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Issue 2/2014



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Editor's Note

Dear readers,

I hope you've had a good 2014 so far!

And welcome to the second issue of LAVA magazine. As usual, we've featured a wide variety of interesting projects from all around the world that span different fields within the pro audio, visual and lighting industry – from theatre lighting to church audio to visual projections to laser shows.

The main theme for this issue is Sound Art, and I'm excited to share with you an interesting sonic art project called 'Fathom', which was done by Plymouth University and features Martin Audio's Multi-cellular Loudspeaker Array (MLA).

It's fascinating to see how people come up with ways of using sound as a form of expression, especially in art. With 'Fathom', audiences will be able to immerse themselves in different sonic atmospheres by simply climbing up and down a few steps on a ladder. In order for the creators to pull off this project effectively, they had to use the best audio equipment possible – one that meets their specifications and requirements – and so sought after Martin Audio's MLA. Flip to page 42 to find out more about how everything was put together!

Enjoy!

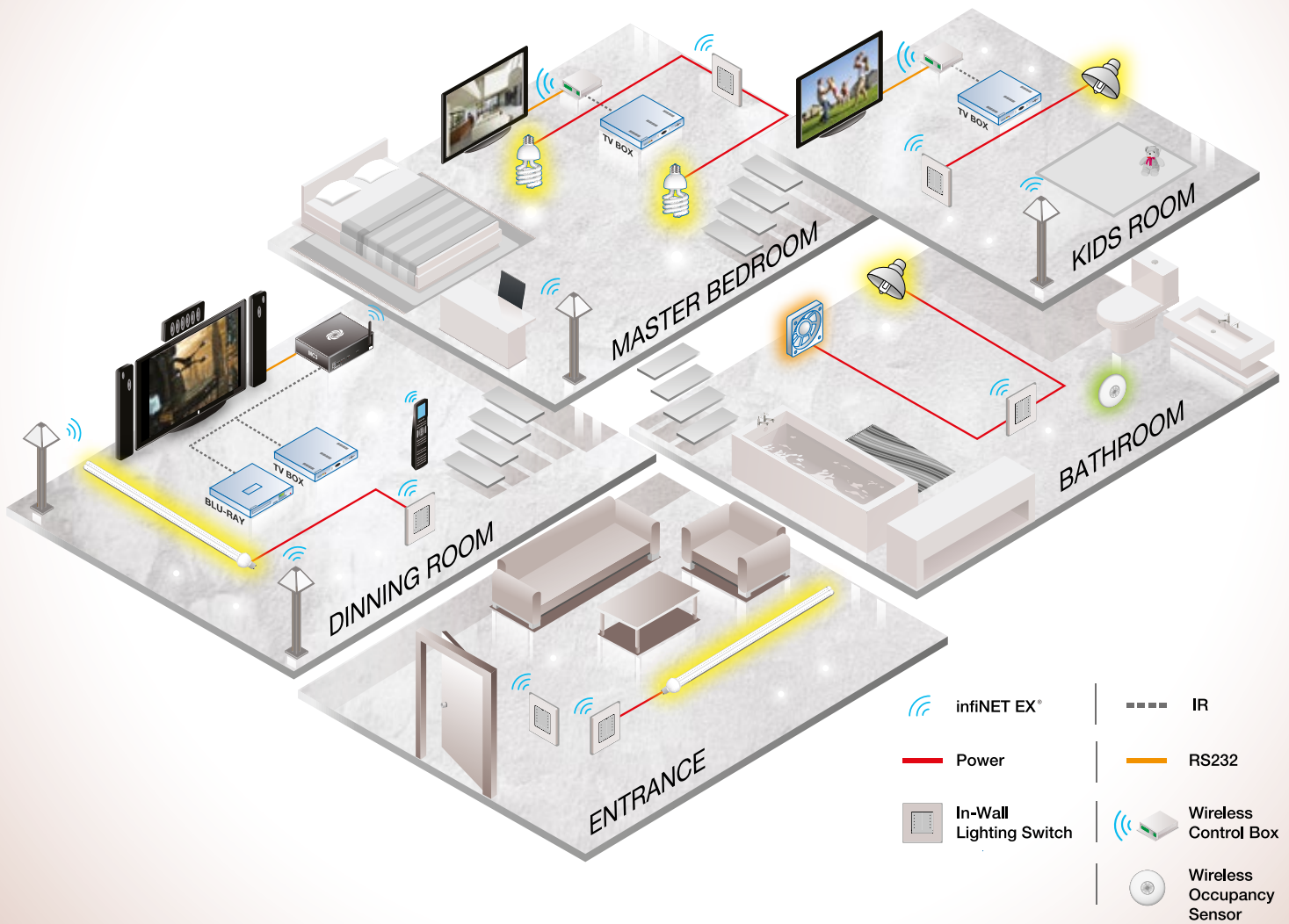
Best regards,



Nur Shakylla Nadhra

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CONTENTS

8 NEWS

30 SHOW PREVIEW

- InfoComm China 2014
- PALM EXPO China 2014
- PALME Middle East 2014
- Entech Connect 2014

38 SHOW REVIEW

- PALME Vietnam 2013

42 COVER STORY

Fathom

*A Sonic Artwork by Plymouth University
featuring Martin Audio MLA*

48 OUTDOOR ENTERTAINMENT

- TriColorIndia Designs & Specifies Giant Projection Spectacle In Delhi
- An Interactive Art landscape Featuring Martin Pro Lighting
- SAE Audio For Melbourne's New Year's Eve
- Clay Paky Meets La Bohème In Germany

64 INDOOR ENTERTAINMENT

- Wicreations For Mylène Farmer Tour
- Two South Korean Theaters Choose ETC Lighting
- XL Video Supplies 2014 National Television Awards
- ACME Lights The Idol Concert In Shenzhen, China
- tarm Showlaser for Volkswagen

82 BROADCAST TECHNOLOGIES

- Community Pro For Burton Town Hall
- Painting With Light Sings That Song!
- Symetrix Solus DSPs Shine At Norwegian Universities

88 WORSHIP TECHNOLOGIES

- Saint Agnes Hospital Renovation Includes Upgraded Chapel Sound
- Harman's Martin Professional Fixtures For Saddleback Church

92 PRODUCT SHOWCASE

Light Sky Lighting For The Voice Of Lithuania

94 PRODUCT INNOVATIONS

Lighting • Audio & Visual

104 EVENTS / ADVERTISERS INDEX



ETC Source Four LED CYC on *Liola*
at the National Theatre, London, UK;
photo © Max Narula



Source Four **LED** CYC

'None can match it' – Neil Austin, Lighting Designer

When lighting designer Neil Austin was looking to light *Liola* at the Lyttelton Theatre, he wanted to try something new – something that would provide the same smooth dimming he is used to with traditional tungsten, but with vibrant, full color.

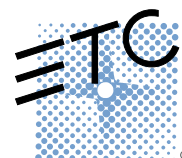
The ETC Source Four CYC guarantees uniformity of color. Each Source Four LED profile is calibrated to ensure the same color is achieved year after year.

"The ETC Source Four CYC is a game-changer," says Austin. "At last there's a high-quality, low-energy alternative to the most electricity – and gel-hungry section of theater lighting."

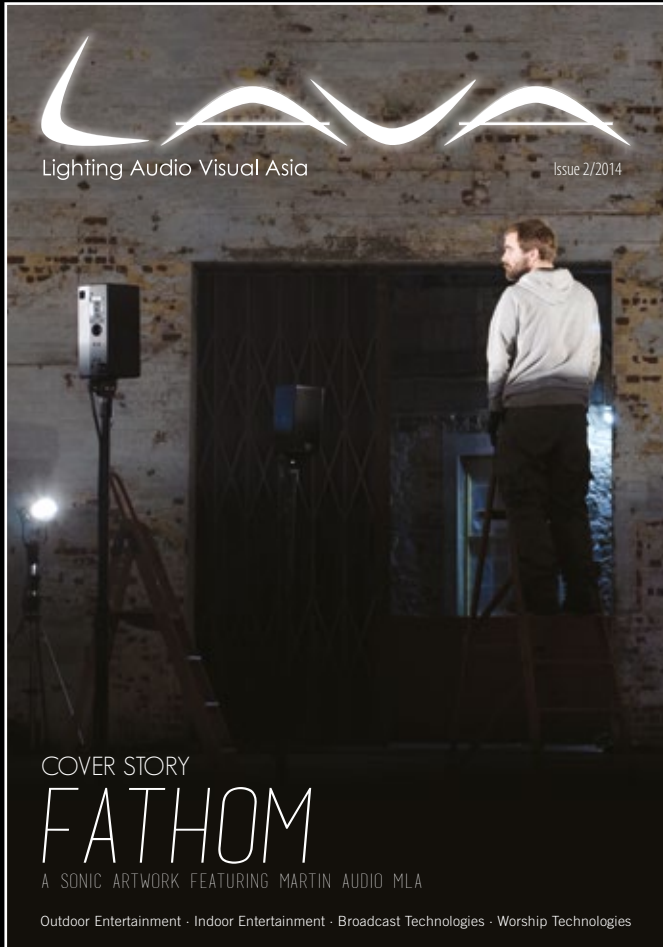
"Other LED CYC units can do vivid colors, but none can match the extraordinary range of color and smooth dimming of the Source Four LED CYC. This is the only LED unit capable of matching and surpassing the rigorous demands of theater lighting designers."



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On the Cover Fathom

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NORTHERN LIGHT INVESTS IN CLAY PAKY LED FIXTURES



NL Productions, the Edinburgh-based events arm of Northern Light Stage and Technical Services Ltd, has become a major stockist of Clay Paky fixtures in Scotland following a considerable investment with the manufacturer's UK distributor, Ambersphere Solutions.

NL Productions has purchased thirty of Clay Paky's latest industry-leading luminaires, including A.LEDA WASH K10s, Sharpys, Sharpy Washes and Alpha Spot QWO 800s.

"There aren't many Sharpys in rental stocks this far north yet," points out NL Productions' hire manager John Pike. "We were keen to introduce the Sharpy into the Scottish events market and felt we were well placed to do this. Our top level clients are very aware that the Sharpy is delivering many of the looks of the moment and they are keen to use them on their own events."

In fact since the Sharpys and Sharpy Washes have been added to NL Productions inventory they have enjoyed considerable success, having become the must have fixture for many of NL Productions' live and music events.

"Our clients have been extremely impressed with the high output and laser-like beam of both the Sharpy and the Sharpy Wash fixtures, especially when you take into account the Sharpy's low power consumption," adds Pike. "In addition, our in-house rental and servicing teams have been delighted with the build quality and ease of maintenance. This makes the Sharpy fixtures ideal for our market. Our clients require lighting fixtures that are feature-rich, robust and easy to service. As soon as we took delivery of the Clay Paky fixtures they went straight out on the ever demanding, 24/7 Edinburgh Festival. I am pleased to say we didn't get a single call out for maintenance issues. In my view there are few products that can compete with that."

The A.LEDA WASH K10 was also an immediate hit with NL Productions' customers. This mid-range model of the now popular A.LEDA Series offers all the benefits a moving wash light in tandem with the advantages

of LED technology including: low energy consumption, long life of light source, compact size, lightweight and robust build.

"LED offers our clients increased opportunities to maximise creativity in venues that have reduced power or space available," adds Pike. "NL Productions supply Clay Paky fixtures to an ever-increasing number of outside events and the raft of colours they deliver alongside the neat sturdy shape and build of these fixtures tick all the boxes for this market."

Augmenting its Clay Paky package, NL Productions also invested in Clay Paky's Alpha Spot QWO 800s. "The QWO 800s are a fantastic workhorse fixture," Pike points out. "Again they offer the event market designer everything he or she needs when it comes to creative flexibility. The number of effects options available is fantastic, and the QWOs can produce numerous exciting looks and environments."

All the newly acquired Clay Paky fixtures have been on-hire since, they arrived in NL Productions warehouse: "Because of the huge success of the new Clay Paky kit at the Fringe and on other subsequent events NL Productions is already considering a further purchase," concludes Pike. "In addition, in the last year, Northern Light has supplied and installed a number of Clay Paky products on projects including the prestigious new Edinburgh International Conference Centre."

Glyn O'Donoghue, managing director for Clay Paky's UK distributor, Ambersphere Solutions says: "We are delighted to see such a reputable rental, events and projects company embrace Clay Paky fixtures with such enthusiasm. Northern Light and NL Productions are key players across the install and rental markets, not just in Scotland but countrywide. It's important to us that their staff and clients are impressed with the features of the QWO 800s, Sharpys and ALEDA fixtures. We will continue to ensure we sustain a positive and close support relationship with the company well into the future."



FINE 330 WASH

This fixture owns the excellent performance of high speed, high brightness, light weight, small volume, low noise and low energy consumption.

Main technical features

Light source: PHILIPS MSD Platinum 16R

Color temperature: 8000K

Life span: 2000h

Power supply: AC100-240V 50/60Hz

Power: 480W

Valid luminous flux output: 15096lm

Light effect: 32.97lm/W

Zoom range: 10-28°

Color: CMY color mixture +1 color wheel (9 color filters+2 color temperature correction)

Effect: 2 soft light diffusion lenses +1 beam light plastic lens

Light control: shutter+strobe

Electric control technology

RDM remote equipment management

DMX, Ethernet protocol compatibility, wireless DMX (option)

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DMX electrical level monitors all the channels

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CHAUVET DJ WINS MUSIC & SOUND RETAILER AWARD FOR BEST LIGHTING PRODUCT



If “once is an event, and twice is a pattern”, as the saying goes, then CHAUVET DJ has established a pattern of being recognized by the dealers that sell lighting products. For the second time in a month, the company was honored by music dealers when its SlimPAR™ Hex 3 IRC won the 2014 *Music & Sound Retailer Award* for “Best Lighting Product”.

Presented during the NAMM Show in Anaheim, the award comes on the heels of CHAUVET DJ being named “Lighting Line of the Year” by the readers of *MMR* magazine. “It’s very gratifying to be honored back to back by two leading publications,” said Beth Weinstein, marketing manager of CHAUVET DJ. “It shows that we’re giving our dealers products that their customers want; and that we’re backing up those products with a strong commitment to service. We’re eager to build on this over the next 12 months as we continue to come out with products that help DJs excel in their careers.”

The SlimPAR™ Hex 3 IRC is indicative of the type of groundbreaking product that CHAUVET DJ is committed to bringing to market. A versatile low profile par with 6-in-1 LED technology (RGBAW+UV) and built-in infrared remote control capability, the SlimPAR Hex 3 IRC features a sit flat design that makes it ideal for uplighting.

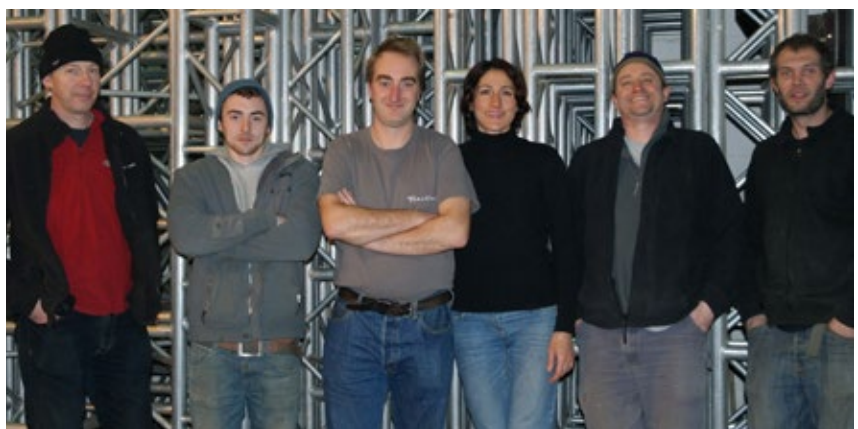
“There is a wide range of features that make the SlimPAR™ Hex 3 IRC an indispensable tool for DJs,” said CHAUVET DJ Product Manager Allan Reiss. “Thanks to its compact dimensions and sit flat design, it works very well as a truss warmer. The unit’s built-in infrared remote control capability also makes it very versatile. Plus its six-in-one LED technology allows DJs to create a broad spectrum of customized colors. It’s fitting that the SlimPAR Hex 3 IRC was honored with this award, because the feedback we’ve gotten from dealers on this fixture has been so positive.”

The MSR Music & Sound Awards are based on a poll of every American music equipment dealer and manufacturer. For the past 28 years, the awards have been presented every winter at NAMM in Anaheim.

FINELINE REBRANDS FOR NEW YEAR

Bristol UK based lighting and rigging rental specialists Fineline celebrates the start of 2014 with a rebranding exercise, complete with a new-look logo and website to consolidate a last quarter investment strategy that is focused on offering new and innovative technologies and imaginative solutions to its growing portfolio of clients.

2014 is the third year that Fineline – originally established in 1988 – has been running under new, lively and energetic independent ownership, with a management team led by MD Rob Sangwell.



Left to right: Patrick Watson, James Harrington, Rob Sangwell, Sevim Sangwell, Rob Watson and Stuart England

(Continues on Page 12)

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(Continues from Page 10)

The company has built up a reputation as a leading lighting and visuals facility in the South West region – encapsulated in the new strap-line ‘Professional-Creative-Trusted’ - and works nationwide in the UK and worldwide internationally.

Sangwell explains: “Three years ago, a new era in Fineline’s history was launched with the buy-out and implementation of a new management structure with a completely fresh outlook. We’ve grown steadily throughout that period, and are now moving forward to the next level, ramping up the business in readiness for a busy 2014. Alongside that, we are really proud that the Fineline brand has been going strong for 25 years.”

Over the last three years Fineline’s equipment inventory has been expanded and brought bang up to date with constant investment, the latest intelligent lights, effects, LED lighting and control technology.

Another major round of purchases came at the end of 2013, with new equipment including Robe’s popular Pointe multi-purpose moving light, Miltech MTC Batten 2 LED strips, Avolites’ Tiger Touch control consoles and a selection of trussing and motors.

Earlier in the autumn, a custom PA tower system was

designed, fabricated and added to Fineline’s hire stock.

A new apprenticeship scheme run in conjunction with Bridgewater College will commence in Spring, as Fineline is dedicated to providing career opportunities for young people who want a start in the industry. They will continue to run their own regular rigging training courses with local partners, which have recently included the Bristol Old Vic Theatre School and Weston College, Weston Super Mare.

The new clean and stylish website will mirror the streamlining of the operation. It is highly visual and action packed with case studies, project reports and profiles.

The remodeled logo is a careful blend of classic and contemporary to celebrate the new wave and recognize the history that has made the name a successful and respected brand.

In the last year, Fineline has supplied lighting and visuals to a host of shows and events including the Glastonbury Festival of Contemporary Performing Arts, The Eden Sessions, the Shambala Festival, the Outlook Festival and many more as well as servicing a host of corporate clients with brand activations, conferences, award ceremonies and gala dinners.

RICK FISHER APPLAUDS ETC’S SOURCE FOUR LED CYC



Photo Credit: Marcus Tozini

Rick Fisher used ETC’s new Source Four LED CYC adapters for *Drawing the Line* at Hampstead Theatre

Multi-award-winning lighting designer Rick Fisher has singled out ETC’s new Source Four LED CYC adapters for special praise while working on a production of Howard Brenton’s *Drawing the Line* at Hampstead Theatre in London.

“We are using them to light through the ceiling of the beautiful set and I’m sure we have only scratched the surface of what they can do. I was really impressed,” Fisher says.

He used six Source Four LED Lustr+ luminaires alongside conventional Source Four® units, and was amazed at how well their colour and intensity blended. “There were times when I almost could not tell the difference as to which was on – the conventional or LED,” explains Fisher. “They are not the same, but they are pretty close and for the first time, I almost could see not missing tungsten so much.”

The CYC adapter makes a lighting inventory even more

(Continues on Page 14)

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(Continues from Page 12)

flexible. Any Source Four LED can be transformed into a powerful tool to light cycloramas when its lens barrel is removed and a Source Four LED CYC adapter is added. Typically, a cyc light can only be used for one purpose, so when a design doesn't include a backdrop, the fixture goes unused. In contrast, if there is no cyclorama to light, the CYC adapter can be removed and the Source Four LED luminaire can be applied to other lighting tasks.

Fisher's design for *Drawing the Line* also uses two ETC Selador Desire D40 Ice luminaires and three Selador Desire D40 Fire units to bring extraordinary intensity to the performance. Ice adds a range of colour from the cool end of the spectrum, and Fire

brings a warm wash of amber, orange and red. "Ironically perhaps, after all the work ETC has done blending the beams, my set is great at separating out the colours, so we get an amazing dappled effect," he says.

"I am glad to have two of the LED engines in Hampstead as well, with regular lenses that I rigged as head-high face lighting for the actors, but my real favourites are the CYC units. They really do the job better than a traditional flood, even in the unusual way I was using them," summarises Fisher.

For more information on ETC and its products, please visit www.etcconnect.com.

ETC LEDS DAZZLE NORWEGIAN THEATREGOERS



When Ibsenhuset Theatre in Skien, Norway, was about to undergo a complete refurbishment, the technical managers looked for new lighting fixtures and controls that could take the theatre well into the 21st century. They ended up specifying over 100 ETC Selador Desire LED luminaires, along with two different – but connected – ETC Unison® control systems.

The installation was complicated by the existing mix of DMX and DALI systems at the theatre, according to Benjamin Reinhoff, project manager at Elektrik Solutions, who supplied the products and helped with specification. "We installed two Unison Paradigm systems to control the new Selador LED lighting in the auditorium and around the stage area, as well as in nearby rehearsal and side rooms. There's also a new Mosaic processor for controlling the 600 DALI lights in the 800 square metre foyer, which is used as a performance area," he explains.

The Unison systems are designed to allow the lighting to be set by both trained and untrained personnel, such as bar staff, cleaners and security, who can then adjust the lighting as they need to. "This can always be overridden by the main lighting controller, who can prevent accidental triggering of the auditorium fixtures during a concert, for example," explains Reinhoff.

Eight push-button panels will be installed in the foyer and the surrounding areas, and two more LCD panels in the stage area to control the fixtures, as part of

the second stage of the project. "We will also soon be installing six ETC Net3 One Port DMX Gateways in the area around the stage so that staff can connect a simple desk and take control of the DALI lamps via Unison," adds Reinhoff.

The lighting specification called for 80 Selador D40 Lustr+ LED fixtures for its 800-seat auditorium, and house and worklight areas, along with 35 of ETC's new Selador Desire D22 model. Explains Reinhoff: "There are areas in which we needed low-profile fixtures, which made the D22 perfect – such as in parts of the auditorium with relatively low headroom, where they replaced downlights. The D22 is the latest in the Selador line, and the theatre managers were delighted to be among the first customers." While very aware of the fixtures' energy efficiency, the managers also realised that LED lighting, with up to 50,000 hours of life, would require much lower maintenance than any other type of fixture – no lamp or gel replacements will be needed.

They were also impressed with the colour capabilities, and their ability to provide smooth, flicker-free dimming. Says Reinhoff: "This, along with the support and warranty we can provide with ETC backing us up, is a winning combination! The managers have told us how happy they are with the system. There are a lot of touring productions going in, and so there has been plenty of feedback from incoming lighting operators that have used the venue. They've all told us how great the new lighting looks."

HARMAN'S MARTIN PROFESSIONAL SHARE YOUR PASSION CONTEST WINNER RECEIVES FIRST-HAND LIGHTING R&D EXPERIENCE

In late 2013, HARMAN's Martin Professional put out a call to lighting designers around the world, whether a professional lighting designer, small-venue producer or industry newbie, to share their passion for the lighting industry. With hundreds of entries, a 1-minute-long video from 22-year-old Ricardo Dias from Portugal managed to convince Martin he was the most passionate member of the lighting industry. His creative approach to lighting earned him, along with his father, a round-trip visit to Martin headquarters in Denmark for a 2-day tour of a lifetime.

Dias' creative approach to lighting design was the most impressive point of interest to Martin. The recession continues to impact the lighting industry in Portugal, so the lack of proper equipment forces Dias and his crew of 3-4 friends to be creative when hired for a gig. During events, the team has to make on-the-fly repairs and adjustments on the hardware side and customize software, so they continuously turned to the Martin Forum and YouTube for inspiration.

As a student of Electronics at the University of Aveiro in Portugal, Dias is used to working in the cross field between hardware and technology. One of his recent school projects was an application written for the Microsoft Kinect that allows him to control the light with simple gestures. His next step is a project combining gestures and voice control of light in a stage environment.

Dias is also head coach for a robotics football team and is hoping to attend the upcoming world championship "Robocup" in Brazil this summer. Additionally, he is the President of a Youth Association at his university, consisting of professors and students, where he organizes and promotes extra-curricular lectures and workshops, providing support to student projects.

During their visit, Dias and his father visited the Martin production facilities in Frederikshavn and HQ in Aarhus, where they had a tour of the R&D department and experienced a lighting demonstration in the Martin showroom. They also spent time with Martin employees, such as Ricardo's longtime industry hero, Product Manager Paul Pelletier.

"They were born and raised in the digital age. Technology does not intimidate them - it is a natural part of their everyday lives," states Pelletier. "Maybe this is why technology has



become part of the solution for Ricardo and his peers."

Among Ricardo's favorite products is the RUSH range. As he puts it: "All those effects in one small lamp is incredible and I wish I had one at home." His long-term goal is to combine his passion for lighting with electronics and one day - in the not too distant future - he sees himself working in Martin R&D.

"To Martin, in the wake of his visit, Ricardo Dias has become the symbol of an emerging generation of cross-disciplinary lighting enthusiasts with a brand new methodology and approach," stated David Ravnkilde, Director of Marketing, Martin. "We're excited to see what the future has in store for Ricardo and his generation, and how they will impact the lighting industry!"

trust.rental INVESTS IN THE NEW MA VPU



Photo Credits: © Sebastian Huwig

trust.rental has just increased its rental stock with 6 x MA VPU plus MK2 (Video Processing Unit) and 2 x MA VPU light; thereby enlarging its amount of MA Lighting products. The German service provider for media and control technology also offers service and training for all products in its rental stock. Recently, the company was involved together with its holding company trust.event engineering GmbH in some well-known projects like the Junior Eurovision Song Contest in Kiev and X-Factor Pan Arabia in Beirut.

Marcus Plum and Sebastian Huwig, managing directors, decided in 2011 to rely on MA Lighting products. At the beginning of 2012, the company invested in the MA VPU

(Continues on Page 16)

(Continues from Page 15)

MK1 to be able to offer all the required products for a modern FOH single-handed set up. Besides media servers and consoles, this also includes all additional peripheral media devices.

“To fulfil all the needs of today’s projects like the Junior Eurovision Song Contest we have decided to increase our rental stock with six MA VPU MK2. Because of the constant requests from smaller projects, we have further invested in the new MA VPU light because this product is perfect for these purposes.”



Photo Credit: © Sebastian Huwig

GRANDMA2 TAKES PART IN ISRAEL'S RISING STAR



Photo Credit © Doron Akerman

If numbers do not lie, Israel’s Rising Star’s ratings tell a clear success story: The show debuted to a phenomenal 38 percent of market share in primetime on Israel’s Channel 2 network. The concept of Rising Star is broadly similar to Idols, The Voice or X Factor: a group of unknown artists compete to be the ‘best’ singer. The twist comes in the voting. Instead of call-in votes that are tallied over the course of a show with a winner announced at the end, audiences for Rising Star vote live on the air during a singer’s performance, and their decisions play out in real time for the audience and the performer to see.

For lighting and video control, lighting designer and operator Ronen Najar relied on an MA System, consisting of 1 x grandMA2 full-size, 1 x grandMA2 light, 1 x MA onPC command wing, 1 x MA NPU (Network Processing Unit) and 1 x MA NSP (Network Signal Processor).

Najar explained: “I’ve been working for ten years only with MA Lighting control and it is my favourite. There is no other console that is so reliable and powerful. Also the philosophy of MA is the best in my opinion and I’m able to realise all my ideas with the grandMA2.”

“The goal of this TV show is to let the audience feel like an essential part of it and be participating interactively,” Najar continued. “We had to figure out a way to combine lighting appropriate for a TV show with video, together with the fact that the video screen blocks the light on the contestant while flying up and down. It was a bit of a challenge to synchronise the lighting and video systems, the motors and the flying video screen all in one cue, which has to happen at a specific time. With the help of the grandMA2 the synchronisation was simple and safe.”

Shay Bonder was the video system and content designer, Yahav Tenne was the video programmer and operator. The light crew manager was Itay Huli, the video crew manager were Eyal Shani and Yadin Hardon.

Aragaman delivered the light and sound equipment, Screen Light the video and motor system equipment, Stage Design the stage and truss equipment.

A.B. Electronics is the exclusive distributor of MA Lighting in Israel, Jordan and Palestine.

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AED DISTRIBUTION IS BENELUX OFFICIAL DISTRIBUTOR FOR ROBERT JULIAT LIGHTING SOLUTIONS



ROBERT JULIAT

With the start of a new year comes the start of a new arrangement for Robert Juliat in their distribution network as AED Distribution takes on the role of official distributor for the Benelux Countries.

The agreement came into force on 1 January 2014 when AED Distribution took on responsibility for the Netherlands, having represented Belgium and Luxembourg since 2011.

AED Distribution will cover all markets but are especially excited at the prospect of supporting the theatre market with Robert Juliat products.

“We are very happy to bring the full range of Robert Juliat products to the BeNeLux territories, and in particular to the theatre market,” comments Hans Vanderheijden, MD of AED Distribution HQ. “From single lens luminaires and profiles to followspots, Robert Juliat’s range covers every requirement from the smallest to the largest venues.”

“AED Distribution’s product knowledge and dedicated customer service provide a great level of central support to all users of Robert Juliat solutions in the Benelux countries,” adds Claus Spreyer, Robert Juliat’s Sales Director. “We are delighted that, through AED and the rest of the RJ distributor family, we are able to provide this level of support to our customers in this region as we do for the rest of the world.”

MA ONPC COMMAND WING FOR ROSE BRUFORD COLLEGE

Ambersphere Solutions, MA Lighting’s exclusive distributor in the UK, recently equipped Rose Bruford College with 4 x MA onPC command wing. The college based in Sidcup, Kent, delivers degree courses across the whole spectrum of theatre, including a three-year BA (Hons) in creative lighting control.

“The course was created in response to the industry demand for specialist lighting and video programmers and technicians,” explained Rachel Nicholson, programme director for the course. “So it is a given that we need to invest in the most up-to-date and widely used control systems if we are to stay in step with technical developments. In order to maintain a high quality experience for this year’s larger intake of students we decided to invest in four virtual-programming suites.

I chose four MA onPC command wing; the grandMA2 system is great for demonstrating a range of programming styles and challenges and because the MA platform is used professionally in all areas of live performance. This means that the students will learn programming skills and techniques that are transferable to whichever industry sector they eventually



go into. We have always received excellent product support from Ambersphere – the College had some of the first grandMA2 ultra-light in the country - so it made sense to invest further in a product range that is always in high demand by the students themselves. They value the flexibility of the console, which enables them to explore a range of programming strategies and I have faith in the quality of the build; it needs to withstand some very intensive use by the students.”

In each of the programming suites, Nicholson has installed a selection of consoles to provide the best learning experience

(Continues on Page 19)

(Continues from Page 18)

for students who aim to be proficient in several consoles before specialising in their chosen area of live performance. The MA option has proved to be a popular choice. "I watched students using it to programme videos on the same network as one of our grandMA2 ultra-lights with both consoles working on the same show file. It was clear that the MA onPC command wing would be a flexible and popular teaching tool."

"Purchasing four consoles is already paying dividends for the students," Nicholson continued. "A class of just four is able to work with a tutor or a professional on a project. The students get more hands-on time,

which helps develop their programming skills, and we can configure the set up in a number of ways in order to teach a variety of networking strategies for programming a show with multiple programmers and back-up systems."

The consoles are used mainly in the virtual programming suites but, as the College stages over 75 shows a year, they are often called into live action.

"We are very happy with the Command Wings and the students are certainly very excited about them," concluded Nicholson.

QEII CONFERENCE CENTRE INVESTS IN SEVEN QU-16 DIGITAL RACKMOUNT MIXERS



London's QEII Conference Centre recently added seven Allen & Heath Qu-16 digital rackmount mixers to its inventory of AV equipment. An upgrade to existing analogue mixers, the Qu-16s are installed in self-contained portable AV racks, which can be used in any of the event spaces in the venue.

"We needed a higher channel count for the mixers installed on our mobile AV racks. We were looking around the analogue market as we couldn't believe there would be a digital mixer to fit a 19" rack, and then I saw the Qu-16 at Infocomm, where it won a Best In Show award," explains AV production manager, Derek Chalmers. "Qu-16 has everything we needed - 16 channels, built in processing, and recording facilities as we record all of our events. We've had them now for two months and they've been fantastic."

The mixers were supplied by Hertfordshire-based Mercury AV. Director, Ian McDonald, commented: "The QEII deals with exceptionally high profile events on a daily basis and often has several large conferences running simultaneously. The sound equipment needs to be very flexible but it is also important that it can be setup fast and operated by a large number of different technicians. QU-16 is therefore perfect for use by the QEII in their mobile PA racks."

The Centre contains a total of 29 function rooms, running a variety of events ranging from conferences and meetings to banquets and receptions. The mobile racks provide a simple, flexible solution for the Centre's smaller function rooms. In addition to 7 full time in-house AV technicians, the Centre also has a bank of 50 freelancers.

(Continues on Page 20)

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(Continues from Page 19)

"The Qu-16 is new to the market, so many of our staff had not come across the mixer before. However, after some brief training I am pleased to say all of our engineers were really happy to use the Qu-16, and had very positive feedback about the mixer's ease of use and 'analogue feel'," said Chalmers.

"We have seen a lot of demand for QU-16. We placed

a large stock order on the same day that the product release announcement was made, then placed further large orders when it became clear that demand was outstripping supply. The exciting thing about QU-16 is that it makes all of the benefits of a digital mixer available for live sound applications where a digital mixer would previously have been too large or too expensive," concluded Ian McDonald.

ALLEN & HEATH GLD INSTALLED IN CALIFORNIAN CHURCH



Now in its tenth year, the Mosaic Church in Rockland, California, recently completed a renovation of its sanctuary, which included upgrading the existing sound system with an Allen & Heath GLD-80 mixer and an AR2412 remote audio rack. Situated in a strip mall amongst RV and Auto Dealerships along with a Fitness Centre, the Church presented a challenging acoustic environment.

Also added to the existing system is a pair of Tannoy V-12 speakers to complement three V-12's already in use. The church installed a Mi-Pro Microphone set up with a DPA headset for the pastor. Handling

DSP chores for the new system is a RANE HAL2 processor.

With four to five Ministries using the Allen & Heath board during the course of a week, a digital mixer was the obvious selection.

"The Allen & Heath GLD-80 has a clear and simple interface that has a lot of flexibility for so many hands touching the board all week. During our two Sunday services, the GLD-80's PEQ page gives me an instant read on our Pastor's vocals and our five-piece band's audio level in a very live room," comments Matt Trask, Mosaic's Creative Communications Director. "This along with the reliable and very rich compression of the GLD-80 allows me to focus on the experience of the service, not just technical aspects."

"The function and price point of the console, along with the sound quality set the GLD-80 apart," states Mark Thompson of Clarity AVL. "I expected more trouble from the Mosaic room than I got – there is a musicality to the mixer that allows the audio sources to be more accurate. You don't find this in very many digital mixers."

Creating an audio experience that is at once pleasant to the ear and uplifting to the soul; in a room built for anything but live music and worship, is a challenge not easily overcome. But for Matt Trask of the Mosaic Church of Rockland, California the Allen & Heath mixer has done just that.

PRISM SOUND'S TITAN IS AN INSTANT HIT WITH SUPA DUPS

The Grammy Award winning producer and DJ has become one of the first recipients of Prism Sound's latest audio interface.

Grammy Award winning producer and DJ, Supa Dups, has just added a Prism Sound Titan USB multitrack audio interface to his equipment roster, complimenting the Prism Sound Lyra 2 audio interface that is already an integral part of his studio set up.

Supa Dups, who began DJ-ing at the age of 11 and producing at 16, has worked with some of the biggest names in the music business. A member of the influential Black Chiney Sound System, a



(Continues on Page 21)

(Continues from Page 20)

nod to his Chinese Jamaican heritage, Supa Dups' breakthrough came in 2004 when he produced Nina Sky's 'Turnin' Me On'. He is now one of the most sought after writer/producers around and has worked with numerous artists including Eminem (one track on the Grammy Award winning 'Recovery'), Mary J Blige, John Legend and Bruno Mars.

"Prism Sound is the Rolls-Royce of converters and there's nothing else that sounds like it," he says of his kit. "There is other equipment and then there's Prism Sound. In fact, the Lyra 2 is my mobile rig now."

Although he is exceptionally busy, Supa Dups prefers not to name the artists he's currently working with because not everything recorded in his studio always sees the light of day. But he is very keen to talk about his Prism Sound converters – Titan, which he only recently took delivery of and Lyra 2, which he uses all the time.

"I haven't had a lot of time to play with Titan yet, but I keep having excellent experiences with Lyra," he says. "The other day I was working with a band and plugged the guitar and bass into it at the same time and used it right there on the spot. It sounded

excellent. We finished everything on it, even the demo vocal. Basically it has become the centrepiece of the studio. Everything about it is awesome."

Supa Dups spends a lot of time working out of Circle House studios in Miami, and credits the city with having a fantastically diverse music scene.

"It's like London minus the dub-step, but with an additional overall Caribbean influence which collides with the American sounds. It's definitely got a style all of its own," he says.

Proving he's a man of much versatility, Supa Dups recently finished an entire live reggae album. "I didn't know I could do that," he says. "It was a challenge for me but I'd definitely like to be involved in more entire projects in the future and writing classic albums that people will be listening to in decades to come."

And the Lyra 2 and his new Titan will be with him every step of the way. "There is a lot more to explore with them," he says. "I've used the Lyra 2 for hours and hours and technically I'm not sure I've broken the back of it yet. There's still a lot to learn and play with, but it always sounds awesome."

JOHN MEYER, AUDIO PIONEER BEHIND MEYER SOUND, ENTERS TEC AWARDS HALL OF FAME

John Meyer, CEO and co-founder of Meyer Sound Laboratories, was inducted into the TEC Awards Hall of Fame at the 2014 NAMM Show. Following an introduction by Dennis "Wiz" Leonard, long-time FOH mixer of the Grateful Dead, Meyer received the award as he joined Frank Zappa, Phil Spector, T Bone Burnett, and 30 other luminaries who have shaped the art and science of music, recording, and sound reinforcement technologies.

"Throughout my career, I have worked to create technology that brings audiences closer to musicians in a transparent way," Meyer says. "There are products designed specifically to make art, but my interest has always been to create a high-quality listening experience without interfering with the artist's creation. By providing these tools, we strive to enhance the shared entertainment experience that will surely remain a way of life for generations to come."

John Meyer's role as an audio innovator extends to the late 1960s, when he consulted on audio for the Steve Miller Band. Since establishing Meyer Sound in 1979, John Meyer and his wife, Helen Meyer have led an engineering team that is responsible for not only pioneering self-powered concert loudspeakers, but also introducing breakthrough developments including dedicated loudspeaker processing, SIM™ source independent measurement tools, trapezoidal loudspeaker cabinets, directional subwoofers, and more.

Products designed and manufactured under Meyer's direction are now installed in many of the world's most prestigious concert venues, and have toured with artists ranging from the Three Tenors to Michael Bublé.

"New products start with an idea, but turning a concept into useful technology requires hard work and risk-taking that may or may not result in financial success," says Meyer. "By rewarding the contributions of the engineers in our industry, the TEC Awards have inspired us to pursue ambitious new



ideas and fostered an innovative spirit. I'm extremely honored to be inducted into the TEC Hall of Fame."

Sharing the honour with John Meyer as the other 2014 TEC Awards Hall of Fame inductee was Hal Blaine, the legendary "Wrecking Crew" studio session drummer. Musician and engineer, Todd Rundgren, received this year's Les Paul Award.

MAX LINDSAY-JOHNSON APPOINTED COMMUNITY INTERNATIONAL SALES MANAGER



Community Professional Loudspeakers is pleased to announce the appointment of Max Lindsay-Johnson as International Sales Manager. Lindsay-Johnson

has over 20 years of marketing, sales and business management experience in the pro audio industry. In his new role, Lindsay-Johnson is tasked with ensuring the continued growth of the company's international sales.

Lindsay-Johnson's previous roles have included International Sales and Marketing Manager for Duran Audio BV, and Managing Director of Harman Pro UK.

"I am thrilled to be joining the Community team at such an incredible time of innovation and growth within the company," said Lindsay-Johnson. "Community is a world leader in outdoor loudspeaker technology and its engineering excellence continues to drive expansion in its established position in the installed/engineered sound market. I look forward to being

part of the team that brings this broad spectrum of solutions to the forefront of the pro audio business."

"Part of Community's significant growth in its international sales is due to its increased product diversification in Engineered and Installed sound products. These product ranges, alongside the dominance in high value, high performance outdoor products that are synonymous with Community, continue to offer a great opportunity for substantial growth, not only within our home market but also internationally," remarked Julia Lee, Director of Sales and Marketing for Community Professional Loudspeakers. "I'm confident Max will strengthen the sales team and play a major part in this continued growth. I'm very pleased to welcome him to Community."

MARTIN AUDIO APPOINTS WEINGAERTNER FOR INTERNATIONAL ROLE

Martin Audio has confirmed the appointment of the experienced Andreas Weingaertner as its new International Account Manager.

Based in Bremen, Germany, Weingaertner brings more than 26 years of sales and marketing experience in pro audio to the role – covering all aspects of MI, rental and fixed installations.

"After all this time in pro audio I remain excited by the possibilities, and this has enabled me to constantly learn, not only about new products but also the changing needs of distributors and end-users," said Andreas.

"I had been approached in recent years by other loudspeaker manufacturers, but the opportunity to work for such a pioneering manufacturer as Martin Audio was a prospect too good to pass by. They really are leading their field, with the likes of MLA.

I'm looking forward to meeting the network of EMEA distributors at Integrated Systems Europe; it will be good to demonstrate how Martin Audio's advanced technologies can be applied to the installation sector."

Commenting on Andreas's appointment, Director of Sales, Simon Bull said: "With Andy's experience and passion I'm confident that he will take great strides in working with our partners to further the success of Martin Audio."



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STORE DJ APPOINTED AS AUSTRALIAN DISTRIBUTOR FOR ALLEN & HEATH XONE

Soundbay Pty Ltd, trading as Store DJ, is pleased to announce its appointment as the exclusive importer and distributor for Allen & Heath's Xone DJ Series in Australia.

"Allen & Heath's reputation for uncompromising sound quality and innovation has made Xone the "DJ's DJ mixer", so it is natural that Xone should find a home at Store DJ, Australia's leading DJ retailer," commented Store DJ's Xone brand manager, Paul Bridge. "Allen & Heath's Xone DJ mixers are the only choice for many top-shelf DJs, including Richie Hawtin, Pete Tong, Andy C, John Digweed, and Booka Shade. Store DJ's management and staff are extremely excited to have the opportunity to bring these excellent products to Australia's DJ's and performers!"

Store DJ will continue the global development of the Xone brand not



only through its own stores but through other key Australian retailer outlets.

"Store DJ is an enthusiastic promoter of EDM technology and culture in the Australian market. Their staff is knowledgeable, their marketing sharp and their outlook progressive! It is an honour to partner with them to showcase Xone to the Australian market," said Global Market Management Director, Bardy Hayes.

SYMETRIX PARTNERS WITH ATTERO TECH & STEWART AUDIO TO DELIVER DANTE EASE



In a significant development for users of Audinate's Dante media networking technology, Symetrix has announced that the latest version of its popular SymNet Composer software will enable complete configuration of select Dante-enabled Symetrix, Atterotech and Stewart Audio products.

Settings affecting I/O levels, routing and more will be defined with SymNet Composer 2.0, which gives customers the ability to consolidate operations on a single platform where three or more were previously required.

"As a result of the release, integrators will no longer need separate software packages for each manufacturer's product as well as Dante Controller," comments Trent Wagner, Senior Product Manager at Symetrix. "Supported Dante-enabled products will appear side-by-side with Symetrix SymNet products in the Composer software and can be managed or configured identically to Symetrix products. Professionals who have used Composer before will have no learning curve."

Stewart Audio has long pursued a focus on making networked AV affordable and practical, and its current range includes innovative Dante end-points. "Our customers desire solutions that prove to be both compatible and complete in addressing their audio challenges. The collaboration between Stewart Audio, Symetrix and Atterotech represents a major step in that direction," says Stewart Audio's Chief Marketing Officer, Brian McCormick.

(Continues on Page 26)

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(Continues from Page 24)

He continues: "By collaborating on solutions we can create the right outcomes for our customers. With all the difficulties consultants and integrators face daily, presenting them with a comprehensive answer to an application is what this partnership is really about."

Mike Sims, Director of Marketing and Sales at Attero Tech – which produces a trio of Dante interfaces – welcomes the partnership as "the next logical step" in the interoperability of Dante networked audio systems. "Our goal has been to make deployment of these systems as seamless as possible, while allowing consultants and integrators to choose best-of-class products from a variety of manufacturers. This is the

future of interoperability," he declares.

The initial response from the integrator community is also encouraging. Chuck Mitchell is owner of California-based Technology of the Arts and recently undertook a Dante-centric installation involving Symetrix and Attero Tech products. "Dante is rapidly becoming a default choice for all manner of projects in the installed environment," he says. "The partnership between Symetrix, Attero Tech and Stewart Audio around the use of Dante-based systems is to be warmly welcomed as it helps to bring every installer's dream of blanket interoperability that little bit closer to being realised."

CRESTRON ASIA DEMONSTRATES INDUSTRY'S FIRST 4K MATRIX SWITCHING AND LARGE-SCALE DISTRIBUTION SOLUTION AT INFOCOMM CHINA 2014

Crestron Asia Limited ("Crestron Asia"), the Asia headquarters of Crestron Electronics, Inc. ("Crestron") which is the world's leading manufacturer of advanced control and automation systems, will showcase its latest technology and intelligent equipment from 9 to 11 April 2014 at the Beijing National Convention Center Booth PC1-01. During the show, Crestron will demonstrate its completed range of 4K DigitalMedia™ switching and video distribution devices for the first time in Asia.

Crestron Asia will use its market positioning, "Integrated by Design™", as the theme of this exhibition. The booth will be divided into five sections: DigitalMedia™, Crestron RL™, Lighting Control, Enterprise Management Software, Keypads and Touchpanels.

Highlights of the exhibition:

DigitalMedia™ - Leading The Way In 4K

Crestron will debut its new revolutionary product, the 128x128 DigitalMedia™ Switcher (DM-MD128X128). It supports 4K high-definition display specifications (4K Ultra High-Definition) and provides the highest screen and projection quality, brings high-performance audio and video quality for large-scale enterprises and customers. 4K displays are quickly establishing a strong foothold in both professional and consumer markets. However, up to now, video distribution technology is generally not available to transmit 4K content throughout a home or business, to multiple rooms, or over long distance. When it comes to emerging video distribution technology in the digital arena, Crestron is taking the lead again with the first complete 4K solution.

About 4K Ultra HD

At a display resolution up to 4096x2160, 4K Ultra HD TVs provide resolutions that are four times higher than the current standard of full HD 1920x1080. Just as 720p and then 1080p became high-definition



display standards in the last decade, 4K Ultra HD is on its way to becoming the format for television, movies, corporate presentations and imaging.

Crestron RL™ - Comprehensive Group Collaboration Solution

Crestron RL™, the new powerful group collaboration solution for the conference room, will make its debut in the show. The Crestron RL™ solution is based on Microsoft® Lync® 2013, a full-featured communication system that provides video, voice, interactive content sharing, presence, and chat from a personal device that many companies already use on a daily basis. Crestron RL™ extends Lync® experience to the conference room, which enables groups to communicate and collaborate in real-time regardless of their physical location.

S+H RECEIVES ITS FIRST 100 SQUARE METRES OF NEW LIGHTWEIGHT GLUX 3.9MM HD LED SCREEN

Ifracombe, Devon based drapes, starcloth, LED and visual effects specialist S+H has taken delivery of its first batch of 100 square metres of Glux's new 3.9 IDsnC high definition LED screen modules, which will join its existing extensive inventory of LED technologies and special effects available for rental and all types of special project installations.

The physical dimensions of each panel of Glux 3.9 are a handy 500 x 500 mm at 45mm deep, offering an impressively light weight of just 3Kg each or 12Kgs per square metre, making it one of the lightest HD LED screens currently on the market.

It is also around 70% lighter than most 'lightweight' competitor products.

S+H's MD Terry Murtha confirms that the company will be making further investments in LED screen later this year to keep up with the demand from all types of productions especially television, theatre and special events – all key sectors for S+H.

Glux LED screen – one of the most popular high-end Chinese brands - is renowned for being quick and easy to deploy and assemble without requiring any specialist tools.

Murtha comments: "The key issues in our decision were the weight and user-friendliness, and of course the value that we can pass on to our clients. Timescales for rigging any production are tight and a fast build is always essential. This is just one of the beauties of the Glux LED screens – even a complex LED set up can be constructed extremely quickly from these products".

The 3.9 mm IDsnC is an indoor screen constructed of rugged carbon fibre materials that enable the super-thin and very elegant appearance.

It is optimised for indoor use with the deepest blackness levels and sophisticated light-absorbing techniques.

The frames have an angled edge structure allowing for curved assembly – up to 90 degrees. It is also compatible with all other Glux LED screens including processing, software and power supply elements.

S+H's existing Glux 12mm screen has been constantly in use on touring productions and studio installations over the last 18 months where it has proved extremely reliable, another reason Murtha did not have any hesitation in returning to the manufacturer as soon as the HD version became available.



XL VIDEO PLACES MEGA ORDER FOR LED PRODUCTS IN CHINA



XL Video, the award-winning provider of video solutions to the entertainment and events industries, has announced an investment of more than 15 million US dollars in a range of new LED products and accessories to support its plans for growth in 2014.

The LED investment has been made with a range of suppliers including Shenzhen-based Unilumin Group Co and its subsidiary Radiant Opto-Elec Technology Co Ltd to purchase a series of LED products based on the latest technologies. In total more than 1200 m² of LED products for the XL Video

(Continues on Page 28)

(Continues from Page 27)

rental business will become available from February onwards. The LED investment covers amongst others:

- State of the art 2.5mm high contrast LED
- Super lightweight 3.9mm Utile LED
- 18mm Magic Cube outdoor and indoor LED
- 7mm blackface Magic Cube outdoor and indoor LED – the first of its kind in this segment
- The latest innovation of 18mm Hybrid LED, which combines LED screen with LED spotlights in the same panel. This invention has been designed by the XL Video R&D Center and serves entertainment industry clients with their wish to have one solution for video and lighting.

In addition, XL Video has also invested in more than 1000m² of touring frames. This innovation allows XL Video to use the various LED products, like MC 7, MC 12, MC 18 and Hybrid in one standard touring package. This frame is the lightest weight version in the industry meeting international standards and improving handling time and shipping costs.

This investment in new LED products is the largest XL Video has made in its history. It supports the company's growth strategy for 2014 onwards by reinforcing its position as a leading rental supplier of state-of-the-art video technology solutions. For XL Video this is the first step towards further growth.

XL Video has begun to take delivery of these new additions to its inventory starting with the 18mm Hybrid LED, which is now available for rental. Additional new products will be added from February 2014.



XL Video's Chief Technology Officer Kristof Soreyn commented: "We are pleased to make this LED investment with Unilumin Group Co. Unilumin is a long standing partner with whom we co-develop the latest state of the art LED technologies for the LED Rental market. These products represent the best available technology in each market segment and underline our strategy to provide the best visual experience for our customers."

XL Video is headquartered in Ostend, Belgium, with rental locations in Belgium, China, France, Germany, Netherlands, UK and USA.

SOUND OF IKEBANA: FOUR SEASONS PROJECTION MAPPING SHOWCASE DEBUTS AT SINGAPORE'S ARTSCIENCE MUSEUM



Photo Credit: Naoko Tosa

As part of Singapore Art Week and Art Stage Singapore 2014, internationally renowned Japanese media artist Dr. Naoko Tosa's latest exhibition in Asia included a special projection mapping installation on the exterior of ArtScience Museum at Marina Bay Sands from 16 to 19 January 2014. Members of the public enjoyed a visual treat of colours and artistic flair by Marina Bay with two daily screenings at 8.25 p.m. and 9.50 p.m.

Titled "Sound of Ikebana: Four Seasons," the projection mapping installation showcased Japan's four seasons using strong artistic influences of the *Rimpa* School, one of the major historical schools of Japanese paintings. Colours representative of China, Malaysia and India were included to acknowledge the exhibition's staging in Asia.

(Continues on Page 29)

(Continues from Page 28)

Supported by the Singapore Tourism Board, the Japan Creative Center, the National University of Singapore as well as the Visual Industry Promotion Organization, the exhibition and outdoor installation aimed to promote Japan's latest "Cool Japan" efforts and showcase its creativity in Southeast Asia.

"*Sound of Ikebana*" marked the world debut of Dr. Tosa's latest art collection. Her earlier works have been exhibited worldwide, including at the Museum of Modern Art, New York and the New York Metropolitan Art Museum.

"Sound of Ikebana" – the theme of four seasons inspired by different cultures

Shot at 2,000 frames per second using high-speed photography, "*Sound of Ikebana*" was a series of videos that showcased vibrant images using various liquids (such as paints and oils) created from sound vibrations. The video installation also featured the artistic influences of the Kyoto *Rimpa* School of thought, with a strong presence of the colour gold to signify motifs of life and culture.

Inspired by Japan's four seasons, "*Sound of Ikebana*" also included *haikus* (short poems) by famous Japanese poets Matsuo Basho, Yosa Buson and

Kobayashi Issa to represent the four seasons. Colours and cultures, such as Peranakan, as well as countries including Malaysia, India and China play a significant role in the "*Sound of Ikebana*" The different seasons also signified the seasons of life: growth, activity and vitality, and finally, tranquillity.

"*Sound of Ikebana*" was an extension of one of Dr. Tosa's earlier masterpieces, "*An Expression.*" The 1985 video art installation featured sounds produced from the brightness of video images, and was part of the public collection artwork display at The Museum of Modern Art in New York.

Dr. Tosa shared: "I am extremely honoured to bring the projection event and my solo exhibition to Singapore, as one of our Asian stops. I hope visitors will experience the surprise of the unpredictable, organic movements of liquids while also discovering the basis of the connection of history and culture that ties the world together."

"Naoko Tosa's extraordinary works have captivated many of us. ArtScience Museum is glad to work alongside Naoko Tosa once again in sharing her artistic vision and providing the public a glimpse into the fascinating world of Japanese art and culture through the projection mapping showcase," said Mr Ross Leo, Associate Director, ArtScience Museum.

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With unprecedented support from audio companies and with the show on track to occupy all six halls at the China National Convention Center in Beijing, InfoComm China 2014 guaranteed to be the largest ever.

China's leading AV professionals and specifiers will gather in Beijing in 2014 to find out what is next in the evolution of the audio visual technology industry and connect with the hottest technology products from the world's leading innovators. InfoComm China 2014 will take place at the China National Convention Center (CNCC) on 9-11 April 2014 and promises to be even bigger and better than ever before.

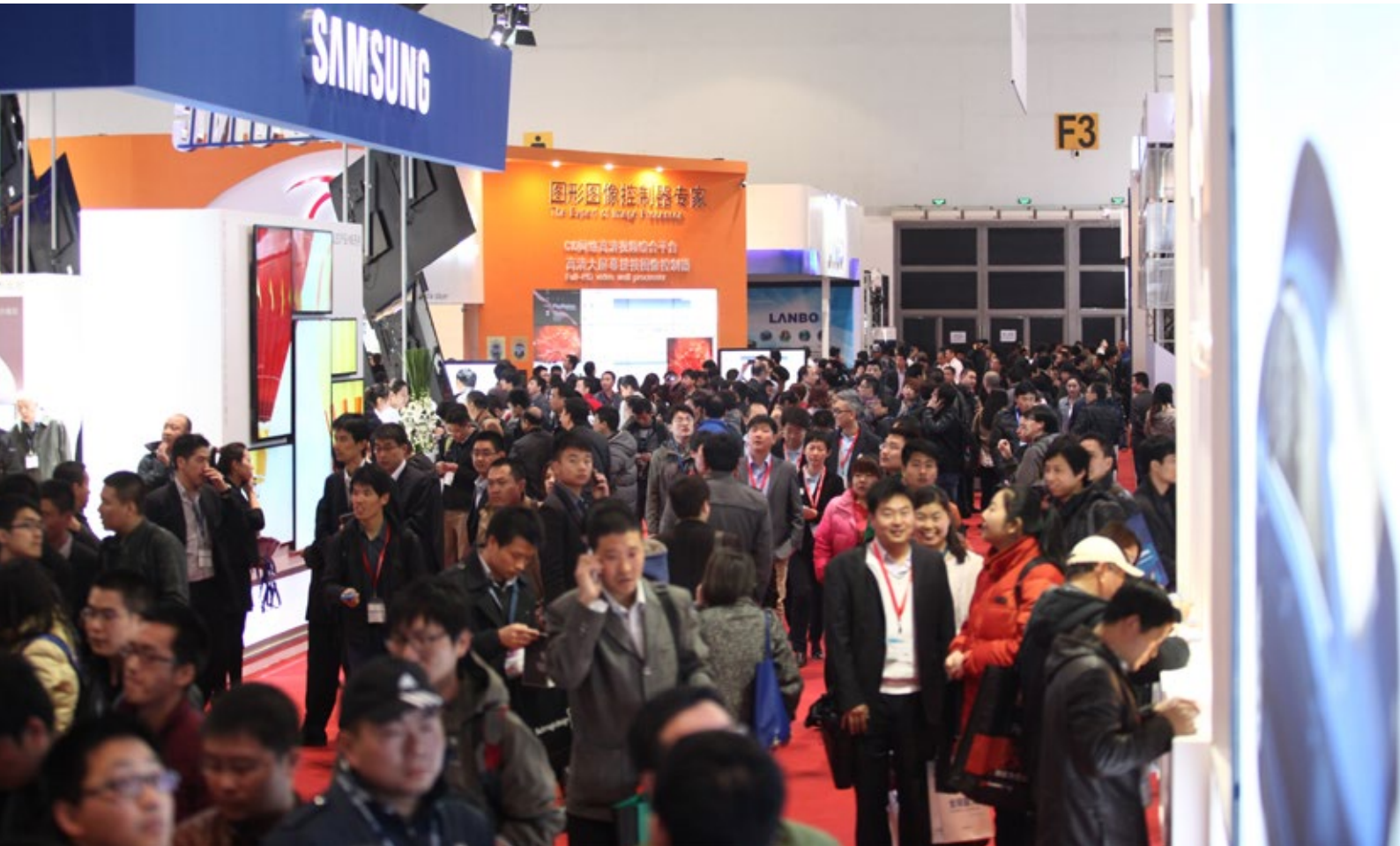
More than 23,000 professionals are expected to attend the show with over a third of attendees being technology managers and integrators. InfoComm China (IFC) is the only event in the country that caters to such a broad spectrum of market sectors, including corporate IT, government, military,

education, transportation, healthcare, hospitality, retail and entertainment.

InfoComm China 2014 sounds even better for audio companies

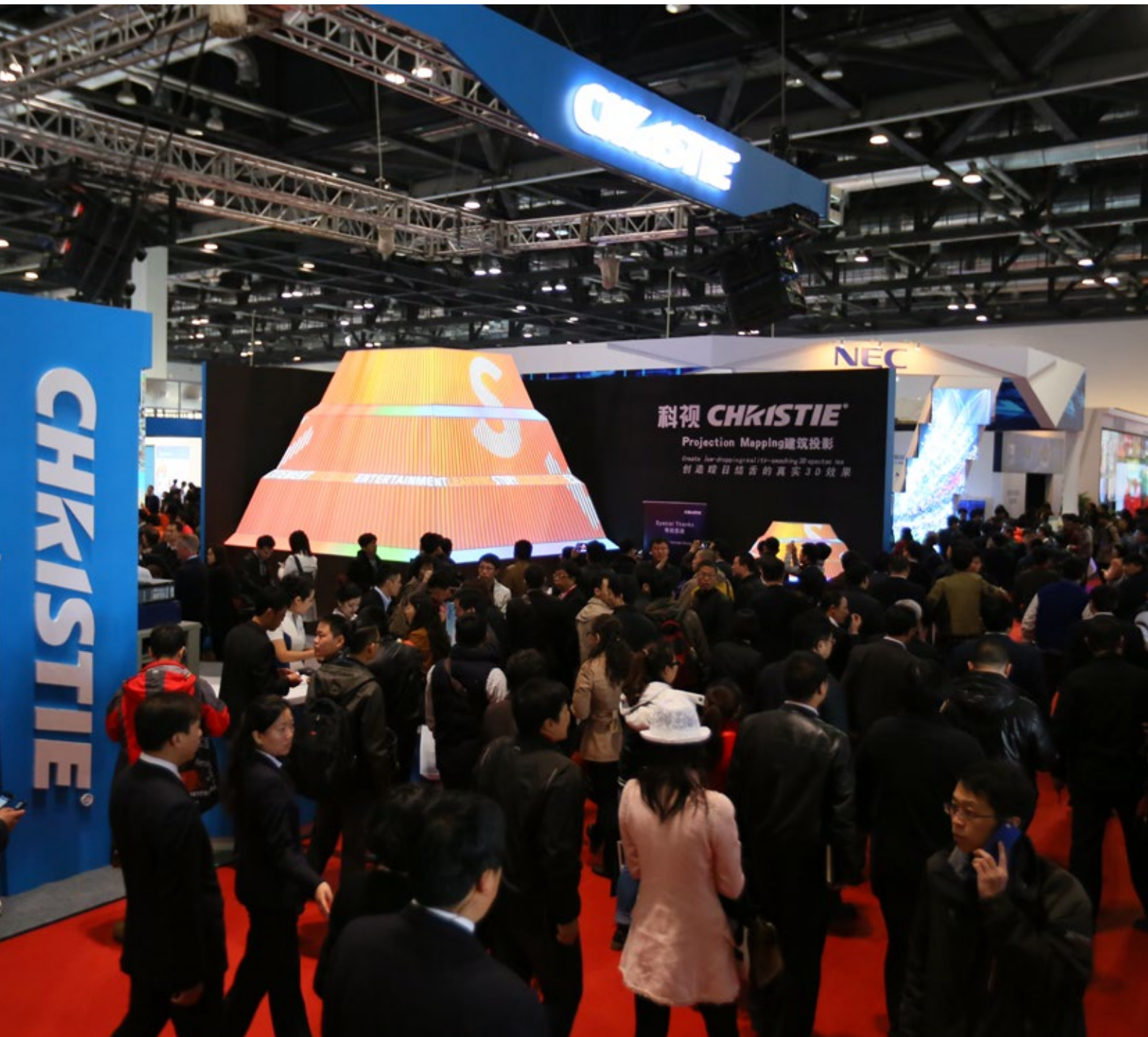
Endorsing its stature as China's premier pro-AV event, leading audio brands have already confirmed their participation in InfoComm China 2014 in unprecedented numbers. Showcasing the latest AV technology, IFC provides the multi-billion dollar industry and its customers with a thriving show floor where exhibitors can meet and present to the nation's leading pro-AV decision makers.

One leading audio company that has committed to exhibiting at the upcoming show is Sanecore Group. "We have seen how IFC has grown over the years," said Sanecore Group Vice President Zhang Tao. "Having participated in IFC 2013 and achieved great results, we have decided to increase our participation in the 2014 show with the aim of



SHOW PREVIEW

9th-11th April 2014
InfoComm China 2014
China National Convention Center
Beijing, China



forging an even better platform for our brand. InfoComm China has become widely acclaimed in China and we now consider it to be a critical window of opportunity for our company and our products.”

Phoenix Audio and Lighting Technology Co., Ltd. has been participating in IFC for many years. Melody Zhao, Marketing Manager, said: “Focusing on global solutions and top-class technology, InfoComm China has clearly established itself in the richly multi-faceted and flourishing China market, providing professional expertise for industry players and manufacturers alike.”

Sanecore and Phoenix are not alone in their commitment to IFC as the big names in the Chinese



audio industry flock to take a stand in 2014. These include Sennheiser, Shure, Audio Technica, Budee, PCI, Smart Target, Bosch, Taiden, Gosin, Rvsun Acoustics, Creator, Tendzone, Wincomn, Mipro, Colink, Lutron, ITC, Haitian, BXB, Xilica, D&B and more.

Eight months before InfoComm 2014 and more than 75% exhibition space sold

The unparalleled support for the 2014 show, from both regular and new exhibitors, has assured that this year's edition of IFC will be the largest ever. For the first time, InfoComm China 2014 will occupy all six halls of the CNCC, taking up a total 45,000 square meters of exhibition space. With more than 75% of space already sold and with another 15% reserved by exhibitors, companies wishing to participate cannot stand on the side lines for much longer.

Show organiser InfoCommAsia Pte Ltd. feels that the show has grown from strength to strength since its inception in 2003. While many industry players have chosen to stay on the sidelines over the past editions of the show, the overwhelming response in the pre-booking for the 2014 show tells a very different story.

“We are very happy to witness such strong support from especially the audio exhibitors, who through the years have come to recognise IFC as the best platform for them to reach out to China’s AV market, both for the installed as well as live events sectors,” said Richard Tan, General Manager of InfoCommAsia Pte Ltd. “It also points to the fact that companies in China are raising their stakes on the markets. This is not surprising as China’s AV market is projected to grow at 20% a year to be worth some US\$ 15.3 billion by 2015 - two-thirds the size of the entire European market.”

In China’s rapidly evolving audiovisual industry, new possibilities for creative interaction and innovation are constant. InfoComm China strives to keep abreast of those evolutions and offers an outstanding platform for ideas, growth and innovation.

An excited representative from Bosch China said: “The AV industry has witnessed a boom in recent years with a 20% annual growth in China alone. Every sector in the business stands to benefit from this development. InfoComm China has provided a great platform for industry players to connect and communicate each year.”

For more news on InfoComm China 2014 before, during and after the show, please visit www.infocomm-china.com.



The annual PALM EXPO will be back at the New China International Centre in Beijing, China from 26 – 29 May 2014. The biggest and most established tradeshow in the Pro Audio, Lighting, Music and Technology industry is set to host manufacturers, distributors, dealers, retailers, importers and exporters, as well as professional users and corporate users from all over the world. Showcasing up to a total of 11,000 square metres of floor space and hosting up to 1,100 exhibitors from various brands in 37 different countries and regions, Palm Expo 2013 attracted an impressive figure of over 50,000 visitors from 76 different countries.

Apart from upholding its remarkable track record for the past 22 years, Palm Expo has not only established itself as the biggest must-attend tradeshow for all industry professionals, but also the best platform to meet and network with industry partners and to receive the latest news and trends within the industry.

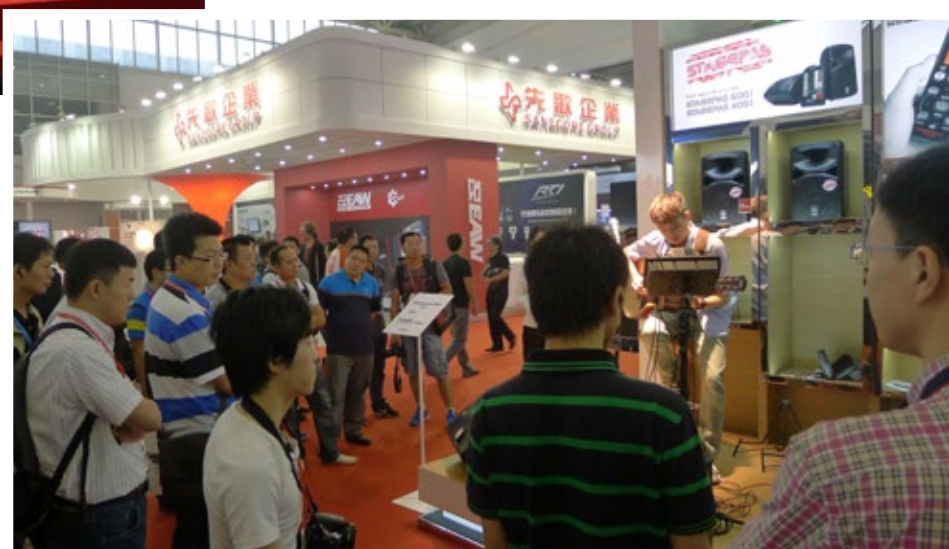
PALM EXPO is also the world's 2nd largest tradeshow of its kind – complete with exhibition, conference, seminars and workshop services under one roof.

Co-organised by the China Entertainment Technology Association (CETA), a national first-class social organisation in the Ministry of Culture, People's Republic of China, and the authorised representative in the entertainment equipment industry of China, leading and coordinating the economic and technical development of the national entertainment equipment industry. With strong support from the local governments and associations, the 23rd edition of PALM EXPO continues to be the key platform for International and Asian industry professionals and buyers to penetrate the massive China market. It is not only the perfect platform to help gain direct access to major cities, but also to 2nd and 3rd tier cities in Greater China.



SHOW PREVIEW

26th – 29th May 2014
PALM EXPO CHINA 2014
New China International Centre
Beijing, China



On top of being one of the largest tradeshow in the Pro Audio, Lighting, Music and Technology industry in China, the exhibitors are also equipped with a comprehensive integrated marketing campaign provided by the Palm Expo 2014 organisers to help optimise the business opportunities offered through the tradeshow, to create awareness, maximum exposure and publicity for their businesses and to assist them in elevating their presence at the Palm Expo 2014.

With regard to feedback about last year's show, 100% of exhibitors stated that participation in the Palm Expo 2013 is important as part of their marketing mix, 99% of exhibitors said that they will return to Palm Expo 2014, 97% of exhibitors stated that the visitor quality and numbers met their expectations and that they were successful in meeting their overall objectives at the Palm Expo 2013, 95% of exhibitors rated that the return of investment met and exceeded their expectations, 94% of exhibitors are pleased with the service provided by the organisers, 92% of exhibitors received more than 200 genuine enquiries.

For more information, please visit www.palmexpo.net.

ENTECH CONNECT

PRO AUDIO • AUDIO VISUAL • INTEGRATION • LIGHTING • STAGING

ENTECH CONNECT is a specialised integrative show that focuses on providing education and training experiences targeted to pro audio, audio visual, integration, broadcast, lighting and staging professionals.

ENTECH CONNECT runs biannually on the off year to ENTECH, and is a two-day industry tradeshow in Melbourne that provides an informal, inexpensive and comfortable environment for visitors to network, to be informed and educated, as well as to get their hands on the latest industry technology. ENTECH CONNECT introduces new and fresh exhibitors whilst providing industry members in Melbourne a professional product and technology showcase.

It is a must-attend event for any entertainment technology and installation professionals working in the industry.

Free Onsite Training

ENTECH CONNECT has announced that there will be free onsite training offered by some of Australia's leading companies at the upcoming event.

ENTECH CONNECT 2014, which will be hosted in Melbourne in July, will continue to focus on providing educational programmes, along with training sessions targeted at the pro audio, audio visual, integration, broadcast, lighting and staging professionals.

"The addition of training zones to this year's show is a major bonus for all visitors. The opportunity to receive onsite training, along with our seminar programme and seeing the latest products on display, will result in fantastic and unique offering to those in the industry," said event manager, Stephen Dallimore.

Confirmed to be taking part at this year's trade event are Bose, Jands, Show Technology, ULA Group and Yamaha, whose conferences will take place between the 23rd and 24th July at the Royal Exhibition Building.

Last year's ENTECH attracted record attendees both at the show as well as the 40-odd seminar sessions taking place over the three days. Webcastcloud teamed up with ENTECH to record over 20 of the sessions taking place and have now made these available for all to see.

The attendees also had the opportunity to watch captured webcasts live at the event or later on-demand. Webcastcloud's online experience mirrors the live event, complete with interaction between presenter and viewers.

ENTECH CONNECT is being held 23 – 24 July 2014 at the Royal Exhibition Building, Carlton Melbourne. For more information, please visit www.entechconnect.com.au.



SHOW PREVIEW

23rd – 24th July 2014
ENTECH CONNECT 2014

Royal Exhibition Building, Carlton
Melbourne, Australia

ENTECH CONNECT

PRO AUDIO • AUDIO VISUAL • INTEGRATION • LIGHTING • STAGING

23-24 JULY 2014

ROYAL EXHIBITION BUILDING, MELBOURNE

ENTECH CONNECT is the must attend event for pro audio, audio visual, integration, broadcast, lighting and staging professionals.

It's the ideal environment to network, learn and experience the latest in entertainment technology and installation.

Keynote presentation from Award winning lighting designer, **Leroy Bennett**.

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Show highlights:

- Keynote presentation from Leroy Bennett
- Live audio demo zone
- BOSE networking evening
- Technicians lunch series Exclusive onsite training by ULA, Jands, Yamaha, BOSE and Show Technology

Education program:

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entechshow

PALME Vietnam 2013, the 3rd Vietnam's International Exhibition for Pro Audio, Lighting, AV, and Broadcast was successfully staged from 6 to 8 November 2013 at the Saigon Exhibition and Convention Centre (SECC) in Ho Chi Minh City, Vietnam. The three-day exhibition welcomed over 3,422 visitors with 23% coming from various countries and many of whom are key decision makers in their respective organisations.

The exhibition featured over 143 participating brands and companies from over 25 countries from Europe, USA and Asia. The leading brands include AKG, Antari, Antiq, Black Magic Design, BSS, Christie Digital, Clay Paky, Crown, D.A.S. Audio, DTS, Ecler, Extron Electronics, FBT, Globaltruss, JBL, Laserworld, Lexicon, L-Acoustics, Loud Professional, LSC Lighting, Martin Audio, Master Audio, Midas, Nexo, Percon, Pioneer DJ, RCF, SAE Audio, Sennheiser, Sharp, TOA, TW Audio, Vistron and many others.

Held alongside the exhibition was a series of broadcast technology seminars by industry experts, hands-on manufacturers' product workshops, live outdoor line array sound system demonstration proudly presented by the following renowned brands: DAS Audio (Spain), Loud Professional (Italy), JBL (USA), Master Audio (Spain), Nexo (France), RCF (Italy), TW Audio (Germany) and Z-Sound (China), and "Pioneer DJ & Me Competition" which hyped up the show and gave DJs and DJ-enthusiasts a chance to participate and meet fellow music lovers.

"One of the key highlights this year was the live outdoor line array demonstration. We had alongside eight international renowned brands lined up for both exhibitors and visitors to showcase and experience the best of sound on all 3 days of the event," said Anna Cheong, Exhibitions Director, Informa Exhibitions Pte Ltd. "This was the largest live outdoor line array demonstration ever held in Vietnam and we were glad it attracted quality crowd for the exhibition."



SHOW REVIEW

PALME Vietnam 2013
6th – 8th November 2013
Saigon Exhibition & Convention Centre (SECC)
Ho Chi Minh City, Vietnam



Exhibitor Successes:

- **69%** of exhibitors rated that they have met their overall business objectives of participating at PALME Vietnam
- **63%** of exhibitors felt that PALME Vietnam is an integral part of their marketing mix
- **32%** of exhibitors received at more than 20 genuine product enquiries at PALME Vietnam
- **56%** of exhibitors had distinct improvement in their business prospects
- **25%** of exhibitors had confirmed orders at PALME Vietnam

Visitor Successes:

- **78%** of visitors rated their visit to PALME Vietnam a success in meeting their overall objectives
- **74%** of visitors are involved in purchasing / recommending products & services for their company
- **6%** of visitors made a purchase of value from US\$50,000 to more than US\$3 million at the show



Valued feedback from attendees:

“Informa Exhibitions is the best Exhibitions’ Organiser we have ever worked with in Vietnam due to their strong event support, professional and prompt working relations. They provided great help in our company’s branding and to approach the right customer groups through their marketing efforts before and during the show to boost the efficiency of our booth activities. We expect to continue working with them for upcoming exhibitions both in Vietnam and other countries.” – Robert Rosenberg, Managing Director, Danmon Asia Ltd, Vietnam (Exhibitor)

“We are pleased with the overall participation at PALME Vietnam 2013 as our objectives were met; whereby almost all our resellers in HCMC were there to view our products demonstration and this is something all manufacturers would find it tough to do it on their own effort to reach out to all their resellers effectively. We have also got some new leads through this exhibition and will continue to support the PALME series of shows.” – Daniel Poh, Regional Sales Manager, North Asia, Extron Electronics Asia, Singapore (Exhibitor)

“All the seminar presentations were very meaningful, useful and practical, especially for us working in the broadcasting and radio industry.” – Dang Thanh Ha, Lam Dong Television Station, Vietnam (Delegate)

“PALME Vietnam was a good way for promotion and helped us to strengthen the relations with our distributor, Vistron. We will continue to support PALME Vietnam.” – Ken Wheatley, Director of Sales, Business Products, Asia-Pacific, Christie Digital, USA (Speaker)

For more information, please visit www.palmeseries.com/vietnam.



FATHOM

A RADICAL SONIC ARTWORK FEATURING MARTIN AUDIO MLA



A sonic sea level that immerses audiences beneath the ocean waves – without getting wet – and then allows them to climb steps to emerge to a different sonic atmosphere has been unveiled at the launch of a major new cultural festival celebrating the River Tamar.

Fathom is a new 'sonic artwork' by Plymouth University media arts specialists Jane Grant and Dr. John Matthias. In an attempt to bring one of the country's most diverse waterways into sharp focus they used new generation technology to create an artificial surface 6ft above the floor of a 17th century Royal Navy victualing yard. Anyone that understands the challenge in creating two distinct sonic experiences in the same space will know this is no small feat – and it is Martin Audio's award-winning technology that has made this possible.

The company's Multi-cellular Loudspeaker Array (MLA), supplied by RG Jones, with lighting and staging by Pyramid AV, was used to transmit a combination of live and recorded sounds, enabling visitors to walk around and hear the sounds below the surface of the estuary. They were also able to lift their heads above the 'Fathom' to hear the sounds above the water.

This commission was the centrepiece of a public event to launch It's All About the River, a year-long project to celebrate the historical, cultural and industrial importance of the River Tamar, which forms the border between Devon and Cornwall. This site-specific art work, utilising the confluence of the River Tamar and immersing the Old Factory Cooperage at Royal William Yard in sound, formed part of the two week long Ocean City Festival.

Producer of the event and masterminding the audio production was experienced sound engineer Simon Honywill, who has lectured for many years at the nearby Deep Blue Sound and has been a strong advocate of Martin Audio's breakthrough technology since it was launched. Underwater sound recording technology was provided by Thomas Gordon at VP Marine.

Speaking of his involvement in the project, Honywill said: "Of all the challenges I have had in my career — and there have been many — it is fitting that my home town of Plymouth should come up with the most intriguing, demanding and wholly satisfying piece of work I can remember.

The city rests between two estuaries, the Plym and the Tamar, and despite the fact that the Plym gave up its name to the city, it is the seemingly bottomless Tamar that is the major waterway, dividing Devon from Cornwall. It is now, whilst still a busy waterway, a common thread for a wide group of artists of many kinds, and it is art that unexpectedly brought the Tamar and Martin Audio's MLA system together."

The challenge took him on an empirical journey into the unknown, as recordings were made out on the river by the two artists. "Some were familiar sonic events, some less so. But how many get to hear them

below the waves?" he asks rhetorically. The recordings were to be complemented with live input from a pair of hydrophones, electrical instruments for detecting or monitoring sound under water, which delivered a constant picture of the activity down in the deep throughout an entire weekend.

"The key element of Fathom that John and Jane wanted to convey was the divide between water and air, and Jane's concept was to create a boundary at 1 fathom (6ft 6in) from the floor where visitors to the piece could climb steps and emerge from the sonic water into the very different atmosphere above. It was up to me to find a way of achieving this convincingly."

He immediately knew that the answer lay in the groundbreaking Martin Audio MLA — designed to accurately place sound where it is required, and keep it away from where it is not. "It was the only way I could even start to generate the kind of sharp cut-off that this

unique project demanded, and the only system I am aware of that can be programmed to make deep holes in its coverage.”

The underwater experience would consist of eight stacks of five MLA in a space 30m x 15m, and the air experience would be a ring of six Martin Audio DD6 (Differential Dispersion) speakers on tall stands in the centre of the space, where listeners would climb up steps into a stereo soundscape generated by a pair of DPA 2011 mics rigged over the water where the live hydrophones were placed.

Simon Honywill admits he had no idea how well this would work. “I was asking the system to cover no more than about 7m, tail off rapidly and create a hole in the coverage at 6ft 6in from the floor. It was really pushing the envelope — audio quality was not necessarily high priority but the software said it was possible.

“I must have tried about 10 different configurations in Display 2 [Martin Audio’s proprietary software] before settling on the final one that got rigged. I only had one chance to get it right too, as budget constraints meant that I had crew for four hours and that was it.

Fortunately this approach was successful, as there was no way I could re-rig 40 MLA enclosures on my own!”

Andy Davies, Martin Audio Application Support, concluded: “With our advanced multi-cellular systems, we have introduced a new way of controlling sound systems. With a desire to push the boundaries and advance the art and science of sound reinforcement, it was a great honour for Martin Audio to be involved in this project.”

Pictures: Nic Black

About the River Tamar Project

The River Tamar Project is a major cultural partnership, aimed at using the arts as a vehicle to connect local and international communities with the river. It was initially conceived in 2001, and has since worked with nationally and internationally renowned figures including engineer John Shuttleworth, public art consultant Isabel Vasseur and artist Adam Chodzko.

Its focus is to explore future uses of the River Tamar, seeking to inspire new levels of engagement from the tidal reaches along the rural Devon and Cornwall banks to the urban centre of Plymouth and creating a hive of activity to stimulate social, cultural and economic development.

The project is supported by a number of organisations including Plymouth University, Arts Council England, Cornwall Council, West Devon Borough Council, Plymouth City Council, the Cornish World Heritage Site, Tamar Valley Area of Outstanding Natural Beauty, National Trust, FEAST and Creative Skills. For more information, visit www.tamarproject.org.uk.





TricolorIndia DESIGNS & SPECIFIES GIANT PROJECTION SPECTACLE IN DELHI



London-based projection artist, Ross Ashton, designed and specified the large format projection elements of a new permanent immersive multi-media spectacle in Delhi India, at the Guru Tegh Bahaur Memorial on the NH1 highway at Singhu Border.

Ashton and Himanshu Sabharwal, his business partner in *TricolorIndia*, were commissioned by the Delhi Tourism & Transportation Development Corporation (GTDB) to create the piece, for which Sabharwal was the overall Show Director.

Their brief was to create an visually immersive experience that had a universal spiritual appeal to people of all faiths, and that could work harmoniously with the new age minimalist architecture of the monument.

TricolorIndia delivered the entire technical infrastructure involved including projection, lighting and audio. Hailed as the largest installation currently in India, the challenge was to ensure that the substantial amount of equipment and engineering involved seamlessly dovetailed into the beautifully landscaped site.

The looped 20-minute visual show runs every night and is based on the phrase 'Hind ki Chadar' – a popular reference to the Guru Tegh Bahaur, which energises 'Kudrat ki Chadar' the five elements of nature: earth, wind, fire, water and void.

Ashton and Sabharwal came up with a concept that was then dramatically interpreted for them as the five elements by sarod maestro and Indian classical music legend, Ustad Ali Khan.



The five elements are represented by fantastical imagery, starting with the Void and ending with the Earth, incorporating a myriad of potential and interlinking ideas and suggestions, and including amazing visuals of flying fish, giant butterflies and flying kites. All of them were drawn from the imagination and magic of Indian mythology.

The massive monument has a central tower that represents Guru Tegh Bahadur, with three semi-arches signifying his three disciples and ten surrounding monoliths denoting ten Sikh Gurus disseminating their teaching. There is a 45 x 45 metre diameter circular surface at floor level.

The monument is projected onto by 16 x Christie 20K Roadster machines, specified by Ashton for their robust build, which had to withstand the climate and outdoor environment, and excellent brightness. Six machines are focused on the floor area and the other ten cover the five metre wide panels of the 10 monoliths.

