

PALM EXPO: Grows Big, Explores Newer Horizons



Over 225 Exhibitors; >40 New
Over 500 Brands; >25 New launches
27,000 Square meters floor
Four Demo Cubes
Exclusive Halls for Sound&Display, and Lighting
Programming Versatility
New tie-ups/associations
>21,000 unique visitors; >27,000 visitors over
3 days
Overall growth: 17.5%

PALM Expo 2017 – the 17th edition of India's largest Pro Audio, Lighting and Music industries – held at the Bombay Exhibition Grounds recently – scored a resounding success by turning out to be the largest event in its 17-year history. With an impressive growth in all-round numbers of floor space, exhibitors, brands on demo, and, of course, more quality visitors, besides improvised programming offerings, the event appeared to be more buoyant than ever, posed a very positive intent - to explore newer horizons. An ETA exclusive:

The PALM Expo 2017 – 17th edition of India's largest Pro Audio, Lighting and Music industries – while making yet another successful outing, promised to bring more substance as it moves in time. Growing in size reputation, the event not only added two very specific new offerings, but also gave an indication of its ambitious plans for the future.

With a view to making the event more attractive and beneficial to the exhibitors and the visitors, the organizers have come up with an exclusive space called the Lighting Designer space, and the PALM Connect, a buyer-seller interactive space focused exclusively on AV consultants for Integrated systems.



The Lighting Designer Showcase was a space where the aspiring professionals and manufacturers from the Lighting industry can come together for sharing their expertise and experiences for the common good of the industry.

Similarly, the PALM Connect has been ideated to be an interactive space intended to facilitate a connecting interaction between prospective buyers and sellers/solution providers from AV, display and projection systems segments.

"The industry has been expanding, and so have been the expectations," says Ramesh Chetwani of the PALM Expo. "Visitor profile has been widening year after year, they come with bigger expectations, and exhibitors too want more and more market-interactive opportunities on the show floor," he explains. "As it is, it's been a constant endeavour at PALM Expo to explore newer opportunities to bring more value-adds to the exhibitors and visitors; these initiatives are just part of the same endeavour."



Anil and Ramesh

Says Anil Chopra, the Director of PALM Expo: "PALM is the 'the platform' for the Pro Audio, Lighting and Music industries in the region. It has always lived up to the production industry's expectations, and it will strive to broaden the platform in display and projection segments as demanded by the growing community of AVSIs and Consultants. and we will address the wider ambits of the industry as we move in time."

There have been some incredible products on display, some of them coming to Indian market for the first time. More, there have been as many as six special product launch events organized by the exhibitors for their partners and potential clients, and there have been about a dozen new brand-distribution deals coming to the fore on the show floor.

"PALM is getting better, the organizational perfection, and the quality visitors," felt Naveen Sridhar, Director-Sales (SAARC), beyerdynamic. "It is the single largest platform for ProAudio industry, and coming here is a right step forward for the existing and the new comers as well."

"This event has everything that a Pro-Audio industry

professional can expect of," opines Gareth Coleman, International Sales Director at OHM, UK. While the British audio major, that became part of Vardhaman Mega Tech last year, had been a regular at the PALM, Lavoce Italia, the Italian speaker major has equally been excited.

Coming to the event and India, for the first time, through their newly appointed India Partner Narain Audio & Lighting LLP, Lavoce felt highly charged up and hoped for buoyant prospects in Indian markets.

"Indian market is huge, and its growing; we believe it's time we pitched in ourselves," said Kevin Shone, business development manager at the Italian speaker company Lavoce.



Gareth Coleman of Vardhaman OHM

That the event organizers, this time, appeared cautious to monitor the footfalls, and figured that there have been as many as over 21,000 unique visitors was apparent from day one. Pleasantly, there have been a significant number of Professional AV Consultants, Integrators, Manufacturers and Academia Faculty who were otherwise not known to be PALM Expo visitors.

Stage Sound and Lighting segments apparently constituted the biggest chunk of the visitor footfalls while Consultants and SIs looking for solutions across AV, Audio -for-Video, cinema accounted for the second highest share. Studio recording and music production solutions represented the third segment, and the mix for each segment was a healthy average between professional talent and business buyers.

"ITE takes pride in ownership of this dynamic platform, infusing energy to the event entertainment industry in India," said Gordon Payne, Asia Regional Director, ITE Asia Exhibitions Limited, who own ABEC the organisers of PALM Expo India. "We are committed to develop content to drive professional growth in India's changing Stage Sound & light market," he said, adding, "the show's success can only be attributed to the enthusiastic attendance of

trade professionals. ITE is happy to serve this dynamic community,”

Keeping in line with its reputation, PALM EXPO did have its own share of new launches and partnerships coming to the fore. Some of the important things to watch out were:

- Yamaha Music India's taking of NEXO as the latter's India Distributor
- Sun Infonet's bringing to India Belgian expertise Audio Focus
- Modern Stage Service Pvt Ltd's bringing in Australian LED solutions provider Enttec, besides launching the Farbe brand of AV control precision signal management solution
- Modern Stage Service's bringing in Dutch special effects solutions provider MagicFX, among others
- Narain Audio's appointment as India Distributor for Lavoce Speakers
- Sonodyne launching new ceiling and wall speakers, besides new ranges from Avant
- QSC, through its India partners introducing its K2 Series loudspeaker systems
- Japanese Projection solutions major Epson taking to PALM platform

“Indian market is vast, one of the rapidly growing in the region; and what better way to announce our coming here than a show like this,” says Nicolaos Moreau, Director of Enttec. We are excited about our partnering with Modern Stage Service Pvt Ltd's through this platform.”

It was equally so for Cars Dercksen, International Accounts Manager at MagicFX, the new partner onboard Modern Stage Service. “It feels great to be in a marketplace like this,” Cars said. “We see a huge potential for our solutions here, and we believe our coming to this show opens up all that to us.”

Says Pratik Wadhwa of Modern Stage Service Pvt Ltd: “PALM EXPO is the biggest show, not just for us, but the whole Professional Audio, and Entertainment industry in Southeast Asia region; It makes a great business sense to announce our initiatives and new solutions from this event platform, which is what our booth and product demos are about.”

Evidently, MSSPL once again accounted for one of the largest floor spaces of the event, with the booth segmented into three parts one of which included an expansive space for demoing latest solutions in 3D projection mapping.

Modern Stage Service, on the other hand, demonstrating its range of products in Hall No.5, made a big splash of its entertainment solutions. Regular majors like Ansata, Harman, Hi-Tech Audio, Narain, and Sun Infonet made their routine big presence on the show floor with their latest.

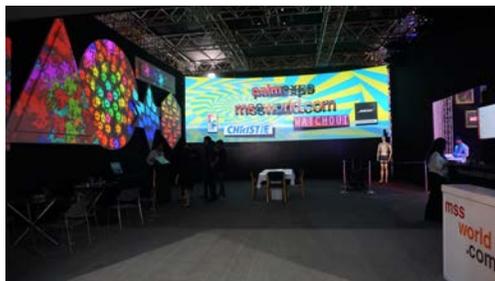
“PALM 2017 welcomed 225 exhibitors across five halls and two demo grounds,” said Manish Gandhi, Director and COO of ABEC Exhibitions & Conferences Pvt. Ltd., the organizers of the event. “This is the largest (PALM) expo replete with latest technology from leading brands from across the globe, exhibiting a huge diversity of products,” he explained. “ABEC is proud to serve the Pro Sound & Lighting industry in this remarkable expo that saw over 30,000 trade visitors this year, and which we shall build bigger and better in 2018.”

The most significant factor of PALM EXPO this year was the planning that went into segmenting the exhibitors. The main exhibition hall, or Hall No. 1 housed the Pro Audio, and Video/control solutions exhibitors, Stage Sound, Trussing and Rigging, and Lighting Design etc. were exhibited in Hall No. 5. This did provide for elimination of the regular apprehension of ‘noise’ on the show floor, though it did pop up occasionally. Nevertheless, it was remarkably cool, and provided for some serious business interactions.

The 18th edition of the event – PALM Expo 2018 – is scheduled to be held from 31 May to 2 June 2018.

From the Show Floor: Majors rule the roost

The event regulars such as Harman, Hi-Tech Audio, Integrated Entertainment Solutions (IES), Modern Stage Service Pvt Ltd, Narain, and Sun Infonet accounted for a majority of floor space. On the other hand, Yamaha India in Hall No. 2 turned out to be the largest exhibitor of the event with large floor space.



Making arguably the most attractive visual splendour on the show floor, **Modern Stage Service Pvt Ltd** showcased solutions for entertainment and medical training purposes; a large curved screen with pulled out object images providing the 'depth' perspectives; a restaurant dining situation with digital surfaces for home or leisure entertainment purpose; and interactive mapping wall.

"It is an intense and ingenious amalgamation of technologies that we made here," explains Vijay Sabhlok of MSSPL, who apparently played central to the 3D mapping booth creation. "It is an interaction of IP protocols, edge blending projection, and content mapping, with WatchOut 6.0, the industry standard for server 6.2, playing at the heart of the lot."



L-R: Pratik (MSSPL) with Niolas Moreau (Enttecc), Sasha Xiong (PR Lighting) and Dawinder Wadhwa (MSSPL)

According to him, the show was all about technologies that can be used in real life - both for entertainment and recreation, as well as for educational training. Mannequins can be used for training in healthcare/medical places, or for retail and fashion places, while the restaurant dining can be a WOW factor for fun dining. The interactive play can be used for diverse real time situations depending upon the requirement.

Adjacent to this, MSSPL displayed a wide array of its latest solutions that were highlighted by their newest addition Enttecc. The Melbourne, Australia-headquartered LED systems major decided to explore its Indian fortunes through MSSPL. "Their domain expertise and marketing competence, coupled with their service network are what made us partner with them," explains Nicolas Moreau, Director at Enttecc. "Our solutions make situations like events, night clubs, and restaurants, and architectural places look stunningly different." With an award-winning technology innovation, the Enttecc solutions can be the best choice for any lighting designer, he maintains.

MSSPL also launched its new brand – Farbe brand of AV control precision signal management solution. Explains Pratik: "Aimed at mid-range segment of entertainment industry comprising live events, rock shows, and even conferences, the system is a rugged and reliable, cost-effective solution doing every signal control management. We intend to market it across the SAARC region."

On the other hand, in Hall No. 5, **Modern Stage Service** – headed by Varinder Wadhwa and Kartik Wadhwa – demonstrated a huge array of stage lighting and trussing solutions that comprised new launches from its Principals-MA Lighting and Showlite besides others.



From MA Lighting, the company launched the new Network Switch designed to simplify the set-up and management of today's lighting networks. A simple and intuitive web browser based user interface allows network optimisation with a few easy steps; it doesn't require specific networking knowledge. Standard lighting terminology is used allowing most common lighting protocols to be filtered via a web interface designed specifically for lighting technicians. Operational procedures can be standardized with these protocol filtering presets.

Experienced network engineers can also access advanced functionality in the tiered interface if needed. This ensures better production preparation while on-site solutions are available via a simple preset assignment.

The Switch is housed in a typically robust 1RU chassis, with colour coded group indicators front and rear. It provides a local display for port status, applied filters and recognised MA equipment. All connectors are Gigabit Ethernet via Neutrik etherCON plus two optional heavy duty fibre optic connectors from Neutrik or Fiberfox. The Switch ensures maximum performance by full throughput of all Gigabit ports and a bandwidth measurement system available

via the front display to monitor the MA network switch performance.

The MA network switch is compliant with IEEE 802.3ab Gigabit Ethernet and can be merged into existing Ethernet networking infrastructures. The ability to define port filtering with the common entertainment protocols combined with standard Ethernet protocols like IGMP and RSTP allow the switch to perform best in fixed installation as well as in temporary installations.

From Showlite, the new launches comprised Raiden 1000 RGB LED colouring strobe, meant for colourful strobe effects and uniform RGB mixing system, and Vulcan 400 (LED blinder).



However, the highlight of the company showcasing was the demo of MagicFX product range from the Dutch special effects solutions provider that partnered with MSS for India distribution. "The MagicFX virtually produces magical effects- meant for any special occasion, private or official," explained Cas Derksen, International Accounts Manager with the Dutch company. "We partnered with Modern Stage Service owing to their competence in the field, and strong network presence across the country," he said.

Alphatec, the Kolkata-based audio distributor brought to show a wide range of solutions from its principal the Music Group. The company displayed a whole big range from all its brands- Lab.gruppen; Midas; Klark Teknik; Tannoy and Behringer.

The Lab.gruppen' range included power amplifiers D10:4L; D20:4L;d40:4L; E2:2; E5:4; E10:4; Lucia 60/22 and 60/2M2. Midas range included a 12-input and 18-input digital mixers MR12 and MR18 while the Klark Teknik range included the DN 200 Active DI box, and DM8000 Advanced Digital Audio Processor. The Behringer range was



highlighted by its versatile U-Control UMX 610 keyboard controller while Tannoy had its TKT122 and 102 two-way loudspeakers o show.

beyerdynamic India exhibited a wide range of solutions that comprised beyer's legendary studio headphones DT 770; 880; and 990, TG Series wired microphones, and the TG 1000 Digital Wireless System.

"While the whole DT Series headphones come with unique qualities, the DT 770 has been the best seller in India and globally too," explains Naveen Sridhar, Sales Director-SAARC for beyerdynamic, with a live demo of the system. Drawing the viewers' attention among the TG Series wired microphones was the ribbon microphone – beyer being the only manufacturer in the world to make the system – it carries those unique characteristics that the competition cannot. "The M88 unit is truly special and legendary," explains Naveen for its high SPL, and sophisticated functionalities. The company displayed the units with full drumkit to facilitate discerning professionals to experience it live.



The TG 1000 Digital Wireless System was another special exhibit on beyerdynamic's booth. The unique feature of the system is that it is region agnostic- in terms of its frequency or spectrum stipulations or limitations. It can be configured

in any region in the world, taking the region's frequency. More, the system comes with low latency, better flexibility yet beautiful design while being rugged.

Bose Professional highlighted its exhibits with its latest ShowMatch DeltaQ loudspeakers and ControlSpace boardroom conferencing solution.



After taking a big gap, Hyderabad-based **H Audio** brought the British premium audio brand VOID to Palm 2017. "We have seen the market growing phenomenally in recent years; and there is a growing chunk of discerning buyers wanting premium/luxury audio experience," reasoned Venkat, the Director of H Audio, the India distributors of VOID Acoustics. "We have had some exciting success stories in recent months, and we believe platforms like this will contribute to furthering the brand across the premium seeking buyers," Venkat noted.

Hi-Tech Audio Systems brought to place its prestigious DiGiCo SD5 digital mixing console, along with the DiGiCo SD12, a smaller variant of the ambitious SD5.

The SD5's work surface is a low noise, heat dissipation surface benefiting from Hidden-til-lit (HTL) technology, yet its five digitally driven full colour TFT LCD screens, three of which are touch sensitive, have a new configuration that allows easy access to single or multiple users. There are also two interactive dynamic metering displays (IDM)) and instant access 'quick select' buttons which are positioned conveniently down the left side of the two channel screens for fast and intuitive navigation.

As standard, the SD5 comes with a 2Gb fibre optic system, which is capable of running 448 channels of I/O at 96kHz, plus 56 console-to-console tie lines, allowing connection to up to 14 of the SD-Series racks. There are three redundant MADI ports and local I/O includes eight microphone inputs,



eight line outputs and eight AES I/O (mono). The SD5 has 124 input channels; 56 configurable busses, plus up to 5.1 master; a 24 x 24 fixed matrix; DiGiTubes on every channel, buss and output; 24 assignable Dynamic EQ; 24 multiband compressors; 24 stereo effects; 32 Graphic EQ; 10 x 4 (40) RGB backlit macro buttons; plus the ability to add a Waves upgrade.

The other highlights of Hi-Tech exhibits included the RCF HDL30-A amps, and L-Acoustics' Syva segment source system.

Integrated Entertainment Solutions (IES) exhibited a vast range of solutions from Avolites, Powersoft, Titan and Martin Audio. The highlight of the ranges on show, was, the CDD Live 218 dual driver, direct radiating powered subwoofer coming to the show as the latest launch from Martin Audio.

Narain Audio, the Mumbai-based audio distributor brought to show its latest principal Lavoce Italiana speakers, among a host of other solutions.

Kolkata-based audio manufacturer and distributor **Sonodyne International**, keeping in line with its tradition, introduced a range of speaker solutions for both Pro Audio and Cinematic applications. The new launches included ceiling and in-wall products meant for high quality installations. The key innovations in this range are new transducers magnetic grills, and new moulds across the range.

For the installed space, Sonodyne launched a complete new range of wall mount speakers fettering new moulds, and transducers.

More, augmenting the Sonus range from Avant, Sonodyne introduced new kevlar woofers, the 2.5 way crossover for improved transparency, and overall SPL. The new enclosure



design is a timeless one, with double braced MDF cabinets in both white and black, semi gloss. A separate silver front baffle provides a unique design element. The magnetic grill adds to the modern fit and finish. The new range features a 2.5 way new tower speakers, a 3 way centre speaker and 2 new subwoofers.

Delhi-based Audio major **Sun Infonet** made a big splash with its partnership announcement with the Belgian audio maker Audio Focus, besides highlighting the recent additions from its bigger principal Shure. Audio Focus, while it had been familiar with Indian market, having worked with a South Indian distributor for two years now, chose to partner with Sun Infonet- due to the strong market competence and domain expertise that it brings to place.



"Sun Infonet's strong support network and their experience in business is a big plus for any partner," commended Alexandre Kostenko of Audio Focus. "We share same business philosophy- of keeping the customer in focus all through. Sun has a very strong customer support network that we value very high." According to him, together with Sun Infonet, they stand to establish a strong customer base and business prospects in India.

Vardhaman Mega Tech, the Mumbai-based audio major that made headlines last year when it bought out British audio company OHM, highlighted its Palm presence with OHM's new line array system, the CORA. The system is said to be a revolutionary product in its line due to its unique characteristics- weighing just 23.1 kilograms with compact dual band 8-inch spread, yet boasting as much as 143 dB of SPL.

"It's something like physics re-written," says OHM's International Sales Director Gareth Coleman. The system is compact and yet sturdy and will be a perfect work horse like solution for any rental company or venue front of house set-up, Gareth explains.

There have been other bigger and smaller exhibitors that included manufacturing majors like Harman and Sennheiser, and distributing majors like Ansata and Acoustic Arts, besides a host of stage sound and lighting solution providers from Hall No. 5 which was comparatively "noisy". Nevertheless, PALM Expo 2017 turned out to be a successful event. Based on the energizing success, the organizers are apparently contemplating exploring the possibilities of adding new segments to be organized concurrently.

www.palmexpo.in

