

Vol. 14 Issue 4 ~ April - May 2015

# systems integrationasia

AUDIO • VISUAL • LIGHT • CONTROL SYSTEMS

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Photo credit: Tomasz Rossa

## Lightware At The Video Heart Of The Han Show



• Special: The Digital Signage Evolution



• Exclusive Country Analysis: Hong Kong

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**PUBLISHER/  
EDITOR DIRECTOR**  
Thomas Richard Prakasham  
thomas@spinworkz.com



**INDIA AND MIDDLE EAST  
EDITOR**  
Ram Bhavanashi  
ram@spinworkz.com



**ASSISTANT EDITOR**  
Elissa Nadine  
elissa@spinworkz.com



**DIGITAL PLATFORM  
EDITOR**  
Rosalind Tan  
rosalind@spinworkz.com



**ADMIN & CIRCULATION**  
Julie Tan  
admin@spinworkz.com



**DESIGN AND  
PRODUCTION**  
Jimmy Chin  
jimmy@spinworkz.com



**MEDIA REP IN NORTH AMERICA**  
Broadcast Media International  
Michael J. Mitchell  
Tel: +1 631 673 0072  
mjmitchell@broadcast-media.tv

**PUBLISHED BY**  
Spinworkz Pte Ltd  
51 Bukit Batok Crescent  
#06-10 Unity Centre, Singapore 658077  
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**W**ith ISE marking a fantastic start of the year for proAV, what lies ahead are more trade shows which will be taking place around the world. For SI Asia, our key focus will be on the Asia Pacific region of course, so the next big thing for us will definitely be the InfoComm China show, which will take place in April.

Positioning themselves to be the must-see proAV show for Asia, InfoComm China's inaugural "World Premiere" series is seen as a key strategy this year to show this commitment. With this, many in the industry are looking forward to see what international manufacturers and Chinese manufacturers will bring to the game to show their interest in the Chinese market.

Having said that, let's also review what went on at ISE last February. If for any reason you were unable to make it to Amsterdam, our show review will be a great read to round up the key highlights. This year's show also marked my first attendance at an European tradeshow and I must say, the experience has been awesome.

After our first country analysis report on Philippines was published, it was received with great response and feedback. Riding on the same momentum, we conducted a similar survey for Hong Kong in this issue. Being a fairly matured AV market, we interviewed several SIs from the ground for a more in-depth analysis. Read this section to know what the key players in Hong Kong have to say.

Lastly, our special feature on Digital Signage is also primed to generate buzz. Opening the feature with a commentary on the outlook of Digital Signage, we also included stories featuring interactive vending machines that double as a Digital Signage, and a massive 700-screen installation at a Chinese luxury car showroom, so enjoy the read.

Oh yes, if you happen to be at InfoComm China this April, feel free to drop by our booth to say hello.

See you there!

**Shireen Ho**  
*Assistant Editor*  
shireen@spinworkz.com



INDIA

## Tannoy CMS Series For Every Floor Of JW Marriot In Pune

*Solutions work on complete digital backbone, which is not very common in India*

**W**ith an enviable reputation across the globe, Tannoy and Lab.gruppen's superior quality sound was recently sought after for one of the country's most luxurious, and indeed renowned, hotels – the five-star JW Marriot in Pune, India.

In the world of luxury hotels, sound systems might not always come on top of the agenda when it comes to capturing opulence. However, the JW Marriot is one such residence which has managed to gather the required demeanor to gain its five-star status, and now, thanks to Tannoy and Lab. gruppen's sound technology, it has the kind of technology fit for such surroundings – inside and outside the building.

The project to bring this signature sound began when Panchshil Realty, a multi-asset class Real Estate Development company based in Pune, were tasked with helping the JW Marriott 'redefine hospitality' in the city. Panchshil immediately looked to Play Technologies, an AV consultant, who knew exactly what solution was required for a job of this scale.

Led by Sachin Jain, of Play Technologies the project would eventually see the JW installing Tannoy loudspeakers and

Lab.gruppen amplifiers throughout its premises in Pune.



Sachin explained further, "The JW Marriot is one of the busiest hotels in Pune and the project meant coming up with a solution that would make a statement and redefine hospitality in the city. Very few hotels in India could compare to this hotel, in terms of the finishes, in terms of the interior, and now, in terms of the sound technology. Not a lot of people give us the opportunity of using the right product, the right quantity - people want to save costs on various factors, but not this hotel. They have not tried to save costs but used the optimum product and the optimum technology, even if it turns out to be a little more expensive."

Sachin explained that the thinking behind the project was to get a more detailed design, and a consultant such

as himself who would be more actively involved in the project, who could understand the requirements, and as he puts it, 'design spec the right products', the 'right equipment', and ultimately, the 'right solutions'.

Speaking of the possibilities of installing the products, Sachin continued, "Audio in this hotel is digital which is not very common in India – with these products, you can now route music from any floor to any floor, any source to any other place. You also have dynamic volumes controls in place in various zones which are then digitally attached to your central rack which is in a centralized location."

Tannoy was brought on board because the client demanded only the best, and was not prepared to compromise on quality.

"We saw various globally-renowned brands and obviously came across Tannoy as one of the major options," Sachin explained.

"Firstly, we were really impressed with Tannoy as a brand; the CMS series, the 501DC, the ICT series, the sound from these products were fantastic and that really impressed us. Although it was a premium brand and it meant spending more money, compromise was not



an option. The owners were also very particular about the quality of sound they were going to have – that’s what put Tannoy in the driving seat, and that was the deciding factor.

In total, over 400 Tannoy loudspeakers were used throughout the project, mainly CMS Series complemented by Di and VX Series for extra reinforcement in the areas that required it.

“I think Tannoy has done a brilliant job in terms of the product quality and the production. In areas [of the hotel] you will see the speakers blend into the aesthetics and gives that stunning sound with visual appeal. Its all turned out well and people have appreciated it – the hotel has got a lot of good reviews across Asia and today features as one of the top hotels in India and is still the busiest hotel in Pune. That makes you appreciate being involved in a project such as this.”

The choice of using Lab.gruppen C Series amplifiers also worked to perfection within the given environment, Sachin explains, “Because of the amplifiers’ small 2RU design, we could save a lot of space in the controls room and this really helped us during the install phase. The products flexibility offers control of various gains and variable power on different channels – that is an added benefit because in

hotels, you have 3 or 4 different loops and not each loop would require the same amount of power that runs into that. Lab.gruppen have been extremely flexible and helpful, and on hand 24/7 over the last 3 years to help us with any questions or problems, and that kind of back up support is invaluable on a project of this scale.”



The JW Marriot is now fully tailored, completely fitted, top-to-bottom, in the latest Tannoy and Lab.gruppen sound excellence, giving a complete ‘uniformity of sound’.

‘I am very pleased with the technology infrastructure at our JW Marriott Pune property. I believe our property would be the most advanced in the country even today with regards to the AV technology. Our intention which has been successfully implemented has been to provide the business centre guest with similar or better infrastructure they have been using in their office. We strongly believe that technology and the functionality it provides goes

a long way in providing a complete guest experience and is equally important as the interior design of a space. Each space in this property has been equipped with the best products in the world and designed to meet the functionality of the space,’ said Abhay Chordia, Jt. Managing Director, Panchshil Realty, Pune

Catch Sachin's thoughts about the project and the solutions  
Scan QR Code:



[www.tannoy.com](http://www.tannoy.com)  
[www.labgruppen.com](http://www.labgruppen.com)

## PROJECT FACTFILE

- **Client:** Panchshil Realty
- **Location:** Pune, India
- **Segment:** Hospitality
- **Consultant:** Sachin Jain of Play Technologies
- **Systems Integrator:** S.K. Office Solutions Pvt Ltd
- **Task:** To specify, design and install a sound system throughout the hotel that offers top-end quality and upholds the hotel's image and branding
- **Key Solutions Installed:** Tannoy and Lab.gruppen systems