

Palm Expo 2016

Now in its second year under ABEC's ownership, Palm Expo is going from strength to strength, underlining India's economic boom



An RCF Demo Qube

A GOOD MEASURE OF HOW A MARKET IS MATURING IS to look at the technology on a trade show floor. Just a few years ago, Palm Expo was replete with simple, affordable products. Now, pro audio manufacturers seem confident that the market is ready for their top-of-the-range technology.

This was exemplified by **Yamaha** with its Rivage PM10, in one of two separate halls Yamaha had taken instead of a stand. The second hall was set up as a performance venue where regular workshops and live mixing demonstrations were being conducted on the flagship console. 'It's certainly creating a lot of interest; everyone wants to see and hear it,' said Andy Cooper, manager at Yamaha's London R&D centre. 'It showcases new technology from Yamaha which will be used in more affordable products coming onto the market.'

Inside the Bombay Exhibition Centre, **Bosch** was showing the **Electro-Voice** X2 line array, which won a Pro Light & Sound International Press Award (PIPA) in Frankfurt in April. 'This has created a lot of noise on social media, and people have come looking for it on our stand,' said general manager, product



Quest's Frank Andrewartha with the weatherproof MX801

marketing, Tushar Srivastava, of the award. 'With a large format line array we will consciously be getting into the large concert and touring segment now.' Also on first time show were the ND Series microphones.

People also knew what they wanted to see on the Sun Infonet stand. 'After all these years, director are now finally coming and asking for the products,' said director Neeraj Chandra. 'I'm getting a good response from the **Allen & Heath** and **Nexo** lines, and the seminars we've planned for Allen & Heath's dLive console are also making a real difference - there's been a lot of interest.' Sun Infonet was also showing **Quest** speakers including the MX801 mounted beneath a shower to demonstrate its all weather capabilities, and the **Shure** range of microphones.

Sonotone, which has been supporting the show from day



Acoustic Arts with representatives from Televic, TW Audio and Renkus Heinz; The Harman India team

one, had a large stand featuring **JTS** and **Mackie**, which it distributes in India with **P Audio** on a separate booth opposite showing its new speaker series alongside ranges of components. 'Palm India is a big investment for us; it's a platform where we can really showcase our company,' said Karan Nagpal. 'I don't think another show comes close.'

Harman was showcasing its recently-introduced products including **AKG** K-series studio headphones, **JBL** Eon One and Eon 208P all-in-one PA systems, **dbx** Driverack Venu 360 with Dante and **Soundcraft** Vi2000 and Vi7000 digital mixing consoles. Simultaneously, an isolated listening room created a multi-dimensional, immersive listening experience using **Lexicon**'s Quantum Logic Immersion Processor.

Showing at its second ever Palm Expo, Alphatec's commitment to the **Music Group** was evidenced by the size and sophistication of its double decker stand. 'We've created separate islands for the different brands including **Midas**, whose consoles are attracting a lot of interest,' said director of sales, Mayank Gaurav. 'We've also built an install wall featuring **Turbosound**, **Tannoy** and **Eurolive** speakers. The response has been phenomenal and we've made a lot of good connections, especially people who are responsible for putting products on technical riders.'

Another distributor with an impressive new portfolio was Acoustic Arts, which has just taken on **Televic** after signing with **Renkus-Heinz** and **Community** earlier this year. The company is also one of **Powersoft**'s four Indian distributors, and was also showing **TW Audio**, **Biamp** and **Audix** products. 'We have a very strong range of complimentary products now so we can go after a bigger range of projects by offering end-to-end solutions,' said director Sidharth Chhibber. 'The show has been really good, we've renewed lots of relationships and acquainted them with our new product lines. It's better organised than last year, and the crowd seems more focused, so the admission charge has made a big difference.' And indeed a nominal, first-time entry fee appeared to have had a beneficial effect on the visitor profile.

Another Powersoft distributor, Namdhari Impex, was also showing off two new brands, Portugal's **Next-proaudio** and Belgium's **Audiofocus**. The company has also become a direct importer of **QSC**, a brand it has represented for some time. This was Namdhari's first time at Palm Expo in its own right, and it was proud to be showing the Audiofocus TS40 40-inch subwoofer. 'We've received so much positive response,' said sales and marketing director, Gurprit Singh. 'The feedback has been really good,' added Andre Correia of Next-proaudio. 'We've participated in the line array demo with our LA212X system and people have come directly to the stand after each demo, which we're really pleased about.'

Powersoft could also be seen on the stand of IES, another of its four Indian distributors, alongside **Martin Audio** showing



the new CDD Series. 'The show is definitely growing and we're seeing new people, said IES director, Rasesh Parekh. 'We had visitors all the way from Assam who knew exactly what they were looking for. This used to be purely a rental show but now we're seeing a lot more integrators.'

As usual, the show floor was packed with studio-related products relevant to the local film and advertising markets. 'The show has been the best ever with good footfall and I'm really happy with our open sided booth,' said Aditya Modi of Modi Digital. 'The **Eve Audio** monitors, which are starting to



(From top): KV2 and distributor Cinetekk; DPA's Steen Tychsen and Bo Brink with Ansata's Dipanshu Mitra; beyerdynamic's German and Indian teams join forces

(Right): The KEI team proudly presenting the LD Systems range; L to R Gurmukh and Gurprit Singh from Namdhari Impex with Audiofocus TS40; Bosch India's Tushar Srivastava with the EV X2; L-Acoustics' Peter Owen flanked by Nirdosh Aggarwal and Rajan Gupta from HI-Tech



(Above L-R): Sun Infonet's Neeraj Chandra and Nexo's Nicolas Kirsch; Tascam's Yoichiro Hosoi with Sun Infonet's Kapil Verma and APMM's Tom Lindley; Hands on at the Pioneer booth; Mackie's Jason Tan and Sonotone's Karan Nagpal; Inside the Harman Live Arena

gain traction in the market here, have been the centre of attention, along with Hapi and Horus with new networked-based audio sound cards from **Merging Technologies.**

Added Shiv Sood of Sound Team, 'Visitors to the booth have mainly been wanting to talk about upgrades rather than new projects, but it's still a good meeting point and people can see the new products on display.' This included the **Genelec SAM** monitor series, including the 8340A, 8305A and 7360A.

Sennheiser was focusing on its music and live performance products. 'Over the last few years Palm has grown, but I don't see that much difference in the number of visitors as we always get a good turnout,' said sales and marketing director, Vipin Pungalia. 'We've seen lots of new people from all over India, not just Mumbai.' On display were the newly revamped HD 25 Pro headphones, the Evolution D1 wireless microphone plus **Apart** and **Neumann** ranges.

Many manufacturers were out in support of their local partners, including a delegation from **KV2** on the stand of longtime distributor, Cinetekk. 'The show has come a long way in the last two years; this year it's better organised and looks more professional than ever,' said KV2 CEO, George Krampera. 'Both the show and the outdoor demo have been very positive for us. In the last few years we've had 30 to 40 per cent growth per year in India, and this year it's going to be even higher. We started here with the simpler systems and have worked up to the VHD large format point source system which is being

demonstrated outside.'

beyerdynamic's CEO, Robert Winterhoff, was visiting Palm Expo this year to support his Indian team. 'The show has been really good for us, both in terms of visitors and the new products we have,' said Shaik Ahmed, sales manager for beyerdynamic India. 'We've launched the DT 1770 Pro studio headphones and we have a new boundary drum microphone, the TG D71c.'



Anindya Mukherjee of Sonodyne introducing the PM series

Visiting from **TASCAM's** Japanese head office was Yoichiro Hosoi. 'I last visited Palm India three or four years ago, and compared to the last time I was here it looks very professional,' he said. 'It's definitely improved.'

Ansata's booth was hosting a delegation from **d&b audiotechnik's** newly-opened Singapore office, Gert Sanner and Ben Millson, as well as staff from **DPA Microphones**, a brand new to Ansata. 'It's been a very positive experience,' said DPA's area sales manager, Steen Tychsen. 'Ansata understands the importance of quality in all areas of sound

amplification and recording.'

Ansata's booth, split into dedicated product sections, also had a large **Avid** presence, with demos of the S6L and Avid Everywhere. 'It's early days for the cloud concept, but it will open doors for a lot of independent musicians who can get in touch with users from all over the globe,' said Ansata CEO Leslie Lean. 'During the show we've had demos connecting with the UK, Berlin and Korea.'

Hi-Tech was showing a range of **RCF**, **Bose**, **DIGiCo** and **L-Acoustics** products including the new KS28 subwoofer, while White Eagle's **Outline** range was this year joined by **Amate's** Joker series. 'The brand wasn't too well recognised in India, but now we're moving to the next level,' said sales manager Jordi Amate. 'Arun Kalra and his team are doing a great job, and they've got a good network.'



Atsuya Ota and S Raghuram from TOA

Kripa Electronics was making its first foray into the pro audio segment with Adam Hall's **LD Systems** brand. 'We've had a great show, seen over 70 dealers and signed up another three regions with exclusive dealers,' said Sanjay Chawla.

India's own homegrown manufacturer **Sonodyne** was focusing on the PM series of production monitors following its launch in the US and Europe. 'Response has been very good, and we've appointed 20 new dealers at the show as well as making some international distribution contacts,' said Anindya Mukherjee.

New Indian manufacturer **Tymphones**, was making scans for its 3D printed in-ear monitors on its stand. 'There's been lots of response in the Indian monitor market; our IEMs are custom fit so they stay put and outside noise is passively isolated,' said Eobin George, who is concentrating on India for now but looking to expand into Dubai, Singapore and Japan.

Of course, Palm Expo is much more than just the exhibition. The show this year featured the busy and informative Palm conference and seminar programme; the Palm Soundscape series of chaired panels; the DJ Championship and

the Indian Recording Arts Academy Awards (IRAA) spread over 22 technical categories. The Harman Live Arena, now in its seventh year, presented a line up of bands showcasing Harman's sound and lighting products, while **RCF** and **Pope Professional** took Demo Qubes. And 12 brands - Audiofocus, **Audio Center**, **Beta 3**, **E Wing**, **KV2**, **Lloyd Lee**, **Montarbo**, Nextproaudio, **Power X**, **Sound Capital Pro Audio**, **TW Audio** and **Z Sound** - participated in the open air line array demos.

This was the second year that Palm Expo has been under the ownership of Asian Business Exhibitions and Conferences, and little tweaks to the show were apparent. In particular, the dropping of Music Expo this year was a difficult decision, according to Palm Expo international director and show founder, Anil Chopra. 'We've kept the DJ participation, but no MI this year,' he said. 'This means that we've lost some of the crowd. But we wanted to show the international manufacturers that we mean business.'

It's an understatement to say that the Indian pro sound and light community also means business as exhibitors and visitors went away happy after another Palm Expo.

2016 Dates:	26 - 28 May
2017 Dates:	1 - 3 June
Venue:	Bombay Exhibition Centre
Total exhibitors:	181
Attendance:	22,366
Contact:	www.palmexpo.in