcased their LED walls



Di iMPEX showcased Magnimage H6 Video Switcher & Di iMPEX LED Video Display

video wall technology. The screen is grid of 15.625/15.625 with 11000 nits. Used mainly for outdoor advertisements. The screens are cost effective and easy to install in wind conditions. The P3.91 is a Unique & innovative product, which is complete transparent and is mainly used as indoor for showroom advertisements.

**KAN Universal Pvt. Ltd** launched its latest products the **P2.5 LED Display** and LED Poster Display for the first time in India. The P2.5 is perfect for Stage Performance, Indoor Advertising, Sports Halls, etc. Aside to this it features light weight, dot-by-dot calibration which present perfect HD image. The LED Poster Display by KAN Universal offers crystal clear image quality with brightness at 1500nits, which is 3 times brighter than LCD display supported by a high color reproduction.

**DI IMPEX** showcased its line of latest products at the expo which included the **MAGNIMAGE H6** Video Switcher / Event Controller and **DiIMPEX LED** Video Display: Curve Cabinet 576mm x576mm.

**Asia LED Events**, one of the largest selling and enting units of led display screens in India, launched for the first time in India - Asia LED's **P3.91** Indoor LED with magnetic front maintenance, 2 lock cabinet, Mbi IC and Kinglight lamp. Also debuted for the first time is the Transparent LED.

Other highlights included the **Project Gallery Walk of Fame**, which was a dedicated demo space on the exhibition floor for AV Consultants and Systems Integrators to showcase their projects.



## SPECIAL FEATURES AT AV-ICNx EXPO

### DEDICATED SPACE FOR SYSTEMS INTEGRATORS AND AV CONSULTANTS AT AV PROJECT GALLERY WALK OF FAME

The show featured a dedicated exhibition space for AV consultants and Systems Integrators. In line with the expo's mantra of "Motivating the market and putting technology in place", the expo conceptualized a special Project Gallery feature, which was branded as the **AV Project Gallery Walk of Fame**. This gallery enabled top AV Consultants and Systems Integrators in the country to have a space of their own to showcase their projects and expertise to a target audience of end users comprising – CTOs, CIOs, procurement and purchase managers across segments which include Corporate, Government, Hospitality, Retail, BFSI etc.

The expo allocated each of the AV Consultants / SIs a booth within the AV Project Gallery Walk of Fame area for displaying and highlighting their best projects. These booths, were allocated free of cost, with an aim to provide equitable opportunity to all to promote technology, solutions and services and deliver a holistic platform providing a 360 degree interface to the Indian AV industry.

Companies who took full advantage of this opportunity included,

It's good to be at places like this (*Walk of Fame Project Gallery*). Normally we go around client offices and sites spending significant amount of time to explain what we could do for them; here, we have the breathing space to sit and explain our competency and expertise to multiples of people and groups. That the event programme had almost all of them involved in technical sessions, it appeared to be more comforting for these exhibitors to be in sync with the show, and their profession. „

**Narendra Naidu**  
MD, Rhino Engineers

**Anuvin Consultants, Qubix Technologies, ADJM Technologies, All-Wave AV, Rhino Engineers, EYTE Technologies, World AV Solutions and COLCOM (Collaboration & Communication Technologies Pvt Ltd)** – the Indian member company of the Singapore-headquartered ESCO Group.

"It's good to be at places like this. Normally we go around client offices and sites spending significant amount of time to explain what we could do for them; here, we have the breathing space to sit and explain our competency and expertise to multiples of people and groups. That the event programme had almost all of them involved in technical sessions, it appeared to be more comforting for these exhibitors to be in sync with the show, and their profession," " said **Narendra Naidu**, Managing Director of Rhino Engineers to ETA Magazine while providing feedback on the show.

#### AV PROJECTION DEMO

AV-ICNx brought visitors to the expo up to speed in adopting latest technologies, as they got an opportunity to experience projection technology at its best at the Projection Demo on the show floor. The 66 mt projection room which featured a screen of 4 mts (w) x 2.2 mts (h) provided by **Lumina Screen** was an experiential attraction



ADJM & Esco's Booth at AV PROJECT GALLERY WALK OF FAME



AV projection demo featuring Epson Projector and Lumina Screens

(Continued on page 54)





PALM Summit - Conference & Seminar 2019 witnessed packed sessions

# TWO PARALLEL PALM KNOWLEDGE PLATFORMS RESONATE WITH AUDIENCE THROUGH TOPICAL, MEANGINGFUL AND ENLIGHTNING TOPICS

*Three Days - 26 Sessions – 60 speakers at  
PALM SUMMIT – Conference & Seminar Programme  
and PALM Soundscape 2019*



Supratik Subramanian at the “eMotion LV1 - Revolution in Live Sound Mixing” session on day one





**Ravisankar Nadiyam - Waves Regional Sales Manager addressing the audience**

Each year the PALM expo brings together the largest gathering of Stage Sound, Lighting, Pro AV, Music Industry and Event Tech professionals on its Conference platforms for dissemination of knowledge, information sharing, and networking while also providing unprecedented opportunities for potential collaboration.

The PALM Conferences constitutes one of the biggest and finest platforms of exchange in professional audio, lighting and music production, gathering industry experts from across the world.

"I have always believed that dissemination of knowledge and sharing of experience is the best way to raise the standards in any industry. Awareness and information about technologies, current and future, from all over the globe is needed by industry professionals and students. The PALM Summit is a right step in that direction," said **Ravisankar Nadiyam**, Regional Sales Manager, **Waves Inc.**

From **May 30 to June 1 2019**, hundreds of industry professional from over 1000 pre-registered delegates (an all-time high) for PALM Summit - Conference & Seminar Programme and around 600 pre-registered delegates for PALM Soundscape Programme attended the two knowledge platforms of the expo.

Each of the conferences, well attended across the three days of the expo, had a specific focus. While the PALM Summit 2019 -Conference & Seminar, which took place in the Mezzanine Level of Hall 1 (the main pro-audio hall) focused on three main streams - **Stage Sound Systems Engineering, Stage Sound Mixing & Light Design and Music Recording & Production**, the focus at the PALM Soundscape panel discussions was the "Big Stage Series".

Delegates were spoilt for choice on which session to attend. Between the two conference platforms, **26 sessions** encompassing technical workshops, seminar presentations and

panel discussions were organised.

The conference programmes aimed to bring together experts from different disciplines across the Event Tech and Pro Audio Video Lighting industry to discuss technologies and trends reinventing the business.

## **PALM SUMMIT 2019 – CONFERENCE & SEMINAR PROGRAMME**

The **Workshop on Loudspeaker**

### **Arrays and Subwoofer Configurations by Rahul Samuel - Technical Support Specialist - Middle East, Africa, India at Meyer Sound Laboratories Inc.,**

on day 1, witnessed a full house. Delegates filled up the seats to learn how a clever arrangement of individual loudspeakers in arrays, can achieve better coverage and greater control over the dispersion of sound, maximizing the available inventory and thereby enabling better deci-



**(L-R): Sachit Subramanian, Fali Damania, Siddharth Chauhan, Samir Kriplani and Vinay Agrawal together discussing Next Gen Big Stage Sound**



sions based on science.

**Baylon Fonseca** - *Supervising Sound Editor / Sound Designer & Anuj Mathur* - *Chief Recording Engineer at YRF Studios* educated people on **Creative Sound Design in the Era of Challenging Surround Sound**.

The discussion on breaking down a feature film mix and the methods of achieving immersive realism, received rapt attention from the audience.

"The PALM summit has grown to become a wonderful platform for learning, sharing and imparting knowledge apart from it already being a platform for cross exchange of ideas. If we as individuals are to keep



**Rahul Samuel** addressing the audience at the workshop on **Loudspeaker Arrays and Subwoofer Configurations**



**Baylon Fonseca and Anuj Mathur** shared techniques and ways to breakdown a feature film during **Creative Sound Design In The Era of Challenging Surround Sound**

up with the rapid growth of technology in the industry, then Summits like these are a necessity and many of us should contribute to it from our cess pool of knowledge and experience," said Baylon Fonseca.

The conference programmes aimed to bring together experts from different disciplines across the Event Tech and Pro Audio Video Lighting industry to discuss technologies and trends reinventing the business.

"The PALM Sound & Light Summit is one of the best platforms for sharing and learning the technical aspects of the Media Industry. The exhibition brings together the latest technological giants under one roof. They have the best Interactive sessions and it was a pleasure being part of it," echoed Anuj Mathur.

Waves Audio, makers of the world's most popular audio plugins for live, studio and broadcast and leading providers of digital signal processing solutions and digital music production tools and PALM Conference Session Partners on day 1, conducted an elaborate session on **WavesLive eMotion LV1 - Revolution in Live Sound Mixing**.

Post initial hiccups in set-up, **Ravisankar Nadiyam** - *Waves Regional Sales Manager, Praveen*

**Muralidhar** - *FOH for Neha Kakkar and Jonita Gandhi* and **Supratik Subramanian** - *FOH for MADBOY/MINK and The Fanculos*, showed the audience how the eMotion LV1 live sound mixing solution is not only sonically superior, but also highly modular and can grow with the engineer's mixing and business requirements.

The panel discussion on **Noise Pollution Control Killing Music** brought to the fore many important considerations and potential solutions to the great debate about Supreme Court setting noise level at 75 db for sound shows. The panel comprising of moderator, **Sushma Gaikwad** - *Co-Founder and Director of Ice Global*, **Milind Raorane** - *Electro-Acoustic Design Consultant and Owner of Soundframe Consulting*, **Pramod Chandorkar** - *Director at Sound Ideaz Academy* and **Honorary Chairman, IRAA Awards** and **Mohomed Morani** - *Managing Director of Cineyug*, touched on important aspects such as - the Noise pollution control law, the manner in which the law is being implemented currently and its adverse effect on the audio rental business and solutions to the problem. This session has been recorded in a white paper transcription which can be found on [http://palmtechnology.in/Noise\\_Pollution\\_Control\\_Killing\\_Music.aspx](http://palmtechnology.in/Noise_Pollution_Control_Killing_Music.aspx)

Mr. Anil Chopra, Director, PALM Expo announced that this particular session would be a permanent fixture



**Mohomed Morani** sharing his views during a panel discussion on **Noise Pollution Control Killing Music**





**Didier Weiss – Founder, Sound Wizard elucidates on Room Tuning and Optimization**

at the PALM Summit each year.

A session on **Room Tuning and Optimization** by **Didier Weiss** – Founder, Sound Wizard held on day 2 was another houseful session where attendees got a chance to learn about aspects like optimisation, tuning, calibration or audio system alignment and aspects to consider after a great room has been designed and a loud-speaker selection has been made.

Another prominent name in acoustic design – **Kapil Thirwani** of

Munro Acoustics, conducted two very interesting sessions at PALM this year. The first one was on **Electro Acoustic Design and Optimization for Entertainment Install venues** (clubs, pubs, lounges) which addressed the challenges faced while designing the electro acoustic systems complemented with examples taken from case studies of spaces. With ATMOS being the buzzword, Thirwani's second session on **Optimizing the Design for ATMOS Studios** on day

three, was a big success, as delegates attended the session to learn more about ATMOS for Studios.

Another big name in the Event Tech industry – **Vijay Sabhlok**, CEO – Event Resources, took to the stage to teach delegates the **Scientific Art Behind Multimedia Sensations**.

Day 3 of the PALM Conference started with an amazing session on **Dynamic Processors Demystified** by sound engineer **Jaykrishnan Nalinkumar**, which touched upon various

classifications of Dynamic Processors and how they function, followed by another great session on **Analysis Paralysis Today: Recording Studio Technology** by industry veteran **Daman Sood**. The aim of this session was to guide the budding artist to select the RIGHT equipment, while also considering individual budgets.

"I feel truly honoured and privileged to be part of this amazing event that is a great learning and discussion platform for beginners and professionals alike. The topics by various speakers were wisely chosen which were highly crucial for today's industry scenario," said Jayakrishnan Nalinkumar.

Reputed international brands like **Dante Audio**, **d&b audiotechnik**, **iZotope**, **Madrix**, and **Wireless Solution** reinforced the Conference sessions by deputing experts speakers like **Gautham Pattani** - **Dante Certified Instructor**, **Audio Academy**, **Michael Rozett** – **Senior Product Manager, Repair & Edit Software**, **iZotope**, **Christian Hertel** of **Madrix**, (ably supported by **Rasesh Parkeh** of **Integrated Entertainment Solutions**), **Vinayak Pulugurtha**, **Software Developer for Wireless Solution Sweden** and **Michael Kinzel** -**Seg-**



**Kapil Thirwani, during his session on Electro Acoustic Design and Optimization for Entertainment Install venues**



**Vijay Sabhlok during his session on Scientific Art Behind Multimedia Sensations**





**Daman Sood shared unique tips on getting the right equipment for budding artistes in Analysis Paralysis Today: Recording Studio Technology session**



**Seminar on Dynamic Processors Demystified by Jaykrishnan Nalinkumar**

#### **ment Manager Live performance venues & Entertainment installation at d&b audiotechnik.**

**Michael Kinzel** had a very important and brilliant feedback to offer. "I liked the summit and believe the selected content was very interesting for the participants. However, I think there's some room for improvement for the future. For instance - you could combine different sessions.

Actually the "Noise Pollution Control Killing Music" with Milind Raorane goes hand in hand with my "How to control noise emissions from a sound system-More Art. Less Noise". You may consider to create top headlines in future and then group selected seminars under these headlines. For instance - top headline "How to deal with noise emissions" and then you put seminars like the one from Milind

or mine under it. So the participants could see how deep the content goes for one particular topic" he said.

**YAMAHA Professional Audio** – the **Platinum & Sound Partners** for the PALM Conference for the third consecutive year, had **Deepayan Ghosh** – **Product Specialist for Yamaha Professional Audio, Yamaha Music India**, elaborate on **Ambisonics and Virtual Reality**. "I was surprised &

glad to learn, a topic like ambisonics & virtual reality is known to people in India. PALM expo is a great platform to introduce new directions to the new generation & being part of YAMAHA, it gives me great pleasure to part this ocean of knowledge to the new generation. Contributing in a small way in this big ocean of information around," said Deepayan Ghosh.



**Gautham Pattani conducted a session on Introduction to Dante Audio Networking**



**Michael Kinzel addressing the delegates during his session on How to Control Noise Emissions from a Sound System - More Art. Less Noise**



## PALM SOUNDSCAPE PROGRAMME

Key speakers covering big stage sound, light, visual, festivals, touring tech, FOH, artiste management, music production, A&R - all the ingredients for show biz, congregated in the panel discussions at PALM Soundscape 2019.

**DJ Reji**, curator of this 5th edition of PALM Soundscape kick-started the programme on the first day by conducting a masterclass on **Classic DJing Tips & Tricks** followed by a workshop on **Numark DJ Controllers** by **The Lab Technicians** comprising of **DJ Hi 2** and **DJ Jayhaan**.

The PALM Soundscape programme on day 1 culminated with panel discussions on **Heeding Caution - Safety at Big Stage events** and **The Bollywood Tadka - From Local to Global**.

The panel for Heeding Caution - Safety at Big Stage events, discussed immediate problems concerning safety at big stage & stadium events and introspected aspects like rigging, pyrotechnics, crowd management & security by a panel comprising of moderator **Sanjeev Pasricha** of **C S Direkt Events & Exhibitions**, and panelists **Khushroo Kekobad** of **Live on Stage Entertainment**, **Mankaran**

**Singh** from **Men At Work Stagecraft Management**, **Ajinkya Kanetkar** - **Operations Manager at OmniTerra Adventure Services** and **Cyrus Gorimar**, **Director of Opium Events**.

The Bollywood Tadka - From Local to Global discussed how Bollywood has been the biggest Indian export to the world and how Bollywood music & shows have been the driving factor behind it. Moderated by **Lil' B**, the panel discussion included, **DJ Akhtar**, **DJ, Actor - Ali Merchant**, **DJ Notorious** - **DJ, Remixer** and **Ankur Bhasin** - **Director, Eventsbistro**.

As part of the "Big Stage Series", day 2 and day 3 delved into sessions

discussing business and technical intricacies for the big stage.

A session on **Next Gen Big Stage Sound** on day 2 threw light on innovation, techniques & global trends in stage sound systems engineering while also discussing inventory management, ROI & logistical aspects. This panel discussion moderated by **Sachit Subramaniam** - **Partner - NJS**, and panelists **Vinay Agarwal** - **Assistant General Manager, BookMyShow**, **Ace FOH engineer** - **Fali Damania**, **Sound Engineer and Director of Room Tone** - **Samir Kriplani** and **Siddharth Chauhan** - **Director of rental outfit Mega Sound**



(L-R): Sanjeev Pasricha, Ajinkya Kanetkar, Cyrus Gorimar, Khushroo Kekobad and Mankaran Singh during a panel discussion on Heeding Caution - Safety at Big Stage events



(L-R): DJ Notorious, Ankur Bhasin, DJ Akhtar, Ali Merchant and DJ Lil' B in a panel session on The Bollywood Tadka - From Local to Global





(L-R): Deepak Pawar, Lalitt Gattani, Himanshu Shah, Deepak Choudary, Brian Tellis and P. V. N. Vidyasagar at PALM EEMA panel discussion on Need for transformation of Event Industry



(L-R): MC Tod Fod, MC Mawali, Mo Joshi, Stony Psyko and MC Altaf during a panel discussion on Gullywood - How Indian Hip Hop took centre stage in 2019

was well-attended and appreciated.

The other panel discussion in the "Big Stage Series" was titled **Next Gen Big Stage Light & AV**. The session shed light on innovations, techniques & global trends in stage lighting. The expert panel also discussed lighting effects & mapping aspects. Expert speakers on this panel, which was moderated by veteran lighting designer – **Viraf Pocha**, included **Antonio Marino** - Global Sales Manager (Entertainment Lamps) - **Osram**, **Percival Crasto** - Co Founder of **Pixelight Productions**, **Vijay Sabhlok** - Co Founder of **The Key Solution** and **VJ Kaycee** - Visual Artist, Founder & Director - **Pixadoo Visuals Pvt. Ltd.**

**Sez On The Beat**, Beat Maker and the music producer behind the success of some of the biggest local hip-hop artists in the country conducted a workshop day 2 on **Hip Hop Music Production**, giving delegates

a rare opportunity to understand his approach, workflow & tools when producing for rappers.

This workshop was followed by a panel discussion on **Independent Music Artists and Streaming Platforms** moderated by **Journalist Amit Gurbaxani** and panelists - **Musician / Producer - Blackstratblues**, **Warren Mendonsa**, **Soumini Paul** - Vice President, **Hungama Artist Aloud**,

**Vijay Basrur** – Founder **OK Listen** and **Tej Brar**, Owner - **Third Culture**.

This panel introspected the existing relationships between Independent Music Artists and Streaming Platforms and how they see it evolving over the next few years.

**Gullywood - How Indian Hip Hop took Centre stage in 2019** was moderated by **Mo Joshi** - Owner - **Azadi Records**, and included panelists

- **MC Mawali** - Artist - **Swadesi**, **MC Tod Fod** - Artist - **Swadesi**, **MC Altaf** - Artist and **Tony Sebastian** - Artist – **Dopeadelicz**.

**EEMA (Event & Entertainment Management Association)** who had a strong presence at the **PALM** expo with a booth on the show floor, took to the **Soundscape** platform to debate and discuss on the **Need for Transformation of the Event Industry**. The panelists included stalwarts on the Entertainment Events business like **Himanshu Shah** - **Soi Live Marketing & Events**, **Brian Tellis** - **Fountainhead Entertainment Pvt.Ltd.**, **P. V. N. Vidyasagar** of **Catpro Events and Entertainment Ltd.**, **Deepak Pawar** of **Midas Next Media Pvt. Ltd.**, **Deepak Choudary** of **Laqshya Events Pvt Ltd (Event Capital)**, **Lalitt Gattani** of **Showcraft Productions** and **Vipul Pandhi** of **Workaholics Event Solutions Pvt. Ltd.**

“The **PALM Sound & Light Summit** is one of the best platforms for sharing and learning the technical aspects of the Media Industry. The exhibition brings together the latest technological giants under one roof. They have the best Interactive sessions and it was a pleasure being part of it.”

– **Anuj Mathur**



# THANK YOU

TO ALL THE SPEAKERS FOR BEING A PART OF THE  
KNOWLEDGE SHARING SESSION AND MAKING  
AV-ICNx SUMMIT 2019 A GRAND SUCCESS



**A R.Chandrashekhar**



**Dipanshu Mitra**



**Kelvin Ashby King**



**Kuldip Kamat**



**Mahesh Soni**



**Mathew George**



**Narendra Naidu**



**Rajeev Arora**



**Ramya Chatterjee**



**Ravi Kiran**



**Sachin Prabhudesai**



**Vilas Naik**

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# STELLAR LINE OF EXPERT SPEAKERS AT **AV-ICNx** SUMMIT Conference & Seminar

**30<sup>TH</sup> MAY - 1<sup>ST</sup> JUNE, 2019**

**T**he three-day AV-ICNx Conference & Seminar Program 2019 encompassed highly informative and educational lectures, seminar sessions, company sponsored product presentations on subjects of relevance ranging from stage sound & light, AV install & integration & install to music production industry.

Inspiring, Informing and Educating were the stellar line up of ace speakers who have excelled in their respective fields. The first day of the conference program witnessed a session on 'Factors of Night Tourism Development by Exploring the AV Technologies' by Narendra Naidu. In this session, the conference delegates learnt about ways to improve Night Tourism development by exploring the AV Technologies. This was followed by a session by Mahesh Soni on '**Trends In Display Technology**' where the attendees learnt about 'latest high-end display technology and

the future of display technology.'

The attendees also had a chance to learn more about the emerging trends & technology innovation of display industry relevant for Government, Retail, Education, IT/ITES and BFSI vertical. This session on 'Latest Innovations & Technology Trends In Display Technology' was headed by Ramya Chatterjee.

Next was an enlightening session by Ravi Kiran who spoke about 'Design Concepts For Acoustically Challenging Spaces' wherein the delegates learnt more about design parameters to be considered for acoustically challenging spaces looking for good sound reinforcement.

"AV-ICNx has become a platform for Consultants and System Integrators to showcase their expertise and exchange knowledge through amazing technical sessions, well arranged and coordinated by AV-ICNx staff. Very soon it can grow as big as AVIXA and well recognised internationally" said Ravi

Kiran.

Day 1 ended on a good note with a knowledgeable session on 'AV Innovations In Workspaces' By Rajeev Arora and last but not the least, a session on 'ICT In Education' by Vilaas Naik. The session revolved around the current trends and effective use of technologies in education.

"Having attended Expos & seminars across the world, always aspired that some individual or group from our country may start similar for AV industry & the wish has been fulfilled by AV Expo. It was an amazing experience for one & all at AV Integrated Systems Expo. Neat clean systematic spacious stalls really impressed one & all. Best Wishes to the organizers for many such events to happen." said Rajeev Arora.

Vilaas Naik commented 'I take this opportunity to thank Anil Chopra & Ramesh Chetwani for making me a part of the grand successful show! Congratulations to the Team



**AR Chandrasekhar,**  
ANUVIN ICT &  
AV Consultants



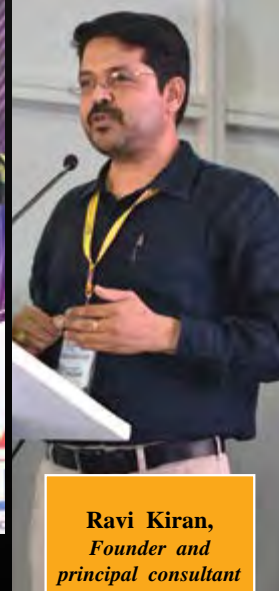
**Narendra Naidu,**  
Principal Consultant,  
Rhino Engineers  
Pvt. Ltd.



**Mahesh Soni,**  
National Business  
Manager, BenQ  
India



**Ramya Chatterjee,**  
Sales (Visualization  
& Entertainment),  
Barco Electronic  
Systems Pvt. Ltd.



**Ravi Kiran,**  
Founder and  
principal consultant  
of AVIDLA



**Rajeev Arora,**  
Principal  
Consultant, Qubix  
Technologies



“Having attended Expos & seminars across the world, always aspired that some individual or group from our country may start similar for AV industry & the wish has been fulfilled by AV Expo.”

**-Rajeev Arora**

for organizing such a fantastic World Class Expo!

“India has been the growing market for global companies from over a decade and it was necessary that we produced this platform. Not only for the foreign companies but specially for the Indian manufacturers and traders it is the best opportunity to market and grow beyond their own territories, through AV-ICNx now we have the opportunity to showcase the products & solutions. One could feel the magnitude of the Expo even before entering the Expo with amazing huge LED displays for information and signages. Through the AV-ICNx Summit we witnessed the industry expert’s talk and the knowledge in their respective domain, this summit certainly delivered for its objective to educate-engage & empower the enthusiast. It is just the beginning and I am sure we will

“The show was a great success and we were impressed with the range of exhibitors and we know the show will continue to grow and develop in the years ahead.”

**-Kelvin Ashby King**

witness a phenomenal success & popularity for AV-ICNx in the coming years. It is a must visit and must participate Expo for Audio Visuals & related companies. I am proud to be associated with AV-ICNx”

He also suggested that ‘Mumbai is the commercial hub of India, however I would request to conduct the events / associated programs also on the regional level to benefit the industry and its resources.’

Inspiring one and all present on the second day of the program were the esteemed speakers talking about all things related to ‘AV Install & Integration’. The first session on 31st may was on ‘Convergence of AV and It’ by Kelvin Ashby King, Principal Consultant and managing director of T2 Consulting Group.

“Congratulations to the AV-ICNx Expo and Summit team. The show was a great success and we were impressed with the range of exhibitors and we know the show will continue to grow and develop in the years ahead.” Congratulated Kelvin Ashby King.

Following this was a session on ‘Introduction To Dante Audio Networking In The Install Space’ by Dipanshu Mitra - Product Manager - Pro Audio.

Further the attendees also got a chance to hear from Kuldip Kamat – All Wave AV Systems Pvt. Ltd – Managing Director in a conference session on ‘Connect, Command, And Control’.

After a short break, Sachin Prabhudesai – General Manager – Sales – Actis Technologies, took over the stage and shared his insight on imperatives of large scale integration like airports, stadiums, etc. and also discussed the frontier end of integration in regard to design and networking.



“An excellent event showcasing the strength of the AV Industry in India.”

**-Sachin Prabhudesai**

“An excellent event showcasing the strength of the AV Industry in India. Very well organised to make it inclusive by getting Industry Experts and AV users together on an open forum. Look forward to more of these events in the times to come.” cheered Sachin Prabhudesai.

Ending the day on a high note was Mathew George – Principal Consultant – MMG Acoustical Consultants, who discussed about the ‘Impact Of The Building Design On Audio Systems Selection’ with the audience.

On Day 3, Chandrasekhar discussed about ‘Recognition Of Excellence In AV - Design, Installation, Programming’ where in the delegates got to know about the best practice by leading design consultants in an interactive Q&A.

The three-day Conference & Seminar Programme was held in Hall 3, offering an ideal networking environment and provide for an interactive exchange of ideas and knowledge.



**Vilas Naik,**  
ICT Consultant,  
VioAV



**Kelvin Ashby King,**  
Principal Consultant,  
T2 Consulting



**Dipanshu Mitra,**  
Product Manager,  
Pro Audio



**Kuldip Kamat,**  
Managing  
Director, All  
Wave AV Systems  
Pvt. Ltd



**Sachin  
Prabhudesai,**  
General Manager,  
Sales, Actis  
Technologies



**Mathew George,**  
Principal  
Consultant,  
MMG Acoustical  
Consultants





# PALM Demo Qubes resound with new product demos and live performances

The PALM Demo Qubes, conceptualized to provide exhibitors a venue to demo their systems to audiences with limited restrictions on sound limit was once again a huge success.

This year the expo saw five demo qubes, instead of the customary four demo qubes lining the entry to Hall No. 4 in the VIP parking area grounds.

The five brands demoing their new systems in each of the 100 sqm enclosures, included **Beta 3, Bose Professional, dB Technologies, Pope Professionals** and **RCF**. The Qubes facilitated meetings, wherein exhibitors could invite key customers to inspect the new systems.

The Super Structure erected with M.S Pipes had a roof covered with G.I.

Sheets / Tarpolin with cloth sealing underneath and a wooden platform with carpet. This year the Qube structures were acoustically treated with Fibrecrete wood wool Boards supplied by Thermofriz products to ensure that the requirements of the sound demos were met in a controlled environment with minimum noise filtration.

The large investment, by both, organisers and exhibitors was justified with the launch of new top line product range, from all the exhibitors, reinforced by performances by some of the brands.

While **Bose** showcased the **DeltaMatch Series** in their Qube, **Pope** showcased their new **AC Series** Powered Line Arrays - AC-210, AC-112, AC-12, AC-212, AC-2122 With ACTIVE SUBWOOFERS- AC-21B, AC-218B.

For the very first time **RCF TTL-33A** line array module was installed for visitors' demo experience along with other RCF series in the RCF qube. "The RCF Qube showcased the TTL33A as the main flown PA. The visitors were overwhelmed with the system, hearing its crisp and clear sound. We also ground stacked other line array system namely HDL20A and HDL30A which were fascinating. Other point source speakers were there for the install and monitor segments. RCF Qube has always been a place for people to experience the best of sound in the business at a good price segment. Gathering around 1000s of people attending per day, the whole outcome of the product experience was wonderful," shares **Kallol Nath**, Senior Application Engineer, **Hi-Tech Audio Systems**.



Hiten Panwar performs on Bose ShowMatch Series





Tanmay & Toons performs at the Beta 3 Demo Qube during PALM expo



Visitors flock the Pope Professionals' Demo Qube hall to experience live demonstrations



dBTechnologies displayed a range of sound solutions at their Demo Qube

“ I have been attending Palm Expo for almost three years now. As usual, the RCF Demo Qube is flocked by hundreds of visitors each day, who are excited to experience the world-class TTL 33-A line array module. Team Hi-Tech Audio Systems has done perfect tuning of each RCF products that caters the need of any prospective customer. Personally, I loved the intro video of TTL 33-A which was played at the qube and everyone enjoyed the punch and clarity of the line array.”

– **Federico Lugli** - Sales Manager Asia, RCF

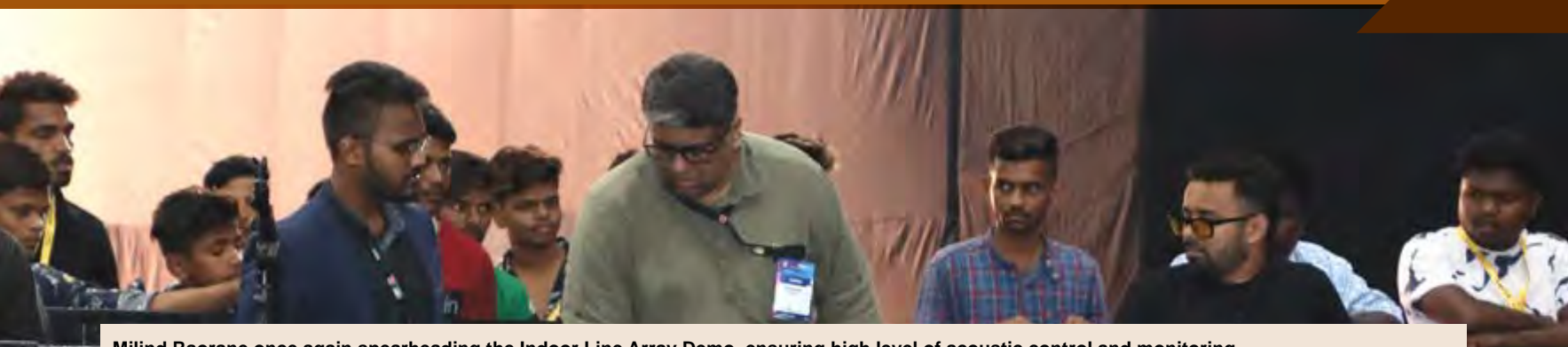
**Federico Lugli**, Sales Manager Asia from RCF shares his experience, “I have been attending Palm Expo for almost three years now. As usual, the RCF Demo Qube is flocked by hundreds of visitors each day, who are excited to experience the world-class TTL 33-A line array module. Team Hi-Tech Audio Systems has done perfect tuning of each RCF products that caters the need of any prospective customer. Personally, I loved the intro video of TTL 33-A which was played at the qube and everyone enjoyed the punch and clarity of the line array.” Federico also shares RCF’s vision and future plan for Indian market, “We will be focusing on promoting the market with TTL series. We intend to expand our share in the portable M/I business with Art and Evox series in projects. I am very sure we can achieve our goals with the support of Hi-Tech Audio Systems.”

While dB Technologies had an amalgamation of product demos of the **VIO & INGENIA** series and live performances by **Sivamani**, Fusion band **Shredxx** and Bollywood singer **Samrat Sarkar**, Beta 3 had a three-day live Musical performance by **Tanmay & The Toons** scheduled almost every hour of the three days of exhibition, in their respective booths to demo their systems.





# Brilliant demos by Harmonic Design, Dare Audio, Zsound and Magnetic Stimulator raises tempo at the Indoor Line Array Demo



**Milind Raorane once again spearheading the Indoor Line Array Demo, ensuring high level of acoustic control and monitoring**

In its second consecutive year, the PALM Compact Indoor Line Array Demo featured four compact indoor line arrays, with acclaimed Electro Acoustic Consultant - **Milind Raorane** once again spearheading this feature ensuring high level of acoustic control and monitoring.

First time exhibitors at PALM, **Iris Buildtech** – a young company

started in 2010, actively involved in distribution of Musical Instruments and Professional Sound systems, displayed two brands by their partners Harmonic Design Germany and Dare Audio from China.

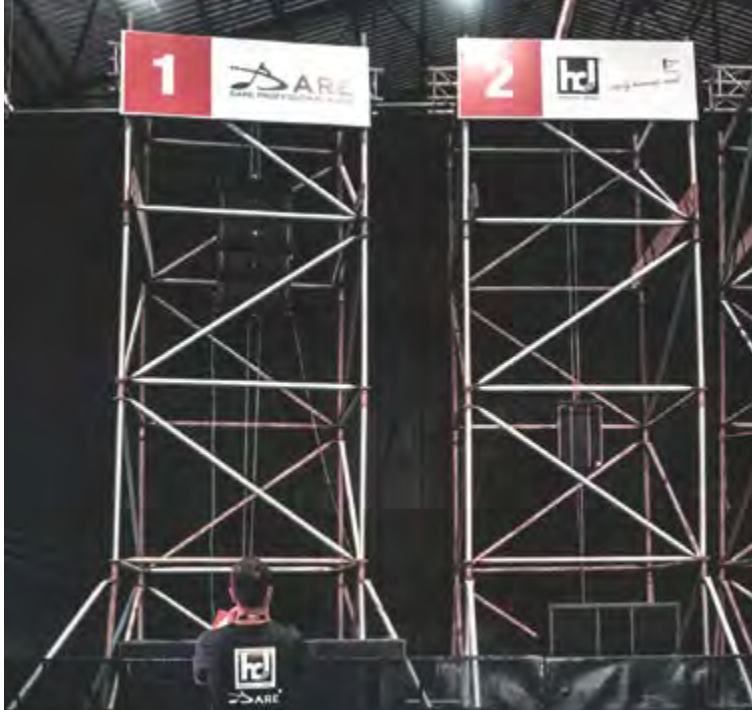
From Harmonic Design, Iris Buildtech demoed the **HLS Tour SYS** at the Line Array demo. "The HLS Tour SYS is basically a Complete Line Array

System with just Two Hybrid Line Source Dual 12" ( HLS24P ) Tops and Four Dual 18" ( Infra 218 ) Subwoofers along with a Powersoft X8 Amplifier. The entire system is capable of powering an audience of 1500. Whilst all other line arrays had multiple tops and subwoofers on display, we only had a single top and two subwoofers. The initial reaction of the

audience was quite entertaining, as they doubted the setup. However, once the audience got to listen to the system they were taken aback by its capability. Needless to say, most people were very impressed by the performance of the System," said **Aditya Talwar**, Founder Partner, Iris Buildtech.

"The HLS Tour Sys 2 is meant for





**First time exhibitors at PALM, Iris Buildtech displayed two brands by their partners Harmonic Design Germany and Dare Audio from China**

“The music content quality used by all four brands was curated and clean. The companies also took another step ahead by changing the content every day. Last year the gaps were quite evident but this year the level of refinement in calibrating the system/s was professional. The fact that like me, many had to strive deciding the best sound, says it all.”

– **Milind Raorane** - Electro Acoustic Consultant

the new age Rental Companies as its extremely compact and reduces the need for space and labour without compromising on quality along with keeping the sound uniform and undistorted at high SPL levels. We received many inquiries once the visitors heard the system at the Line Array. They made sure to visit our stall to get information about the products,” he adds.

From Dare Audio, the **Series 8** Line of products (L8-24/S8-24) was on demo. This extremely high SPL, Compact Line Array is the latest introduction to the Line of Dare Audio Systems.

The other two compact line arrays were from **Zsound** and **Magnetic Stimulator**, China.

While Zsound showcased a combination of three different models i.e. Zsound LC10 line array, LC10SP 15” Self-powered subwoofer and LC18P 18” subwoofer, Magnetic Stimulator had a two-way line array designed for indoor applications.

The hall area was masked with huge black curtains and the truss was designed to accommodate four brands. The challenge was also to deliver every participant a fairly, neutral space to translate to the audience an optimum audition of their

compact line array! “The infrastructure effort was commendable,” says Raorane.

The schedule for the indoor line array demo was unerring, with exceptional planning by the organizers. The demos ran continuously throughout the day from 11:00 AM to 7:00 PM on all three days and the schedule was planned in a manner that gave each of the four brands an opportunity to showcase their line arrays 24 times each day, across an equally divided time slot. Each brand was given four minutes to demo their array, in a sequence, with a breather of one minute after each demo.

The Line Array feature housed right at the end of the venue in Hall 7 witnessed an initial slow start, but later saw a constant inflow of visitors assembling for the demo. “Footfall was tepid, as compared to last year, even though the main show attendance was equal or more than 2018,” rues Raorane.

However, he is all praise for all the four participants at the demo. “All four took intense effort to make their demo sound good, considering the tight timeline they had. The music content quality used by all four brands was curated and clean. The companies also took another step ahead by changing the content every day. Last year the gaps were quite evident but this year the level of refinement in calibrating the system/s was professional. The fact that like me, many had to strive deciding the best sound, says it all,” he says. “The performance put up by all four brands raises my belief that in future editions, we can look forward to seeing more participants and growing numbers in footfall!” he adds.

Similar to last year, Real Time SPL monitoring readings was displayed on a Large LED display wall, which both visitors and exhibitors could view and analyze.

## Tomorrow’s lighting designers programme their own live show at the **PALM Lighting Design Showcase 2019**

In 2017, PALM expo launched a first of its kind lighting showcase in India providing a platform for creative excellence in the field of live event and entertainment lighting design. The showcase was created to provide a platform to lighting designers from across India to showcase their talent.

For third consecutive year, **Ulhas Sahasrabudhe** and his team at **SSL Media** Curated the PALM Lighting Design showcase. The design element for the 2019 showcase was programmed around a “**Pixel Spider**” wherein every single fixture on the rig was treated as an individual pixel. Kinetic Balls especially imported for the lighting showcased drew visitor’s attention to the Lighting Showcase.

The unique showcase of lighting

choreography and innovative and original visual imagery and stage lighting design creativity was accomplished by exploiting the Grand MA 2 lighting console and the Madrix Software.

“The PALM Light Design Showcase was very good this year. SSL had created a concept called Pixel Spider wherein we made a Spider design element out of pixels, which we were controlling through software. Since the showcase was an Open House, we were letting young lighting designers programme the lights. We had a great turn out and visitors loved the design element at the Lighting Design showcase,” Ulhas said.

“The response was fantastic, especially from tier two and three cities. The Open House concept helped a

lot. Many young designers who were not comfortable participating in a competition, made best use of this fantastic opportunity provided to them in the PALM Lighting Design

Showcase. Although three days is too short for someone to learn something, there were able to try their hands on the console and learn the bare basics,” he concludes.







Sonotone Audio and principals Adamson display a range of products



Yamaha Music Pvt. Ltd. Making Waves in their independent space in Hall 2B and 2C



HARMAN Professional exhibited a wide range of new sound and light solutions at their booth



## IMAGE GALLERY



Celebrated Singer Sonu Nigam at the Ansata booth exploring latest products displayed by the company



Narain Audio showcased Audiocentre, Lavoce, JBL, Raytech besides NX Audio, Proton and Satan



Visitors through the A-Plus booth at the expo





One of the leading names in the professional audio industry – Trimac exhibits new products from their principals



Modern Stage Pvt. Ltd light up the space with a range of products



Honeywell Prosound displayed the new prosound range at their booth



Kiran sales and Circle Pro Audio launch Circle Pave at the expo



Ahuja Radios brought a whole new range of PA products



GM Audio attracted several visitors to explore the latest products at their booth



Audio-technica displayed its new 300 series at their booth



Calibre Sound Systems Pvt. Ltd. displayed numerous audio solutions



Sun Infonet official distributor of Shure in India launched the Twin-Plex Lavalier subminiature headset mic at PALM



Another major industry player Hi-Tech Audio Systems exhibited turnkey solutions from Digico, RCF, Klang, MA Lighting etc.



QSC LLC, Globally recognized manufacturer of professional audio showcased CP series and KS112 amongst other products



Display of a vast range of audio solution was showcased by Bose Professional at PALM



Aerons (India) Exim Pvt. Ltd. showcased its range of line arrays



Latest technology display for the pro audio industry at the Rivera Digitech / Galaxy Digital Booth





A varied line up of Studio products at The Inventory booth



Dev Electronics displayed a wide product line from Soundcraft, Yamaha, Allen & Heath, Midas etc.



Beta Three displayed its range of speakers and line array in its booth in Hall 1



New Exhibitors Leksa Lighting showcase a range of lighting products on their booth.



Sennheiser chose PALM platform to introduce an exhaustive line-up of new products.



IES displayed products from its principal brands at its huge booth



MX-MDR Technology showcased MX line array series with many more products, including those from their principals



Vardhaman associated with PALM from last 15-16 years exhibited a whole array of products from OHM and British acoustics range.



Premier Wholesaler Pvt. Ltd. displayed several new products from renowned brands like RCF, Sennheiser, Digico and BT Star Acoustics



Videowall brought a newseries of outdoor and indoor LED display solutions at the show



Pioneer DJ displays latest DJ technology at PALM expo



The Global Pro Audio Management booth at PALM expo 2019



A mesmerizing display of lights was witnessed at LBT Electronics booth



Chinese pavilion showcased numerous latest technologies across three days

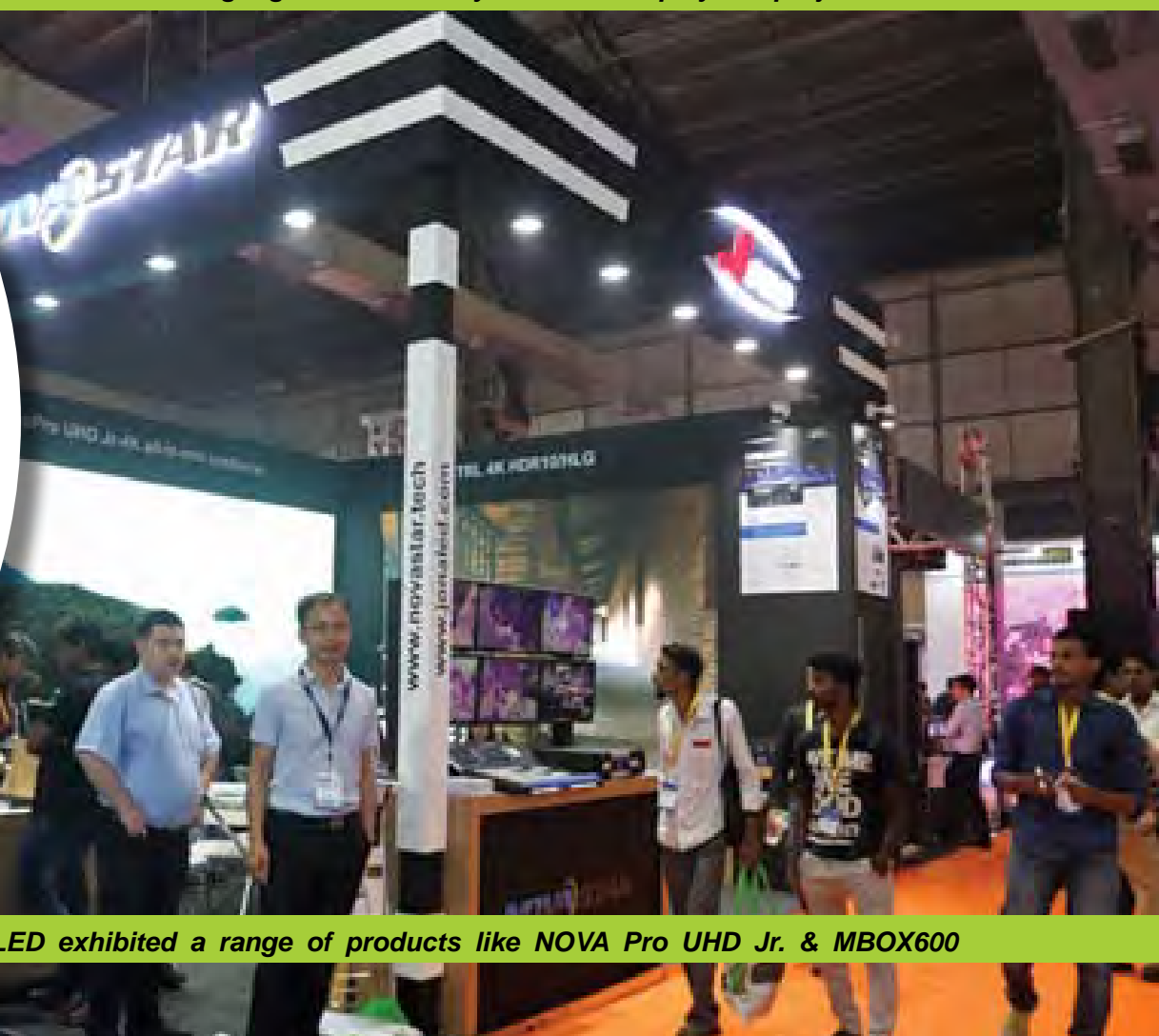




Aurora Multimedia, showcased its star products, VLX -TC1 & IPX-TC3-Pro



BenQ India highlighted their newly launched display and projection solutions



Jona LED exhibited a range of products like NOVA Pro UHD Jr. & MBOX600



Videowall India launched new series of indoor and outdoor display- VODpro and VIDpro



R&S Electronics displayed Pulz Aerowave QSUB118P Subwoofer & Pulz AD4820 4





*Epson had taken up the largest booth to display a varied range of projectors*



*Mtek showcased their LED walls*



*Di iMPEX showcased Magnimage H6 Video Switcher & Di iMPEX LED Video Display*



*Vision display highlighted its Indoor & Outdoor LED, holograms & Digital Posters*



*CloudWalker highlighted their Interactive Panels & Boards*



*ADSI presented its digital screens & LED video walls*



*Atenti displayed its LED walls*



*Global Communication presented its LED Displays, Holograms & Standees*



*Cubix highlighted its install audio solutions*





**Bako Vision presented their LED Walls**



**Newtech displayed its outdoor LED walls**



**KAN Universal highlighted their LED Solutions**



**KYSTAR displayed its LED walls and video walls**



**VCORE showcased its LED & video wall solutions**

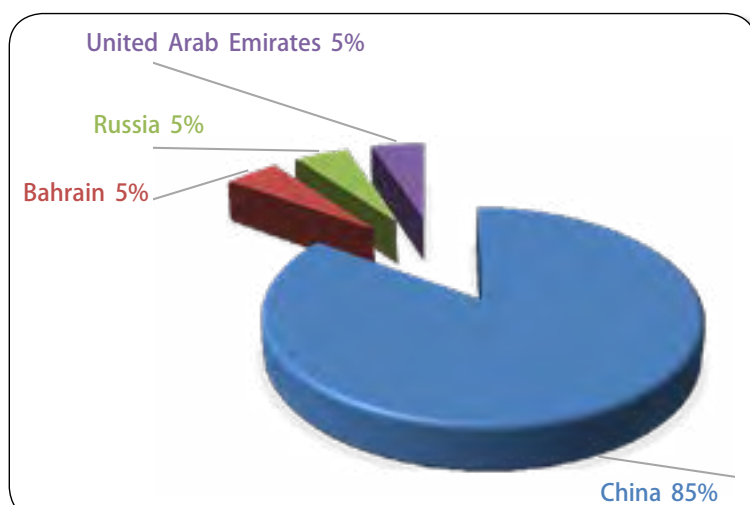


# Analysis of 23,241 participants of 19<sup>th</sup> PALM expo and 1<sup>st</sup> AV-ICNx Expo

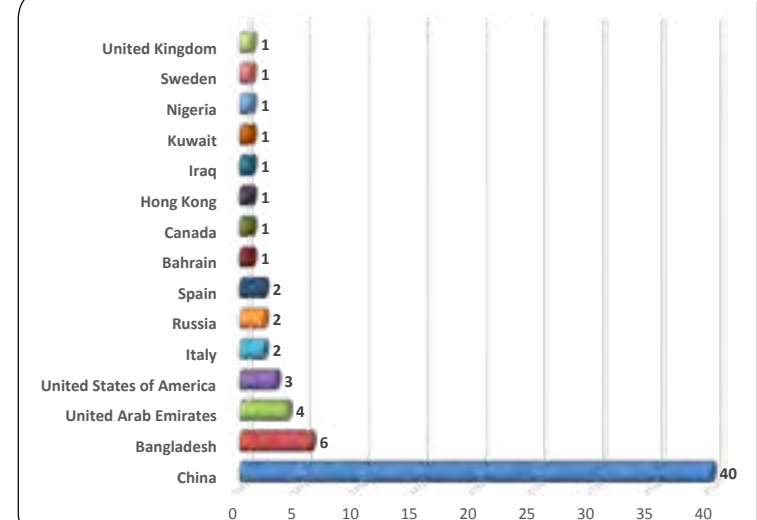
## International Presence at PALM & AV-ICNx 2019

PALM AV-ICNx expo adopted a one-badge policy, wherein all visitors registering at the PALM expo registration hall or AV-ICNx expo registration hall were allowed access to all exhibit halls, demo and highlight features, conferences & summit across the entire venue

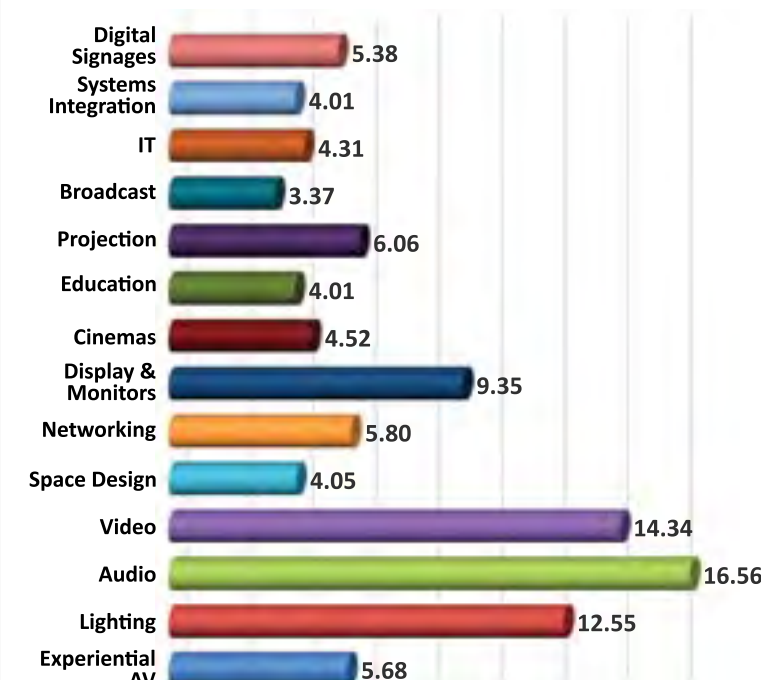
### AV-ICNx



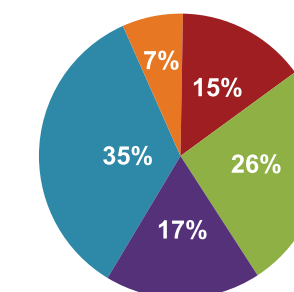
### PALM



## Products / Technologies of Visitor's Interest at AV-ICNx



## Exhibitors Product Profile at PALM AV-ICNx Hall 1, 2, 3



Number of Exhibitors for Each Segment across 11 halls of PALM-AVICNx

Product Segment	Number of Exhibitors
AV	60
INSTALL SOUND	102
LIGHTING	70
STAGE SOUND	138
STUDIO AND AUDIO PRODUCTION	27

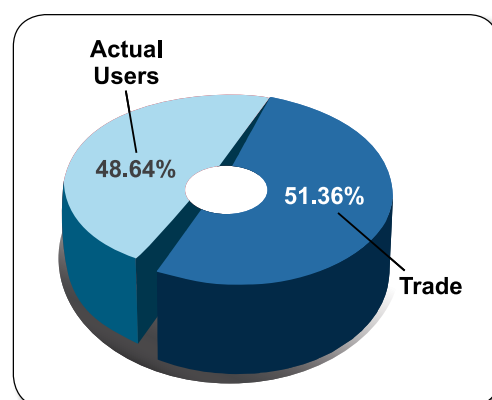
Stage Sound accounted for 35% of all exhibits, while Lighting accounted for 17%, Install Sound for 26%, Audiovisual for 15% and Studio/Audio Recording & Production for 7% of all exhibits

## Visitor Analysis – Buyers & Sellers

### AV-ICNx

**Actual Users** comprised professionals from AV Rental companies; Broadcasting & Information; Business / Corporate AV; Communications / Telecommunications; Defense; Education; Entertainment & Leisure; Finance & Banking; Government; Healthcare; Hospitality; Media / Advertising; Meetings / Events / Conventions; Venue Management; Real Estate Development / Architecture / M&E Consultancy / Facility Management; Retail

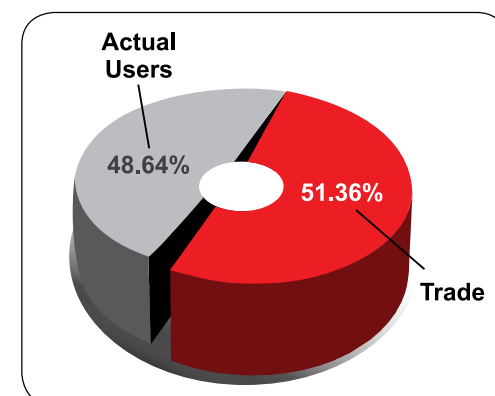
**Trade** Comprised of Manufacturer of AV equipment, systems and solutions; Manufacturers' Representative (Distributor / Dealer); Systems Integrators and AV Consultants



### PALM

**Actual Users** comprised professionals from segments which included Educational Institutes; Government Organisations; House Of Worship; Hospitality (Clubs / Pubs / Discos / Lounge Bars / Restaurants); Multiplexes / Cinema Theatre / Home Theatre / Auditoriums; Other Venues (Malls, Commercial, Retail, Theme Park); Rental Companies; Studios (Recording / Post Production)

**Trade** Comprised of Manufacturer Distributors & Dealers; Event Management Company/Ad Agency/Entertainment Company; Stage Production Companies; Systems Integration

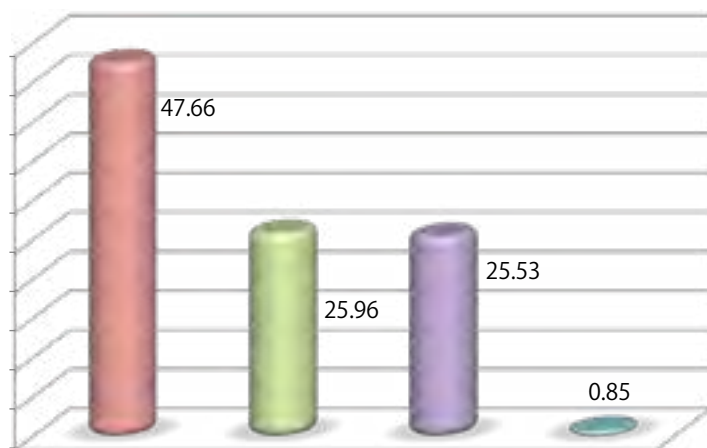


## AV Industry Segment



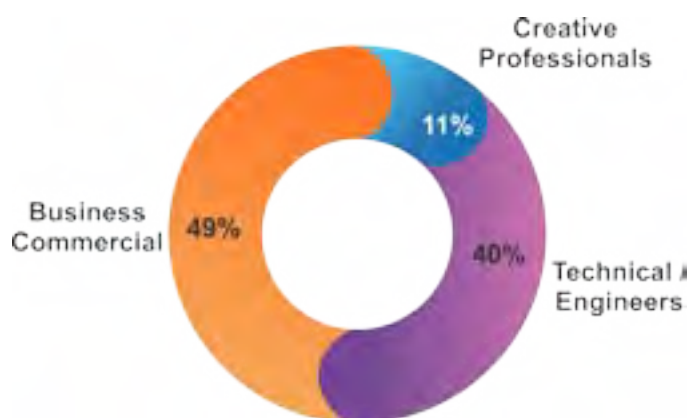


## Information Technology Visitors at AV-ICNx



- IT Systems Design & Installation
- AV -IT Manufacturers' Representative (Distributor / Dealer)
- IT Manufacturer
- Others

## PALM Professional Analysis

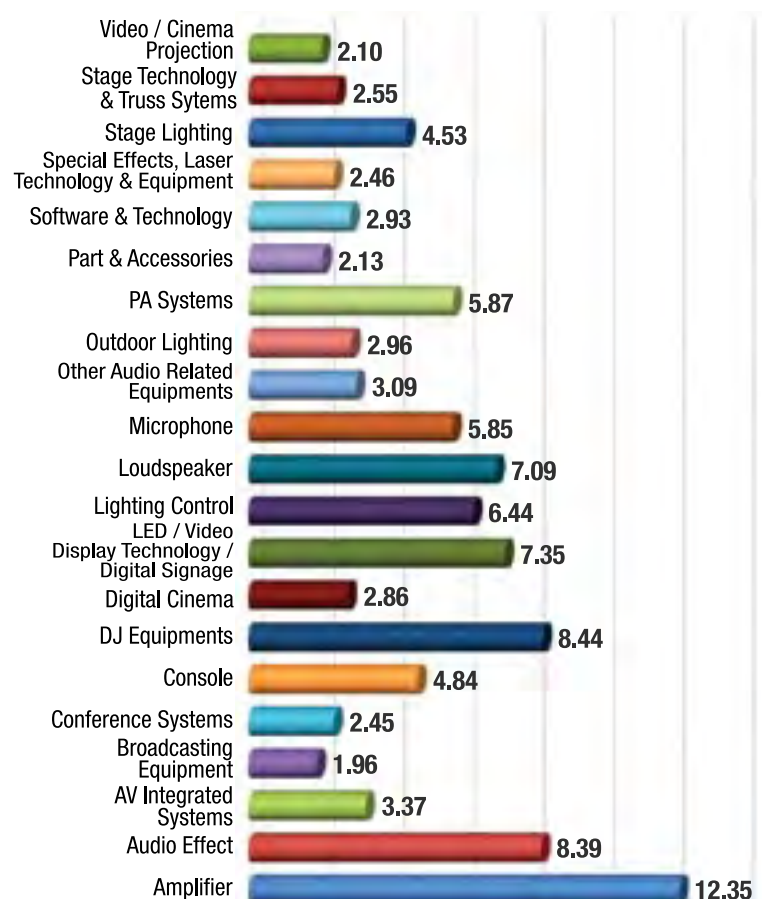


**Technical / Engineers** comprised of Professional Lighting Engineers, Sound Engineers, System Integrators, AV Consultants and Technicians

**Creative Professionals** included Musicians / Artists, Set / Scenic Designers, Visual Artists / Visual Jockeys and Disc Jockeys

**Business / Commercial** comprised of Production Manager, Project / Design Consultant, Purchase Manager, Senior Management, System Integrator / AV Consultant and Technician

## Products / Technologies of Visitor's Interest at PALM





# 25 ATTENDEES AT AV-ICNx EDUCATION & TRAINING PROGRAMME 2019 CERTIFIED AS AUTHORISED IPBaseT TECHNOLOGY SPECIALIST

Aurora Multimedia India went an extra mile to educate the market by conducting an exclusive training and certification for its IPBaseT range of products at the **AV-ICNx Training & Education Platform**. Pre-registered AV professionals attended the training and around 25 attendees were awarded the title of authorised IPBaseT Technology Specialist after the training had concluded.

## Aurora Training and Certification program is divided into two parts:

- **IPBaseT Technology Specialist Certification** – A basic level training program on IPBaseT technology
- **Certified Aurora Technology Specialist** – An elementary level training program on Aurora Programming

Both one-time certification programs have lifetime validity. During the AV-ICNx expo, Aurora conducted the basic level IPBaseT training program.

## Training Overview:

The training was conducted by **Nataraju Upputuri**, Director of Aurora Multimedia India and **Amith C. Pillai**, Technical Manager of Aurora Multimedia India.

The day-long course on day 2 of AV-ICNx started with an interactive session covering the basics of IP networking, followed by hands-on training exploring an AV-over-IP system. This included the installation, configuration and management aspects of the system including encoders and decoders as well as the management platform, which drives con-



figuration and content management.

The advantages and benefits for integrators and end-users who took part in IPBaseT training and certification program:

Aurora's IPBaseT combines a variety of 4K IP technologies and features under one unified protocol using a simplified topology. This evolution of the AV industry is changing the topology of AV across the world. The good news is that the professional AV community, which includes integrators, partners and end-users, can see the immediate benefits of Aurora's technology.

Aurora's products deliver compressed (VLX series) visually lossless video with low latency as well as uncompressed video (IPX series)

with zero latency. For end-users the main benefit is ease installation with a network switch and the fact that LAN can be used for video transmission instead of having a parallel infrastructure for AV with proprietary cabling.

This means getting rid of high-end and expensive AV matrix switchers and replacing them with IPBaseT transceivers and using multicast LAN network switches instead. At the training, the AV community got an opportunity to learn how to deliver these services and advantages to their clients.

The aim of the IPBaseT training sessions

*(Continued on page 47)*

*Nataraju Upputuri, Director of Aurora Multimedia India, at the AV-ICNx Education and Training Programme*





# THANK YOU

## TO ALL THE SPEAKERS FOR SPREADING THE POWER OF KNOWLEDGE AND MAKING

### PALM SOUND & LIGHT SUMMIT AND PALM SOUNDSCAPE A HUGE SUCCESS



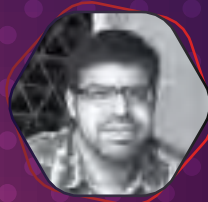
AJINKYA KANETKAR



ANKUR BHASIN



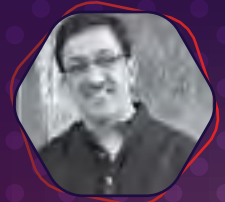
ALI MERCHANT



AMIT GURBAXANI



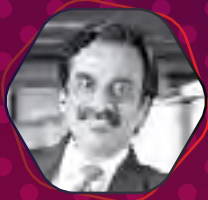
ANTONIO MARINO



ANUJ MATHUR



BAYLON FONSECA



BRIAN TELLIS



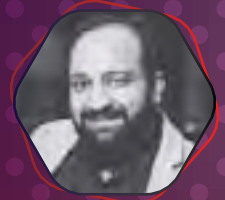
CHRISTIAN HERTEL



CYRUS GORIMAR



DAMAN SOOD



DEEPAK CHOUDARY



DEEPAK PAWAR



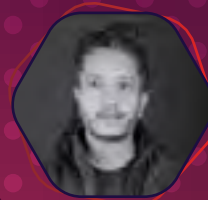
DEEPAYAN GHOSH



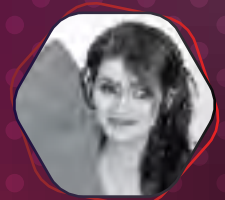
DIDIER WEISS



DJ AKHTAR



DJ HI 2



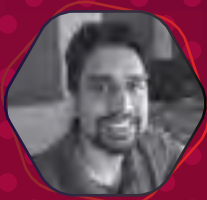
DJ LIL'B



DJ NOTORIOUS



FALI DAMANIA



GAUTHAM PATTANI



HIMANSHU SHAH



JAYKRISHNAN NALINKUMAR



JAYHAAN



KAPIL THIRWANI



KHUSHROO KEKOBAD



LALITT GATTANI



MANKARAN SINGH



MC ALTAF



MC MAWALI





MC TOD FOD



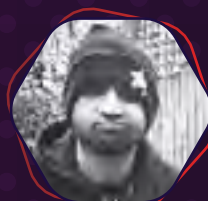
MICHAEL KINZEL



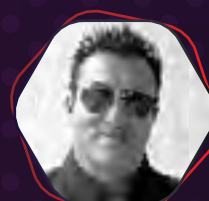
MICHAEL ROZETT



MILIND RAORANE



MO JOSHI



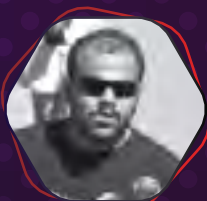
MOHAMED MORANI



PRAMOD CHANDORKAR



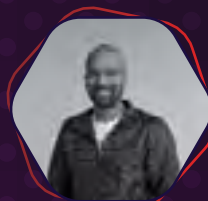
PRAVEEN MURALIDHAR



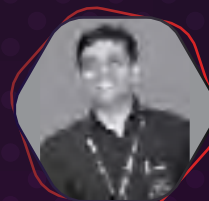
PERCIVAL CRASTO



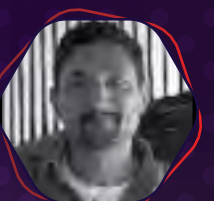
P.V.N. VIDYASAGAR



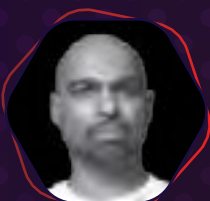
RAHUL SAMUEL



RASESH PAREKH



RAVISANKAR NADIYAM



REJI RAVINDRAN



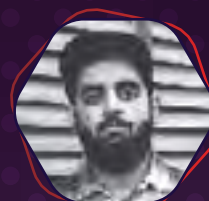
SACHIT SUBRAMANIAN



SAMIR KRIPALANI



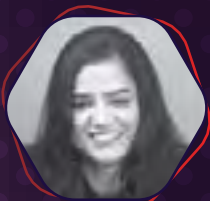
SANJEEV PASRICHA



SEZ ON THE BEAT



SIDDHARTH CHAUHAN



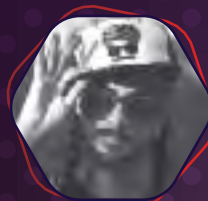
SOUMINI PAUL



SUPRATIK SUBRAMANIAN



SUSHMA GAIKWAD



STONY PSYKO



TEJ BRAR



VIJAY BASRUR



VIJAY SABHLOK



VINAY AGARWAL



VINAYAK PULUGURTHA



VIPUL PANDHI



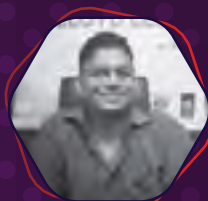
VIRAF POCHA



VJ KAYCEE



WARREN MENDONSA



ZURA BRAGANZA

# SEE YOU IN 2020



**28 - 30.05.2020**  
BOMBAY EXHIBITION CENTRE,  
GOREGOAN (E), MUMBAI, INDIA



# Winners of the 13<sup>th</sup> annual **INDIAN RECORDING ARTS ACADEMY** Awards Announced

***IRAA dedicates 13th year of awards to the memory of a legend - Sound Recordist Late Minoo Katrak***

**Keynote Address suggests royalties for Sound Engineers**

On 1<sup>st</sup> June 2019, hundreds of the country's finest sound engineers and music industry professionals gathered at the 13th consecutive edition of the **Indian Recording Arts Academy Awards**

(IRAA) ceremony held in Hall 4 of the PALM expo at Bombay Exhibition Centre. "It means a lot that all of you practicing professionals have given your attention and time to attend this ceremony which recognizes record-

ing engineers. It's been 13 years since we instituted these awards and it's been a tough journey for us to establish this level of recognition; even within our own community of sound recording engineers it has

been a tough journey to achieve this level of gathering. All the music that we hear, all the hits that we have, all the singers and composers and all the fame they have is because of the sound recording engineer who puts it



Proud winners of the 13th consecutive edition of the IRAA, held in Hall 4 of Bombay Exhibition Centre on 1st of June 2019





Farhad Dadyburjor accepted the award on behalf of his grandfather, late sound recordist Minoo Katrak who was awarded Lifetime Achievement Award for Legendary Contribution to the Indian Audio Industry. Minoo Katrak's family attends the event.



Hitendra Ghosh receives Lifetime Achievement Award for Sound Recording



Pushpanjali Chaurasia accepts Lifetime Achievement Award on behalf of Pandit Hari Prasad Chaurasia

all together with his sense of art and creates that sound track. I'm proud that over the last 13 award functions, IRAA has achieved in establishing this platform to recognize the unsung heroes," said **Anil Chopra, Founder & Chairman of the IRAA awards.**

Chopra galvanized the audience with his keynote address to the gathering of sound engineers and music industry professionals. He said, "We are going to start a movement after these awards that the sound recording engineer is recognized as an artist who has a claim to the royalties that are being earned. The music labels have an association called the PPL. They collect hundreds of crores of loyalty for the soundtrack that is played in every bar, pub, disco, hotel etc. and the royalties collected are in the hundreds of crores. Granted that

“We are going to start a movement after these awards that the sound recording engineer is recognized as an artist who has a claim to the royalties that are being earned. I want to give a wake-up call to the industry that the sound recording engineers, who contributed their art in making this soundtrack, must also have a share of the royalties forever. We have all to work with a level of unity and strength and see to it that we achieve this. Today there is as much art in the science of recording as there is in any composition or in any lyric. Therefore, this is what I think we should all work towards.”

– Anil Chopra

they own the soundtrack, and have paid for the sound recording, but I want to give a wake-up call to the industry that the sound recording engineers, who contributed their art in making this soundtrack, must also have a share of the royalties forever. We have all to work with a level of unity and strength and see to it that we achieve this. Today there is as much art in the science of recording as there is in any composition or in any lyric. Therefore, this is what I think we should all work towards.”

In 2006, Anil Chopra, initiated the awards with an aim to honour and recognize exceptional talent in music, soundtrack recording and mixing in Indian music, for albums and movies. Hence, it was only befitting that the IRAA management committee and Jury dedicated this 13<sup>th</sup> year of the



For 2019, the esteemed IRAA jury introduced several new award categories for content and music created for the web domain. The new categories were introduced keeping in mind the increasing volumes of work being done across studios for online streaming services like Netflix and Amazon Prime, for their rich library of original international as well as regional content.

music producers and arrangers from across the country supporting the IRAA committee's efforts and vision. The Jury comprising of IRAA Honorary Chairman – **Pramod Chandorkar**, IRAA Director 2019 - **Mujeeb Dadarkar** and Jury members **Aditya Modi**, **Ashish Saksena**, **Bishwadeep Chatterjee**, **Indrajit Sharma**, **Jim Satya**, **Sreejesh Nair**, **Shantanu Hudlikar**, **Vijay Bengal**, **Vijay Dayal** and **Yogesh Pradhan** were applauded for their painstaking, diligent and methodical selection of recordings and for contributing several hours of their time to scout and evaluate, the hundreds of entries received this year.

"I want to thank the Jury immeasurably for the number of hours they have given and the number of hours they have spent on selecting these awards. I want everybody in this hall to know that the jury has taken his or her job very seriously. They have taken a tremendous amount of responsibility on themselves in the most sincere fashion and with a high level of integrity to decide the winner," said Anil Chopra.

Popular Indian playback singer – **Sonu Nigam** graced the Awards Ceremony for the second consecutive year. "Today there are so many people here who are so close to my heart. I'm very happy that I'm now a regular part of this beautiful award ceremony. I'm very happy that Anil ji took this initiative because this is the most under thanked job. Music is an integral part of the Indian culture and it is the engineer who has the ability to make a song good or bad. Therefore, it's very important to respect our engineers. People respect the engineers a lot of

“Today there are so many people here who are so close to my heart. I'm very happy that I'm now a regular part of this beautiful award ceremony. I'm very happy that Anil ji took this initiative because this is the most under thanked job. It is the engineer who has the ability to make a song good or bad, therefore, it's very important to respect our engineers.”

– **Sonu Nigam**

course, but they are not thanked as much. I am very happy that their contribution is now being acknowledged and appreciated," he said.

The celebrated singer presented the most prestigious awards of the evening – the **Jury Awards**.

The **LIFETIME ACHIEVEMENT AWARD FOR LEGENDARY CONTRIBUTION TO THE INDIAN AUDIO INDUSTRY** went posthumously to the legendary **Minoo Katrak** who has recorded songs for over 500 films in his career span. His great recordings include movies like *Pakeezah*; *Gambler*; *Lal Patthar*; *Reshma Aur Shera*; *Haathi Mere Saathi*; *Aan Milo Sajna*; *Mera Naam Joker*; *Johnny Mera Naam*; *Aradhana*; *Padosan*; *An Evening in Paris*; *Teesri Manzil*; *Mera Saaya*; *Kashmir Ki Kali*; *Sahib Bibi Aur Ghulam*; *Razia Sultana*; *Boot Polish* and *Awaara*, to name just a few. It was said that if he was not available to record the songs, *Raj Kapoor* would not start his movie shoot. This award was received by *Minoo Baba's* (as he was fondly known by the entire film industry) grandson - ace Sound Engineer **Farhad Dadyburjor**, currently engineering at Famous Studios, Santacruz, Mumbai. It was heartwarming to see the legendary sound recordist's family – children,

grandchildren and great grandchild, present in strength to be part of the award ceremony.

The next jury award for **LIFE TIME ACHIEVEMENT AWARD FOR SOUND RECORDING** went to the three time National Award Winner **Hitendra Ghosh**. Fondly known as Gosh Babu, he has to his credit more than 3500 films and numerous other awards like Filmfare awards, IIFA awards, Zee Cine awards and Apsara awards, to name just a few. Despite a recent illness, which mandated Gosh Babu's hospitalization, he made sure he attended the IRAA awards evening, as he really wanted to receive this award in front of his fraternity and colleagues.

The **MAHAGURU AWARD FOR CONTRIBUTION IN MUSIC EDUCATION** went to veteran Marathi industry music producer - **Shri Ashok Patki**, who shot to fame with his song and accompanying video promoting national integration and unity in diversity - "Mile Sur Mera Tumhara". This song is till date considered the unofficial Indian anthem. He has composed more than 5000 jingles and some of his very popular jingles include "Dhara Dhara", "Jhandu Baam" and "Santoor". In his lifetime he has won many awards including the National

awards to the memory of a legend; one of Indian cinema's greatest sound recordist – the Late **Minoo Katrak**.

The IRAA 2019 Awards ceremony was hosted by Pro Audio Application Specialist, AVID - **Sreejesh Nair**, who effortlessly carried on the great relationship he has with the pro audio, music and sound recording fraternity onto the stage, keeping the tempo of the awards upbeat. Sreejesh was also inducted to the IRAA Jury committee this year; hence, he hosting the show was all the more pertinent.

The Award ceremony started by felicitating the 12 member Jury comprising of top audio engineers,



**Shantanu Hudlikar, Jayakrishnan Nalinkumar, Advait Nemlekar, Aslam Khan, Abhishek Khandelwal & Mansi Tare awarded for Song Recording & Mixing - Regional Film**



**Shadab Rayeen and Rupak Thakur - winners of Song Recording and Mixing - Hindi film**





Ashok Patki accepts the Mahaguru Award for Contribution in Music Education



Anuj Mathur and Sam K. Paul wins the award for Film Mixing - Hindi



Bishwadeep Chatterjee hands over the award to Avinash Sonawane for Dialogue editor for Short Films



Kingshuk Moran winner of Sound Editor, Effects and Ambience - Hindi Films



Aggie Fernandes accepting his award for Music Production – Hindi Film Song



Punit Purao & Shantanu Madi awarded for Sound Editor, Effects and Ambience - Hindi Web Series

Film Award for Best Music Direction for the Konkani film, Antarnaad.

The **MAHAGURU AWARD FOR CONTRIBUTION IN MUSIC EDUCATION** went the legendary, Padma Vibushan, **Pandit Hariprasad Chaurasia**, one of India's greatest musicians, a living legend, acclaimed all over the world as the greatest master of the Bansuri (flute). In 2006, he founded the Vrindavan Gurukul, in Mumbai and in 2010 in Bhubaneshwar. Both the institutes are dedicated to train students in Hindustani Bansuri in the Guru-shishya tradition. Several of his

protégés like Rakesh Chaurasia, Vivek Sonar, and Himanshu Nanda have become famous flautists in their own right. The award was accepted on Panditji's behalf by his daughter-in-law, **Pushpanjali Chaurasia**.

The other jury awards included **BEST AUDIO EDUCATION PROGRAMME**, which went to **Audio Academy**, Bangalore; **DRONACHARYA AWARD FOR TEACHERS IN AUDIO EDUCATION** bagged by **Vijay Kurien** of Whistling Woods. **STUDIO OF THE YEAR – POST PRODUCTION** went to the state-of-art **Knack Studios** in

Chennai and the award for **STUDIO OF THE YEAR – MUSIC**, to **Island Studios**, Mumbai.

Besides the aforementioned jury awards, IRAA received hundreds of nominations in four main segments **Audio Engineering, Audio Post Production, Music Production and Education Awards**. (See complete list of winners on pg 56). For 2019, the esteemed IRAA jury introduced several new award categories for content and music created for the web domain. The new categories were introduced keeping in mind the increasing

volumes of work being done across studios for online streaming services like Netflix and Amazon Prime, for their rich library of original international as well as regional content.

The volley of nominations received demonstrated a fantastically growing receptiveness to the awards from engineers and studios from all over the country.

The ceremony concluded by the outgoing IRAA Director – Mujeeb Dadrakar handing over the baton **IRAA Director 2020 – Mr. Yogesh Pradhan**.





# LIGHTING

## DESIGN SHOWCASE

SHINING THE SPOTLIGHT ON  
EMERGING LIGHTING DESIGN TALENT



Lighting Design Showcase Producer

**Ulhas Sahasrabuddhe**

SSL Media Technology & Solutions Private Limited

# THANK YOU

ULHAAS SAHASRABUDDHE AND SSL MEDIA

FOR CURATING THE LIGHTING DESIGN SHOWCASE AT PALM EXPO 2019



**palmexpo 2020**  
record ▶ play ▶ perform

**28 - 30.05.2020**

BOMBAY EXHIBITION CENTRE,  
GOREGOAN (E), MUMBAI, INDIA



**palmexpo 2020**  
record ▶ play ▶ perform

**28 - 30.05.2020**

BOMBAY EXHIBITION CENTRE,  
GOREGOAN (E), MUMBAI, INDIA



**INDOOR  
COMPACT  
LINE ARRAY**  
DEMO



FEATURE CONSULTANT

**MILIND RAORANE**  
ELECTRO ACOUSTIC DESIGN CONSULTANT

Soundframe

# THANK YOU

MILIND RAORANE FOR SPEARHEADING THE INDOOR LINE ARRAY DEMO

AT PALM EXPO 2019



# 40 REGISTERED DELEGATES ENTERED THE WORLD OF 'AV IN DIGITAL ERA' AT AV-ICNx CAVS 2019 WITH RANJIT SINGH

*The CAVS Certification was aimed at providing knowledgeable manpower, replacing the 'electrician' with a 'qualified integrator' and creating a talent with specific learning for AV integration. The Certified AV Specialist training in AV Install & Integration was designed to provide knowledge of Audio and Video fundamentals and enhanced troubleshooting skills, whilst promoting best-practices and technological expertise of systems technologies.*

**21**st century is the era for everything digital. Technology has completely revolutionized the AV industry and is rapidly shifting its focus to digital. Through a three-days CAVS course at AV-ICNx, Ranjit Singh, Principal consultant at PTS Consulting ushered the attendees into 'AV in Digital Era'.

The course was aimed to empower attendees with an understanding of technology and trends in AV that are driving meeting spaces in today's Digital Era. The CAVS training covered basic foundations in a three part series on Audio, Visual, & IT across the three days of the show.

## Course Overview:

This three-day course was aimed to leave the attendees with an understanding of the technology and trends that are driving today's meeting spaces while also covering some basic foundation on Audio, Visual, IT Passive for the participant to then research and do their own read up to increase their knowledge.

## Basics of Communication Technology highlighted on Day 1:

The course started on 30th May in hall 3 with 40 registered attendees seated in a round table setting. Providing impetus to the training was **JBL & AKG** who took care of the sound for this highlight feature. The front projection screen was provided by **Milan Screens** and the projector by **BenQ**. On day one, the attendees gained insights on **Communication Technology** and basics of communication technology in a 5 hour long session that started at 11 am through 4pm. The attendees discussed about the evolution of various forms of media over the years and how it affects us. After a 30 minute buffet lunch break organized by

AV-ICNx, the delegates also learnt in detail about Audio (Listening and Hearing) and the source, devices used for to listen and Visual (Video Signal and Functionality). The organizers had also arranged for evening Snacks and beverages for all the delegates on all three days. A full day coffee / tea counter had also been set-up keeping in mind the needs of the delegates throughout the training.

## Communication Technology in Work Spaces in focus on Day 2

Day 2 was houseful as well, with all the delegates present and excited to start the day. Day 2 was an hour longer than the

previous day and started at 11am and covered topics like understanding requirement, Lifestyles and Trends and Communication Technology in Work Spaces wherein the attendees learnt about basic networks, its types and places where AV is used & its purpose. The session came to an end at 5pm with a Q&A session for the day's topics. Ranjit Singh made it explicitly clear that 'This is not just training, it is a sharing session, and everyone needs to share.'

## Technology Project Flow – Design and Implementation

Day 3 was the last day of the course



Ranjit Singh is the Principal Consultant for Workspace Technology and Experience at PTS Consulting Singapore. His role is to deliver Strategic Workspace projects ensuring a robust, future-proof technology infrastructure underpins the experience of the space, as well as managing the PTS Workspace Technology and Experience practice. He has been in the industry since 1988 and has completed project and training across Asia. Being the First Asian to be certified as CTS-I and on the University Faculty of AVIXA, he has evolved from Service Engineer, Technical Manager, Manufacturer, Consultant, Trainer, Evangelist and finally a Sharer.



*Ranjit Singh handing out certificates to delegates after the completion of the training and test. Delegates also got high quality AV-ICNx bags after the three day course*



*40 registered attendees took the opportunity to up their skills and knowledge quotient at the CAVS organised by AV-ICNx*

and had 100% attendance. Day 3 also started at 11 am and focused on topics like asking the right questions, Identifying the right technology and Flow of a Technology project and a revision

of the last two days. The delegates got to learn in detail the technology project flow from a design and implementation point. They also touched base with '**Trends of Command Centers**'.

The last day ended on a high note with the attendees excited and satisfied with ev-

erything they learnt about. There was a revision session for all the three days in the form of a test. The attendees were given a test paper containing topics that they had discussed and learnt over the course of 3 days. The attendees were provided with a certificate on the successful completion of the training and the test.

"The Training should be for five days, three days of technical study and two days of market sales," said **Kajal Shah**, an attendee at the training.

"Everything was well organised and it was very helpful and I would definitely take this class again and also refer it to my colleagues" echoed another delegate."

## 25 ATTENDEES AT AV-ICNx EDUCATION & TRAINING PROGRAMME... (Continued from page 37)

was to make AV Engineers learn what they need to know to leverage the standard for high performance AV network deployments in education, healthcare, enterprise, entertainment, hospitality, retail, houses of worship, government, military, industry and security.

Aurora Multimedia was amongst the first companies to start educating end users on AV over IP Technology. Since nearly two decades, Aurora has been a strong brand, known for its innovative technology and

superlative products, particularly in North America, Europe and operations commencing in India, the core focus was on awareness of AV over IP concept and acceptability by integrators and end users.

**Nataraju Upputuri** says, "With rapid economic growth and development happening in India, we believe the demand for Aurora products in India is growing steadily. Specifically, we foresee that with VLX series and IPX series streaming solutions and distribution over IP will be

our major growth areas in coming future. Particularly, growth in the educational, government, hospitality and residential markets is very promising".

Upon completion of the course, attendees received a certificate and benefited by acquiring an understanding of basics of IP network communication, TCP/IP suite of protocols, leveraging IP networks for AV solutions, capabilities of AV over IP and IP network infrastructure requirements to deploy a system effectively.



# PALM Sound & Light Awards honours and celebrates excellence in Stage Sound Light & Entertainment Technology

Over the years, the **PALM Sound & Light Awards** have been instrumental in recognising and honouring individuals and organisations for their unmatched contribution to the industry in rendering outstanding services in the field of stage sound & lighting.

The much sought after awards held at the **Hyatt Regency** in Mumbai on day two of the PALM expo, along with the Networking Reception for Exhibitors and VIPs, was a befitting tribute to the good work and efforts put in throughout the year in the field of **Stage, Sound and Light**.

The awards honoured 20 creative, technical and innovation categories across three main segments – Technical, comprising of sound & light engineers, Production – comprising of those involved in live event organisation and production and last but not least the Pro Sound and Light companies.

"I do believe that giving an award far ahead of the pack is what is true leadership and with the PALM Sound

and Light Awards we award technologies which offer innovative solutions as well those that catch the market trend, or rather what we feel ought to become a trend. PALM is an activist and catalyst and thus our actions reflect our motive of galvanizing the market!" said **Anil Chopra**, Founder of the PALM Sound & Light Awards.

## EVENT TECHNICIANS

The first set of Technical awards honoured those professionals working their magic behind the scenes. If audiences are blown away by the clarity and overall quality of the music at a music concert or awestruck at all the lighting and visual extravaganza at an awards show, it thanks to these creative and technical geniuses who make high-profile live stage acts what they are.

The first Award of the evening for **Audio FOH Engineer**, for delivering outstanding Front of House (FOH) mix, went to **Pramod Chandorkar**. Pramod has toured as FOH mix engineer with Sonu Nigam for all



Anil Chopra, Founder of the PALM Sound & Light Awards addresses the exhibitors



Winners of PALM Sound & Light Awards 2019





**Pramod Chandorkar winner of Audio FOH Engineer award**



**Sohel Dantes wins Audio Systems Engineer award for delivering outstanding audio systems design, calibration and alignment for live shows**



**Award for Audio Monitor Engineer of the year went to Ezekiel Tyle of Sound.com**



**The award for Excellence In Stage Design & Concept went to Spectrum AV**



**Balaji Manoharan of Mr. B Live Entertainment receives the Award for Excellence In Stage Production**



**Ulhas Sahasrabudhe accepted the award for Lighting Rental Company of the Year, which went to SSL Media Technology & Solutions Pvt. Ltd.**

his Concerts since 2004. In 2018, he toured with Sonu Nigam on the Sonu Nigam Live in Concert, Gulf Tour. He is also the first Sound engineer from India to have received an Hon. Phd in audio technology from the French University Robert de suborn in 2018. The next award of the evening for **AUDIO SYSTEMS ENGINEER**, for

delivering outstanding audio systems design, calibration and alignment for various live sound events in 2018-2019, went to **Sohel Dantes**. He has worked with some of the biggest acts touring the globe, from the late Pdt. Ravi Shankar to Metallica, Musical Theatre Productions and numerous high profile corporate events. In 2018,

he was also the systems engineer for the Bryan Adams tour, Bangalore.

The next award was for the engineer working on the side of the stage, making sure that each artist on stage hears exactly what he needs to - the **AUDIO MONITOR ENGINEER**, went to **Ezekiel Tyle**. As, Sr. Sound Engineer, Sound.com, Ezeikel has worked on

numerous live events and diverse artists as Monitor engineer since over a decade. In 2018-2019, he was the Monitor engineer for numerous shows, which included Jaipur Literature Festival, VAMPS, BUDX 2019 and Backdoors Festival to name just a few.

The award for **LIGHTING DESIGNER OF THE YEAR** for demonstrating





Manish Mawani accepts the award for Sound Rental, which went to Sound and Light Professionals



Rukshaar Deboo accepts the award for Event Promoter Of The Year on behalf of Worldwide Media Pvt. Ltd. for the FILMFARE 2019 awards ceremony



The award for Excellence In Lighting Integration went to Sound Emporium



Milind Raorane, winner of Excellence In Sound Design & Integration award with Ramesh Chetwani, Anil Chopra and Manish Gandhi



Award for Outstanding Professional Audio Product bagged by Yamaha Nexo Geo M12



Corporate Executive Excellence In Indian Pro Sound & Light Industry award went to Vibhor Khanna of Bose. Bose also bagged the Outstanding Professional Audio Product for Bose ArenaMatch

innovation in lighting programming and enhancing the visual aesthetics of the stage went to **Naveen Deshpande** from Mixtape. Naveen has programmed some of the most progressive and futuristic lighting designs and audio-visual experiences for artists, festivals, corporates and other large-scale events, which include international acts such as Steve Vai, Anderson Paak & The Free Nationals, Karnivool, etc. In 2018-2019, Naveen

has worked on shows, which include Magnetic Fields Festival, Rockstar Disrupt Festival, Bacardi NH7 Weekender, BUDXMUMBAI, Gully Boy Music Launch and many more.

## EVENT PRODUCTION

The first award in this segment was for **EXCELLENCE IN STAGE DESIGN & CONCEPT** and the award went to **Spectrum AV** for executing and arranging the best stage design for

the Isha Ambani & Anand Piramal wedding celebrations.

Successful live event production is no small task and calls for impeccable behind the scenes planning and execution and the next award recognised **EXCELLENCE IN STAGE PRODUCTION**. **Mr. B Live Entertainment** bagged this honour for their splendid work in 2018-2019 on shows like the A R Rahman tour - The Journey: Celebrating Music in Dubai and

the first ever dance concert in UAE – Prabhudeva's Mathrubhumi, Live with the Legends.

The next award for **LIGHTING RENTAL**, went to a company, boasting of one of the largest special lighting inventories. For blinding the events and awards circuit in 2018-2019 with events like Hockey World Cup opening ceremony, Zee CINE awards, Zee Rishtey awards, Star screen Awards, Femina Miss India,





# THANK YOU

**TO RANJIT SINGH AND 40 REGISTERED DELEGATES  
FOR PARTICIPATING AND CONTRIBUTING TO THE SUCCESS  
OF THE FIRST AV-ICNX CERTIFIED AV SPECIALIST TRAINING**



*SEE YOU IN 2020*

**28 - 30.05.2020**

BOMBAY EXHIBITION CENTRE,  
GOREGOAN (E), MUMBAI, INDIA

[www.av-icnx.com](http://www.av-icnx.com)







Prashant Govindan with the HARMAN team. HARMAN won the Outstanding Professional Audio Product award for the JBL VTX A8



Leslie Lean and Michael Kinzel accept the award for Technology Innovation Of The Year, bagged by d&b Soundscape



Award for Lifetime Contribution To The Pro Audio Industry went to Mukesh Panjwani, Managing Director of MX MDR Technologies LTD.



The award for the Distributor Of The Year 2018-19 went once again to Hi-Tech Audio Systems Pvt. Ltd.



Naveen Deshpande with his trophy for Lighting Designer of the Year



Osram Clay Paky Sharpy Plus wins the Outstanding Lighting Product Innovation award

Kids choice awards, Sunburn Goa and Pune, NH 7 PUNE and Shilong, Ambani and DLF Wedding (to name just a few), the award went to **SSL Media Technology & Solutions Pvt Ltd.**

One of the leading players in the pro audio rental sector **Sound and Light Professionals**, bagged the award for **SOUND RENTAL** for deploying sound systems for some of the biggest events in 2018-2019, which included, Mughal E Azam musical; Disney's Alladin musical, Ambani

Wedding - Jio Garden, Udaipur and Antilla; Sun Burn – Pune; Sensation White Hyderabad; Bollywood Music Project; Bryan Adams Tour (Ahmedabad, Mumbai, Delhi) and NH 7 Shilong & Pune to name just a few.

Awarded for unflinchingly maintaining high standards in delivering a world-class live entertainment mega production like the FILMFARE AWARDS NIGHT 2019, the award for **EVENT PROMOTER OF THE YEAR** went to **Worldwide Media Pvt Ltd.**

Ms. Rukshaar Deboo, Brand Head Femina & Filmfare at Worldwide Media Pvt. Ltd., accept this award.

The award for **ACHIEVEMENT IN TRUSSING DESIGN & SOLUTION**, went to **Devil Truss** for their trussing work at the unveiling of the 65ft tall statue of Deenbandhu Sir Chhotu Ram by Honorable Prime Minister Narendra Modi in Rohtak, Haryana.

## VENUE INTEGRATION

Lighting is a critical component in

a venue creating an interactive experience and the award for **EXCELLENCE IN LIGHTING INTEGRATION** went to **Sound Emporium** for the lighting integration at Albert Hall Museum in Jaipur, Rajasthan.

High fidelity sound and acoustics are more important than ever in live performance venues and the award for **EXCELLENCE IN SOUND DESIGN & INTEGRATION** went to **Milind Raorane**. His recent body of work includes: TRILOGY I & II, the only





Aurora | iPB<sub>ASE</sub>T



YOU PARTICIPATED. YOU VOLUNTEERED. YOU LED.

# THANK YOU

For Partnering with AV-ICNx and Delivering an all-important and crucial Session focusing on iPBaseT at the first AV-ICNx Education & Training Programme



SEE YOU IN 2020

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Major Audio Brand Distribution Network award went to Ahuja Radios, India's Leading manufacture & exporters of PA equipment



Devil Truss winner of Achievement In Trussing Design & Solution award

NIGHTCLUB project in India to win six successive TIMES NIGHTLIFE AWARD and the BEST NIGHTCLUB AWARD - ALL INDIA category in the first INCA AWARDS; HARD ROCK CAFE - KOLKATA; HAMMER & SONG - Mumbai; COCO NIGHTCLUB - Mumbai; ZELEB NIGHTCLUB - Mumbai; PLAYBOY-53 HIGH ENERGY BAR - NASHIK and the iconic Kalidas Auditorium in Mumbai.

## PRO SOUND AND LIGHT PEOPLE, PRODUCTS & COMPANIES

The first award in this category

is for **OUTSTANDING LIGHTING PRODUCT INNOVATION** and it went to **Osram** for the Clay Paky Sharpy Plus, a true 100% HYBRID unit, able to be a perfect beam light and spotlight.

Year on year the industry witnesses the launch of a multitude of great audio products and zeroing on only one was obviously no mean feat, hence the next category for **OUTSTANDING PROFESSIONAL AUDIO PRODUCT** understandably had three winners - **Nexo Geo M12** compact line

array system, **Bose ArenaMatch** outdoor loudspeaker arrays and the **JBL VTX A8** next-generation line array.

For introducing a new unparalleled creative element to loudspeaker system design, the next award for **TECHNOLOGY INNOVATION OF THE YEAR** went to **d&b audiotechnik** for the **d&b Soundscape**.

The prestigious award for **LIFETIME CONTRIBUTION TO THE PRO AUDIO INDUSTRY** went to **Mukesh Panjwani**, Managing Director of **MX**

**MDR TECHNOLOGIES LTD.**

The next award for **CORPORATE EXECUTIVE EXCELLENCE IN INDIAN PRO SOUND & LIGHT INDUSTRY** went to Mr. **Vibhor Khana** from **Bose**.

**MAJOR AUDIO BRAND DISTRIBUTION NETWORK** went to India's leading manufacturer & exporter of Public Address Equipment, **Ahuja Radios**.

The last award of the evening, **DISTRIBUTOR OF THE YEAR 2018-2019** went once again to **Hi-Tech Audio Systems Pvt. Ltd.**

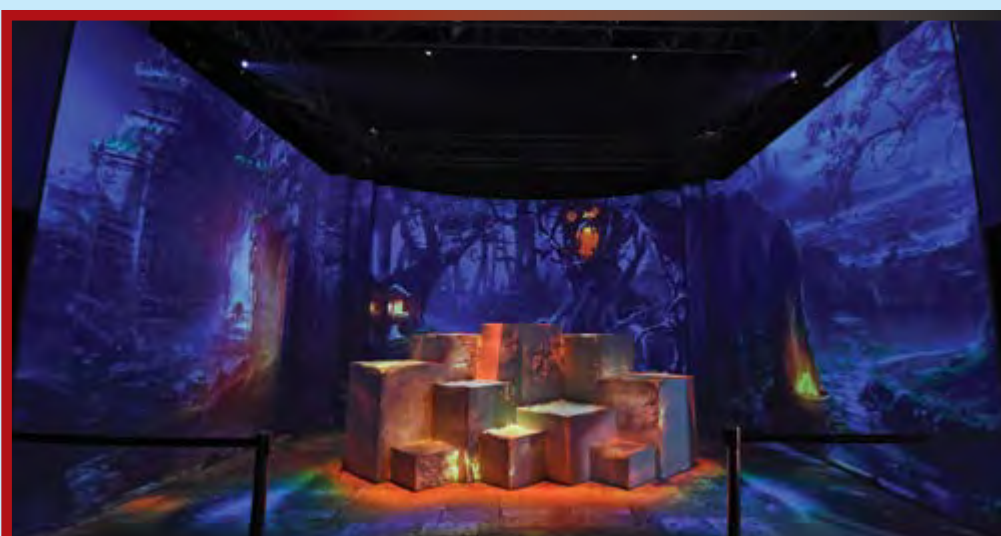
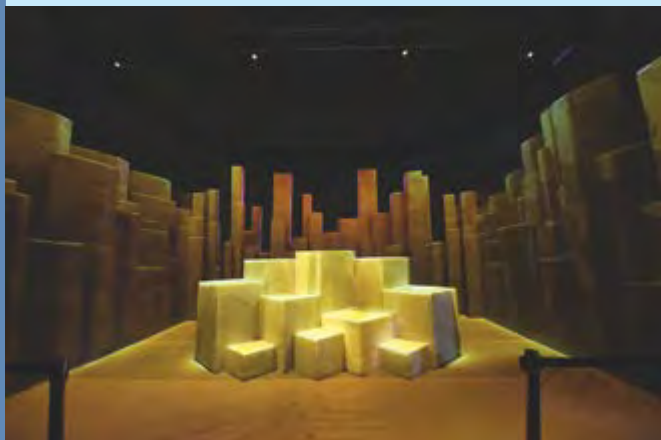
## SPECIAL FEATURES AT AV-ICNx EXPO

(Continued from page 17)

with **Epson's** 12,000 lumens laser light engine - EB-L1505UHNL with ELPLU04 Lens, installed in the projection room.

### EDUCATIONAL & TRAINING PLATFORMS

New offerings at the AV-ICNx expo, also included the **CAVS - Certified AV Specialist Training** (pg. 46) by **Ranjit Singh** and the **AV Summit** with industry leaders such as **Kelvin Ashby King, Narendra Naidu, Rajeev Arora, Chandrashekhar A.R.** to name just a few (pg. 26) leading the entourage at the three-day conference, seminar and workshop platform. The other highlight of the expo was the **IPBaseT AV Education and Training Program** by **Aurora Multimedia** (pg. 38), which won favour with AV industry professionals.



The AV-ICNx 2019 featured an impressive immersive projection-mapping showcase. The immersive experience accomplished by **Modern Stage Service Pvt. Ltd.**, which was like no other, used simple projection mediums like curved screen, floor projection and blocks to create a mesmerising output, challenging the visual senses and creating a treat for the mind. With creative cutting-edge content designed by **Vijay Sabhlok**, the mapping showcase presented the perfect amalgamation of innovation, technology and creativity.

### AV-ICNx Partners

Contributing to the success of the inaugural edition of AV-ICNx expo were, **Pulz** as the AV-ICNx Badge Partners, **JBL & AKG** as Sound Partners for AV Summit & CAVS, **Global Communication & LYLED** contributing as the AV-ICNx Display Partners, and **Epson & Lumina** as the AV Projection Demo Partners.



# Amazing roster of artistes enthralls audiences at **HARMAN Live Arena**



## ***PALM Sound & Light Co-Winner for Outstanding Professional Audio Product - JBL VTX A8 is the star on stage***

The HARMAN-PALM decade old association continued to shine, as the PALM HARMAN Live Arena entered its 10th glorious year. One of the most popular and & well-attended highlight feature

of PALM yet again mesmerized and entertained the audience with mind boggling performances from some of the most renowned bands and artistes.

The three-day extravaganza

featured a mix of raw, young talent along with some of the most established names from the independent music industry.

Day one at the Live Arena saw performances by six-member instrumen-

tal band **One Plate Idli**, followed by a scintillating performance by **Aditi Ramesh Quartet**. Performing next on the Live Arena stage was 3-piece Live Funk / drum and bass outfit **DCF\_Shapes**. Audiences swayed to Sufi and Bollywood music as **Akriti Kakar** took to the stage thereafter. Day 1 concluded with the showstopper for the day - Sitar Maestro **Niladri Kumar** who enthralled the audience with his musical genius.

Day two kick-started with **A. Sivamani** accompanied by **R Bharat Brass Band** and Pianist **Stephen Devassy**. Other performances included those by rock band from Bengal - **Lakkhichara** and **Collect2**, a collective of regional musicians who made their debut at the Live Arena stage this year. Day 2 also witnessed a mesmerizing performance by HARMAN's new ambassadors - The **Darshan Doshi Collective**. The final act of the day was by Death Metal band from Bhopal - **Elementaal**.

The final day of the PALM expo saw scintillating performances at the HARMAN Live Arena by -piece Ska and Reggae band - **The Fanculos** followed by a performance by Singer-Songwriter **Nush Lewis** on the harmonic harp. **Stephen Devassy** once again took to the stage on day 3 to enthrall audiences.

Delivering a rocking finale was



HARMAN Live Arena celebrated its 10<sup>th</sup> glorious year at PALM Expo 2019



## Inventory List

### Main P.A. –

- Tops - JBL VTX A8
- Subwoofers - JBL VTX G28
- Amplifiers - Crown IT 12000HD with local rack
- FOH console - Soundcraft Vi 3000

### Monitoring –

- JBL VTX M20
- JBL VTX M22
- JBL VTX F15
- JBL VTX F18
- Monitor Mix console - Soundcraft Vi 3000)

### Lights –

- Martin Mac Encore Performance CLD
- Martin Rush MH1 Profile Plus
- Martin Rush MH7 Hybrid
- Martin Rush MH11 Beam
- Martin Rush Par2 RGBW Zoom
- Martin MAC Axiom Hybrid
- Martin Atomic 3000 Led
- Martin Rush Blinder 2x2
- Martin MAC Quantum Wash
- Martin Aura XB



**HARMAN'S latest brand ambassador Mame Khan's 'Rock N Roots' performs at Harman Live Arena**

Rajasthai Folk Sufi Fusion group and HARMAN's latest brand ambassador **Mame Khan's 'Rock N Roots' Project**. The Collective set the stage on fire with their repertoire of traditional folk and Sufi songs.

The main highlight of the **HARMAN Live Arena** ofcourse remains the array of solutions from the HARMAN

bouquet that reinforce, light up and rock the Live Arena. The power of HARMAN products was on glorious display at the HARMAN Live Arena Stage (see inventory box).

HARMAN tied up with **Focus Vision** to provide complete technical support for sound at the live arena and **Star Dimensions** for lighting support.

While **Purvaze Buxy** of Vibrations Unlimited was behind the **Soundcraft Vi 3000** Sound Console, **Naveen Deshpande** controlled the lights on the range of Martin lights on stage. Naveen Deshpande's Artist & Event Management Agency – **Mixtape** also handled the backstage management for the Live Arena.

## IRAA Awards 2019 Winners

CATEGORY	WINNER	CATEGORY	WINNER
JURY AWARDS		Sound Designer for Web Series – Hindi: NIRAJ GERA & ANISH JOHN [GHOUL]	
Lifetime Achievement Award for Legendary Contribution to the Indian Audio Industry:	MINOO KATRAK JI	Sound Designer for Short Films:	AVINASH SONAWANE [PAVSACHA NIBANDHA]
Lifetime Achievement Award for Sound Recording:	HITENDRA GHOSH	Sound Designer for Foreign Films:	SIDDHARTH DUBEY [THE DONKEY KING]
Mahaguru Award for Contribution in Music Education:	ASHOK PATKI	Dialogue Editor Hindi Film:	M LAKSHMI NAIDU [SANJU]
Lifetime Achievement Award for Contribution to Music:	PANDIT HARI PRASAD CHAURASIA	Dialogue Editor Regional Film:	SHUJIMON GEORGE & BAYLON FONSECA [KOODE]
Best Audio Education Programme:	AUDIO ACADEMY, BANGALORE	Dialogue Editor For Short Films:	AVINASH SONAWANE [PAVSACHA NIBANDHA]
Studio of the Year Music:	ISLAND CITY STUDIOS, MUMBAI	Sound Editor - Effects & Ambience Hindi Film:	KINGSHUNK MORAN [PADMAAVAT]
Studio of the Year Post Production:	KNACK STUDIOS, CHENNAI	Sound Editor Effects & Ambience for Hindi Web Series:	PRANIT PURAO & SHANTANU YENNEMADI [GHOUL]
AUDIO ENGINEERING		Mixing Short Films:	AVINASH SONAWANE [PAVSACHA NIBANDHA]
Independent Song Recording & Mixing:	PRATHAMESH MANGESH DUDHANE, KABEER KATHPALIA & SAVERA MEHTA [FOR A WHILE]	Foley Artist Hindi:	KARNAIL SINGH, SAJJAN CHAUDHARY & RAJENDRA GUPTA [PADMAAVAT]
Song Recording & Mixing Hindi Film:	SHADAB RAYEEN & RUPAK THAKUR [TERA YAAR HOON MAIN]	Foley Artist Regional Film:	MOHOMMAD IQBAL [EE MA YAU]
Song Recording & Mixing Regional Film:	JAYAKRISHNAN NALINKUMAR, ADVAIT NEMLEKAR, ASLAM KHAN, SHANTANU HUDLIKAR, ABHSHEK KHANDLWAL & MANSI TARE [HE DARVAYTA]	Foley Engineer Hindi Film:	VARUN VISOL [PADMAAVAT]
Classical Recording & Mixing:	MT ADITYA SRINIVASAN [ARIYADHADHENO, MADRASANA]	Mixing Hindi Film:	ANUJ MATHUR & SAM. K. PAUL [THUGS OF HINDUSTAN]
Instrumental & Fusion Recording & Mixing:	NINAD LAD [HOPE FOR A CHANGE]	Mixing Regional Film:	KANNAN GANPAT [U TURN]
Sound Mixing for Advertisement:	DIPESH RAVIKANT PANDIT [LAVA MOBILE DIWALI]	MUSIC PRODUCTION	
AUDIO POST PRODUCTION		Music Producer - Hindi Film Song:	AGGI AGNELO FERNANDES [AAHISTA AAHISTA]
Sound Designer Hindi Film:	KUNAL SHARMA [TUMBBAD]	Music Producer - Regional Film Song:	MEGHDEEP BOSE [MAYA]
Sound Designer Regional Film:	ARVIND VIJAY KUMAR [YOUNGRAAD]	Music Producer - Non-Film:	B PRASANNA [KANNIL MAZHAI]
		Music Producer Hindi Web Series:	MEGHDEEP BOSE [TERI HAI PANAAH]
		Music Producer Regional Web Series:	MEGHDHANUSH BAND [APNA MALAK NA]
		EDUCATION AWARDS	
		Dronacharya Award for Teachers in Audio Education:	VIJAY THOMAS KUREIN





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FOR MAKING THE**

13<sup>th</sup> edition



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## 9<sup>th</sup> PALM DJ Championship provides budding DJs impetus, growth, opportunity and recognition

***Tarun Vanjara, Tushar Chaubey and Ajay Solanki declared winners***



(L-R): Anil Chopra, Reji Ravindran, Ehsaan Noorani, Loy Mendonsa, Jasbir Singh, Dipesh Panjwani, Samir Dhrolia, DJ Russell, Ramesh Chetwani, DJ KD with the winner Tarun Vanjara

Since the last nine years, the PALM DJ Championship has played a crucial role in scouting and nurturing DJ talent in India. The esteemed platform has succeeded in giving to the DJ industry, many Champion DJs who have created a niche for themselves.

Some of the DJ Championship winners who have gone on to win accolades on other platforms or have earned major gigs, include 10-year-old wunderkind **DJ Atom - Bass Boy**, **DJ Ashitosh**, placed 6th in the DMC online world DJ championship 2017, and **DJ Atharva Sawant** whose track reached number 7 in charts world-wide, in a remix competition held by Dutch record label - Spinning Records.

Regarded as one of the most prestigious DJ Competitions held in the country, the PALM DJ Championship is one of the most effective platforms

in the country to bring together the DJ Community from across the country. Thousands of aspiring as well as established DJs thronged the venue - Hall 4 of the BEC, Mumbai, from May 30-31, 2019. Kudos to **Championship Director – DJ Reji** for his untiring commitment and masterful orchestration of the Championship since the first year.

"The championship this year was one of the best ever. We got 400 plus entries from all over the country. And the fight for the first spot was a nail biter. The skill level of the contestants have been at an all time high & looks super exciting for 2020," said Reji.

Day 1 of the PALM DJ Championship commenced with 20 DJ aficionados, selected from the hundreds of online registrations, battling it out in the qualification rounds. 10 finalists from among 20 contestants were selected for the DJ Champion-

ship Finale, which took place on the following day. Championship Judges - **DJ Reji, DJ Russell and DJ KD** selected three, from among these 10 finalists who then went on to win the prestigious titles.

A minimum of three tracks were played by each of the contestants and a maximum of 50 points was allotted for each Contestant on criteria that included, Track Selection, Technical Skills, Creativity, Confidence, Crowd Response.

**Tarun Vanjara** was declared the winner, while **Tushar Chaubey** and **Ajay Solanki** were declared First Runner-up and Second Runner-up respectively. The lucky winners received their prizes from none other than celebrated music composer/ director duo **Ehsaan Noorani** and **Loy Mendonsa**.

Hailing from Mumbai, **Tarun Vanjara** started his journey at the age

of 14. Starting by winning college competitions around the city, he ended up being the Champion of the PALM DJ Championship 2019.

His set includes complex turntablism skills along with Indian elements and with his own raps. His vision is to represent India in the world DMC Championship.

His is also a teacher and a part of the Muzink Lab community, which is the only community of premium turntablists in the country.

A DJ since four years, second runner up **DJ Ajay Solanki** started his career as a DJ/Producer at a young age of 17, playing in clubs, pubs and lounges in Mumbai like *Kitty Su*, *Club Vortex*, *Todi Mills & Goregaon Social*, *Hard Rock Café*, *Hitchiki*, *Farzi Café*, *WTF*, *Raspberry Rhinos*, to name a few. He is amongst the few DJs who can play on Original Vinyls i.e. Turntables as well as CDs in spite of



never receiving any formal training in any DJing academy or institute. His Residencies include *Lounge 24, Vakao Sports Lounge, La Patio, British Brewing Company, Bora Bora, TAP, Bombay Brassiere and Light House Cafe Mumbai*. He has also played at many corporate events.

18 year old **Tushar Chaubey** Aka DJ JOHNEY who has won three scholarships from *Beatfactory, TSM/Point Blank and Hitec DJ Academy* respectively, has honed his skills in scratching, beatjuggling, finge-drumming, live-performing and Video dJing. Currently DJing at private parties, club

gigs and wedding events, his dream is to represent India in world DMC

## Prizes Gallore

While the focus is on scouting DJ talent in India, the Championship also lays a lot of importance on the prizes. The emphasis is also that the winners go home with top quality industry standard gear that will take their craft to the next level.

Confirming their visionary support to the industry were prize partners **Numark, MXMDR, Hitech DJ Academy, Akai Professional and Alesis**. While the PALM DJ Championship

Title winner took home a NUMARK NS6ii, NUMARK HF125, MX 4 CH DJ Mixer, MX DJ Headphone and a 3 months Electronic Music Production (EMP) course from Hi-Tech DJ Academy, the First runner-up won a NUMARK NVMKii, NUMARK HF125, MX 3 CH DJ Mixer, MX DJ Headphone and a 50% discount on Electronic Music Production (EMP) course from Hi-Tech DJ academy.

The Second runner took home a NUMARK Mixtrack, a NUMARK HF125, MX 2 CH DJ Mixer, MX DJ Headphone and a 25% discount on Electronic Music Production (EMP) course from

Hi-Tech DJ academy.

The other seven finalists also went home with prizes, which included gear like NUMARK PT01 Scratch, AKAI MPD218, ALESIS M1ACTIVE 330 USB Monitor, NUMARK HF125 and MX DJ Headphone

On the first day, PALM Soundscape also hosted a FREE DJ workshop in conjunction with Prize Partners – Numark, by the Lab Technicians (DJ Hi2 & Jayhaan) on the NS6ii, NVII & Mixtrack.

**d&b audiotechnik, Sound Partners** for **PALM Soundscape** and **DJ Championship** ensured optimum sound delivery at the Championship Venue.

## MAJOR GLOBAL BRANDS ADOPT PALM TO PROMOTE... (Continued from page 08)

is our third year at PALM and this year we have seen a filtered crowd. It's more peaceful and meetings are more productive, and the impact this year is going to be higher because there is less noise so it's better for us to take things ahead in discussion. In addition, Hall no. 3 has been really interesting for visitors," said **Moshe Ashton** – Country Head for **Celto Acoustics**.

"Every year, the quality of crowd keeps getting better and we get more concrete inquiries leading to better business. One of the best part of 2019 is that the noise levels are much lower than other years and the crowd is a lot more filtered so it's easier to identify the correct customers," echoed, **Karan Nagpal** – Director – **Sonotone**.

### Lighting all the Way

There was a lot on offer in hall 2 for those approximately 35% registered visitors who had showed interest in lighting and lasers and special effects.

New Delhi based **LBT Electronics Pvt. Ltd.** known for providing a wide range of lighting solutions for varied applications showcased a mesmerizing display of lights at their booth in Hall 2. The highlights of the booth included two new products – the Aurora 150 LED 6-in-1 LED static wash light ideal for dream tool color mixing, theatre, opera, studio etc. and the Aurora Hulk 380 3-in-1 380w beam.

The excellent team of **China International Exhibition Center (CIEC)** – official agents for PALM expo in China, providing a wealth of experience and professional services, brought as many as 23 lighting equipment lighting manufacturers from China to Hall 2 of the PALM expo. The lighting companies, most of who were from the lighting manufacturing hub of Guangzhou displayed a range of

moving heads and lighting consoles.

Guangzhou based, **XMLite** supplier of high quality moving heads (company offers a three year guarantee on their products) and OEM service provider to major brands across the globe, were lanyard sponsors for PALM expo for the second consecutive year. The XMLite range of lights were available at the **Sound Emporium** booth in Hall 2.

**Natura Outdoor Education & Training Solutions Pvt. Ltd.** conducted a host of workshops on rigging and trussing on their booth throughout the three days of the expo. Some of the workshops included - Introduction to Basic Safety while installing Trussing and Erecting Temporary Structures safely by **Mankaran Singh** from Men at Work; Introduction to Motion Controlled Technology by **Maria Julia** from Natura; Introduction to Electric Chain Hoist Maintenance by **Menze vd Sluis** from **ProLyft**. Natura also conducted Showcase & Live Demonstrations on the hour for five minutes each.

### Growing attendance of System Integrators head to Hall 3 dedicated to LED, Display and AV integration

Joining the marquee list of exhibitors at PALM were leading AV technology brands participating in AV-ICNx 2019. Focus product segments include Video Projection & Display, Digital Signage, Large Display, interactive Display, Unified communications, Education technology, Audio Processing, Digital Cinema, Cabling, Connectors and signal management, Conference and collaboration, IP & Network distribution.

Present in Hall 3 this year was **Video**

**Wall India Pvt. Ltd.**, who bought a new series of outdoor and indoor LED display solutions – VODpro and VIDpro series which includes features like multi-input (HDMI, DVI, SDI) AND 360 Degree rotation. These series are especially designed for banks, retail stores, stations, hospitals, theatres, government organizations, etc. Another major highlight of the booth included the all-new Hydraulic Mobile Display Truck. This customized truck includes features like inbuilt generator, audio of 2400 watts, air-conditioned cabin, 7 by 20 feet in built stage, GPS, Hydraulic 360 degree rotation, Control unit, wireless remote operation, Hydraulic Lifting up to 20 feet above the ground, 4 Hydraulic support jacks and Screen 4mm pitch Nation Star.

**Nova Star** was again in Hall 3, represented by **Jona LED**. Key products on display included **NOVA Pro UHD Jr.** all-in-one controller featuring multiple input connectors, supporting up to 8 inputs simultaneously, and output connectors including 16 ethernet ports and 4 optical fiber ports and the **MBOX600** industry's first 2-in-1 industrial-level for LED screen.

**Modern Stage Service Pvt. Ltd.** who chose to exhibit in hall 1, displayed a range of products from their brands **Sunlite, PR Lighting, Zero 88, Christie, Cabrox, VariLite, Strand, Enttecc, Antari and Farbe**. The company once again provided an impressive immersive projection-mapping showcase, albeit in hall 3 – pro AV hall this time.

The immersive experience, which was like no other, used simple projection mediums like curved screen, floor projection and blocks to create a mesmerising output, challenging the visual senses and creating a treat for

the mind. With creative cutting-edge content designed by **Vijay Sabhlok**, the company presented the perfect amalgamation of innovation, technology and creativity.

A complete report of exhibitors in hall 3 can be found on **pg. 8**.

On the show floor itself, the expo offered an array of content features, which were a huge success. The Features included the **PALM Summit –Conference & Seminar Programme** and **PALM Soundscape Programme** (pg. 18), **DJ Championship** (pg. 53), **PALM Sound & Light Awards** (pg. 44), **IRAA Awards** (pg. 36) and **Harman Live Arena** (pg. 51).

All in all the latest edition of the PALM Expo and AV-ICNx expo held concurrently at the Bombay Exhibition Centre, Mumbai, was a resounding success, exemplifying the unrivalled energy of the global Pro sound, light and AV industry.

"The dramatic expansion of PALM with AV-ICNx establishing in its very first year, is truly amazing. PALM now has gained the depth as a solution provider with the inclusion of display and audio video integration technology," said **Ramesh Chetwani**, Exhibition Director, PALM Expo.

"While we have been relentlessly trying to make the PALM show stay focused, we will continue our efforts to compliment the AV segment," said Anil Chopra.

Contributing to the grand success of PALM Expo 2019 was **XMLITE** as Lanyard Partner, **YAMAHA** as the Platinum and Sound Partner for PALM Conference & Seminar, **HARMAN** as the Live Arena Partner, **Spectrum AV** as the Display Partner for PALM Expo, and **d&b audiotechnik** as Sound Partner for PALM Soundscape & DJ Championship.



# THANK YOU TO ALL OUR MEDIA PARTNERS & ASSOCIATIONS FOR SUPPORTING AND MAKING PALM EXPO & AV-ICNx 2019 A GRAND SUCCESS



**PALM** technology  
SOUND & STAGE • LIGHTING • INSTALL SOUND • MUSIC PRODUCTION • DJ TECHNOLOGY  
EXPO PROMOTION

**AV-ICNx**  
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AV INTEGRATION COMMUNICATION NETWORKING EXPO  
EXPO PROMOTION MAGAZINE

99business.com

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## PALM AV-ICNx 2020 TEAM



**Ramesh Chetwani**  
Exhibition Director



**Smita Rai**  
Project Head  
Features & Marketing



**Charu Relhan**  
Head Sales



**Mehul Jain**  
Deputy Manager Sales



**Zeeshan Patel**  
Asst. Manager Sales



**Deepak Toshniwal**  
Asst. Manager Sales



**Jivitesh Wadhwa**  
Sr. Marketing Manager



**Chandni Rajpal**  
Sr. Executive Back Office



**Ankita Bhadrawale**  
PALM Technology  
Content Manager



**Chinmay Parasrampur**  
AV-ICNx Technology  
Content Manager



**Vaishali Teli**  
Distribution Manager



**Peter Pereira**  
DTP Manager



**Megha Patade**  
Graphic Designer



**Lalita Tengle**  
DTP Operator



**Dimple Shah**  
Web Developer



**Amol Kanchawade**  
Web Developer



**CONNECT.**  
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## EXHIBIT RATES

**SHELL SCHEME**

**INR 14,000**  
PER.SQM

**RAW SPACE**

**INR 12,925**  
PER.SQM

**SHELL SCHEME**

**\$ 325**  
PER.SQM

**RAW SPACE**

**\$ 300**  
PER.SQM

\*price may differ depending on the type & size of the booth.  
above prices does not include 18% GST and any other Government charges as applicable.

**F O R   B O O T H   B O O K I N G /   S P O N S O R S H I P /  
A D V E R T I S E M E N T S ,   C O N T A C T**

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# ***SPONSORSHIP & ADVERTISEMENT OPPORTUNITIES***

PALM Sponsorship & Advertisement provides opportunity for, and delivery of increased brand building and awareness, greater visibility and impact and predilection to purchase, right through the year leading up to the three day event. Align with PALM as a premium Sponsor, create enhanced visibility and drive traffic to your brand and products. Your products, solutions and marketing plans are unique. PALM offers customized, stand-out sponsorship opportunities to match your marketing goals.

PALM sponsorships are available only to exhibitors, so act now!

Maximize brand awareness & enhancement through prime exposure & targeted messaging and make an impact on your target buyers from the Entertainment event industry.

## **SPONSORSHIP OPPORTUNITIES AVAILABLE ARE:**

- ▶ ONSITE (Registration Area, LED Billboards, Pillar Branding, Floor Graphics, Name Badges, Name Pouches, Lanyards).
- ▶ SHOW SOUVENIRS (Mugs).
- ▶ VISITOR/DELEGATE BAGS.
- ▶ CONTENT FEATURES [PALM Conference & Seminar, PALM Soundscape, DJ Championship, PALM Awards – Indian Recording Arts Academy Awards (IRAA)].
- ▶ PRINT ADVERTISING (PALM Show Magazine and PALM Technology Magazine).
- ▶ DIGITAL ADVERTISING (Banner ads on PALM Website).



# STATISTICS & DEMOGRAPHICS

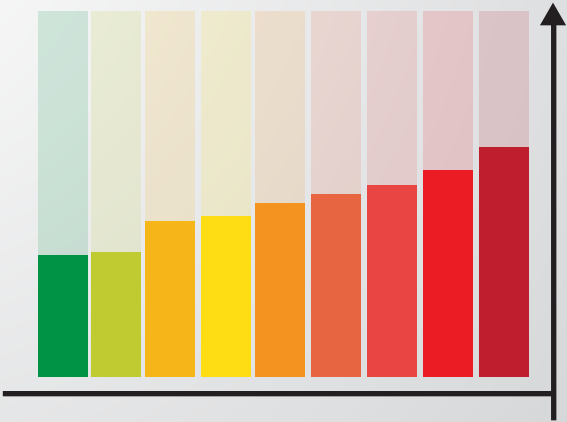
## MAIN PRODUCT INTEREST



AMPLIFIER	12.35	■
DJ EQUIPMENTS	8.44	■
AUDIO EFFECT	8.39	■
LED / VIDEO DISPLAY TECHNOLOGY / DIGITAL SIGNAGE	7.35	■
LOUDSPEAKER	7.09	■
LIGHTING CONTROL	6.44	■
PA SYSTEMS	5.87	■
MICROPHONE	5.85	■
CONSOLE	4.84	■
STAGE LIGHTING	4.53	■
AV INTEGRATED SYSTEMS	3.37	■
OTHER AUDIO RELATED EQUIPMENTS	3.09	■
OUTDOOR LIGHTING	2.96	■
SOFTWARE & TECHNOLOGY	2.93	■
DIGITAL CINEMA	2.86	■
STAGE TECHNOLOGY & TRUSS SYTEMS	2.55	■
SPECIAL EFFECTS, LASER TECHNOLOGY & EQUIPMENT	2.46	■
CONFERENCE SYSTEMS	2.45	■
PART & ACCESSORIES	2.13	■
VIDEO / CINEMA PROJECTION	2.10	■
BROADCASTING EQUIPMENT	1.96	■

## INTERESTED IN PALM SHOW FEATURES & HIGHLIGHTS

3D IMMERSIVE PROJECTION & MAPPING	16.01	■
HARMAN PALM LIVE ARENA	13.81	■
LIGHTING DESIGN SHOWCASE	12.90	■
INDOOR COMPACT LINE ARRAY DEMO	11.74	■
SOUNDSCAPE CONFERENCE	10.95	■
DJ CHAMPIONSHIP	10.47	■
CONFERENCE & SEMINAR	9.13	■
RIGGING & TRUSSING WORKSHOP	7.82	■
IRAA AWARDS	7.17	■



## VISITORS PURPOSE OF YOUR VISIT

CONNECT WITH THE TRADE	27.58	■
NEW PRODUCTS & TECHNOLOGY	20.25	■
PURCHASE & ORDER	15.47	■
LOOKING FOR BUSINESS EXPANSION	13.63	■
NETWORKING / MARKET RESEARCH	11.81	■
EVALUATE SHOW FOR FUTURE PARTICIPATION	7.34	■
SEEKING REPRESENTATION TIE-UP	3.93	■



# MARKETING OPPORTUNITIES

WITH THE AIM TO HELP YOUR BRAND REACH THE RIGHT AUDIENCE & MEET YOUR BUSINESS NEEDS EVEN BEFORE YOU REACH THE SHOW FLOOR. PALM EXPO 2020 PUTS FORTH AN EXTENSIVE MARKETING OUTREACH THROUGH MULTIPLE MEDIUMS.

## DIGITAL MARKETING

With digital India gaining pace, Palm Expo 2020 is ready to grow its presence with a far-reaching Digital Campaign having a targeted & specific audience reach with promotional activities across social media and digital mediums. Garnering higher reach and awareness about the expo through national and international affiliations.

## OUTDOOR CAMPAIGN

An extensive outdoor publicity campaign utilising innovative and high reach and visibility mediums will be initiated targeting the right audience through hoardings, bus back branding, retail store branding, POS branding would be among the few promotional mediums.

## INDUSTRY MAGAZINES

Palm Expo 2020 to reach out to the industry through all the major magazines, having tied up with them, an annual marketing campaign has been initiated with innovative and large use of the editorial and advertorial opportunities with the Industry magazines.

## SMS & WHATSAPP CAMPAIGNS

Reaching out to the audience and providing them with regular updates about the Expo is what we aim to achieve in turn helping our patrons not to miss the opportunity of generating the right business at Palm Expo 2020.

## SHOW INVITES

Special printed invites are sent to Industry associations and Market drivers. Along with Invitation cards being sent out to Exhibitors and Media Partners to invite their key customers, thus bringing quality trade visitors to the show.

## ASSOCIATION SUPPORT

Palm Expo 2020 is all set to partner with leading Industry associations to help increase the growth of the industry and aid increase the knowledge and awareness about the various developments, by inviting the association members to participate at the exhibition as well as be a part of the knowledge sharing sessions.

## E-MAIL CAMPAIGN

Regular industry and show updates are the essence of growth. Palm Expo 2020 has initiated a far reaching e-mail campaign to keep our exhibitors and visitors updated about every aspect of the expo and the growing industry. Generating interest & registrations.

## PR & MAINLINE ADVERTISING

A huge PR reach with an extensive coverage across media platforms and advertising in major News Papers across the country will help push the visibility and grow the goodwill of the Expo in turn help garner higher and better response from the audience.



14<sup>th</sup> edition



INDIAN  
RECORDING  
ARTS ACADEMY  
AWARDS

The IRAA (Indian Recording Arts Academy) Awards is the most prestigious accolade for the Sound Recording and Audio Production Industry in India. The annual celebration is dedicated to works of distinction and exceptional achievements in the field of sound recording, mixing, audio production and post-production. It is the first ever music awards in India dedicated to the regularly forgotten technical fields of music recording and audio engineering talent in the country. Now in its 14th year, the awards will continue to applaud those who exhibit the courage, and creativity to bring about a transformation in the world of sound recording.

For more information or Sponsorship  
of IRAA Awards, contact:

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10<sup>th</sup> edition

# PALM SOUND & LIGHT AWARDS

The annual PALM Sound & Light Awards has been instrumental in recognising and honouring individuals, new technology and organizations for their unmatched contribution to the live sound and entertainment industry by rendering outstanding services and solutions in the field of stage sound, light and entertainment technology





## SUPPORTING ASSOCIATIONS

 AES INDIA Audio Engineering Society	 All India Radio & Electronics Association	 BETA FOR UNITY, PROGRESS & SERVICE 1971
 EEMA Event & Entertainment Management Association	 PALA Audio & Lighting Association	 Punjab Light Sound & Shriacharak Group Association

PALM Expo Media & Features Organiser

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Motivating the market, putting technology in place

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