



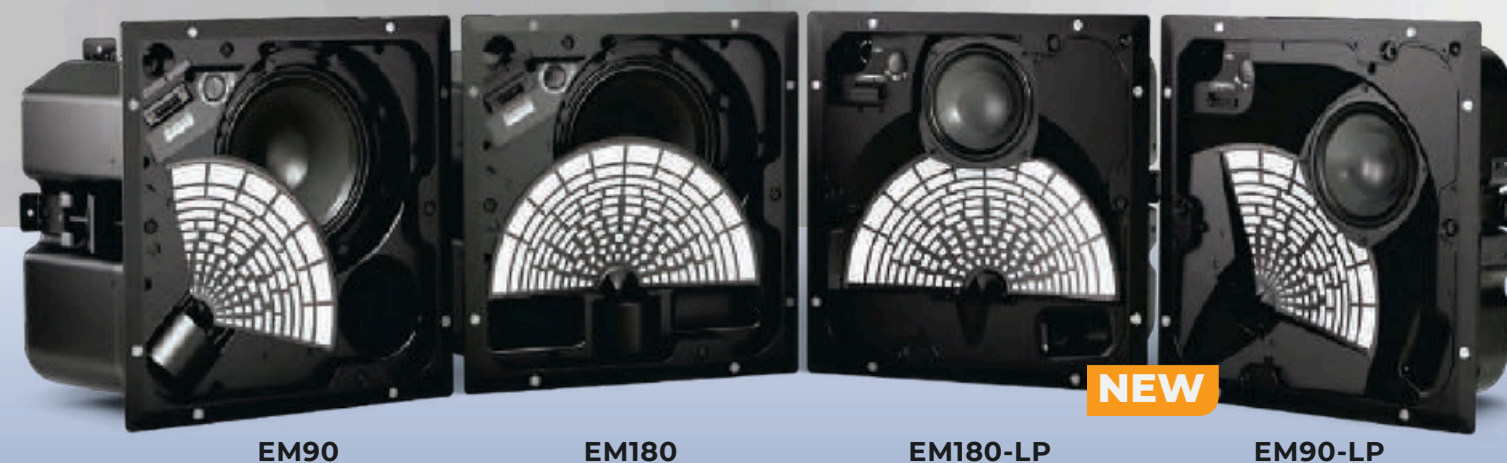
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KALI ULTRA LOUNGE
BARS & RESTAURANTS
CABLES, MICS & COMMS

THE INTERNATIONAL PUBLICATION FOR TECHNOLOGY IN ENTERTAINMENT

Surface-mount performance meets stealth-mode design.

EdgeMax proprietary directional loudspeakers



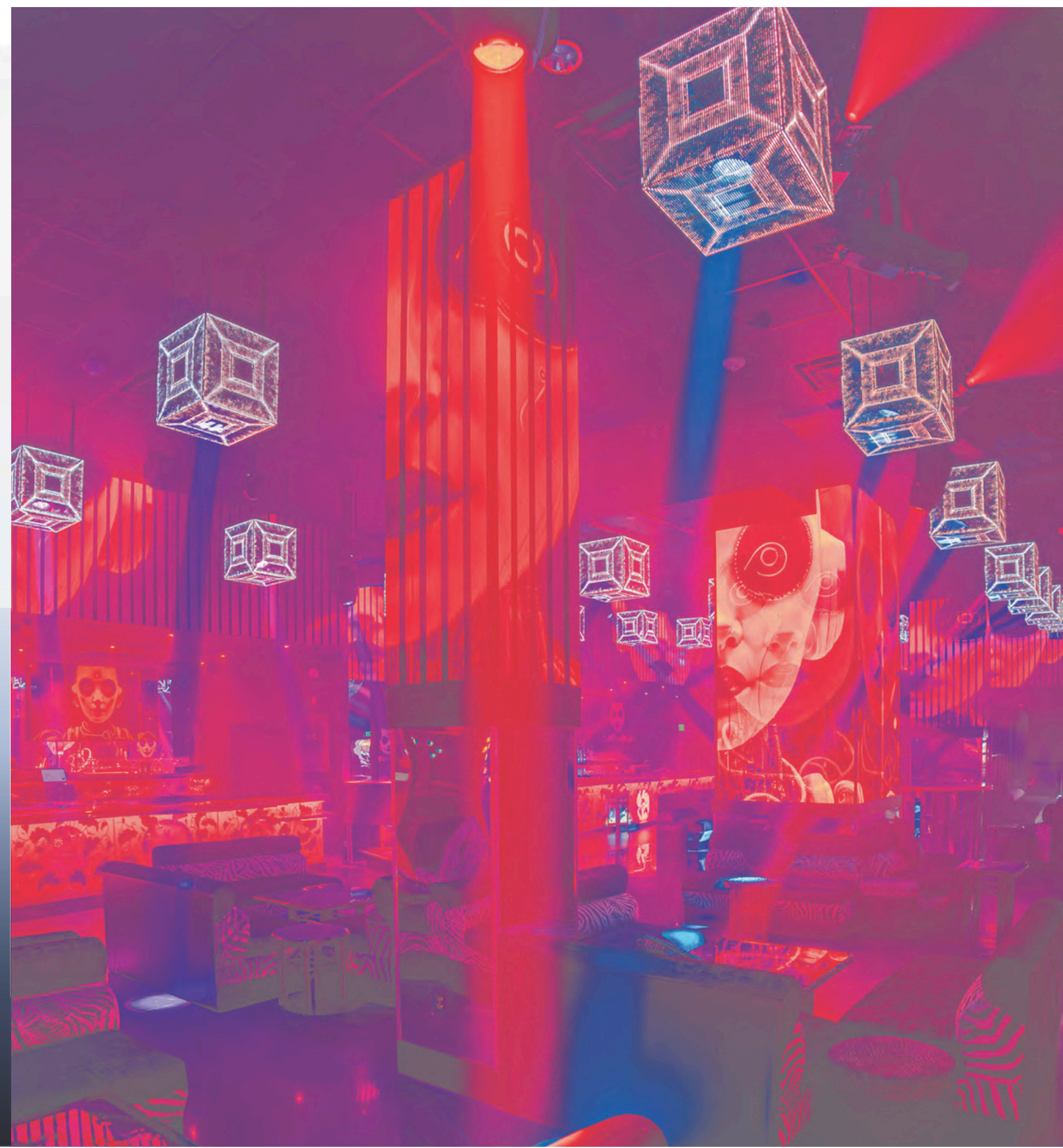
EdgeMax loudspeakers combine surface-mount performance with stealthy design to shatter the limitations of traditional in-ceiling loudspeakers.

Featuring patented PhaseGuide® technology, EdgeMax loudspeakers project powerful, focused sound asymmetrically from the room's edges to the center. EdgeMax sounds like a surface-mount loudspeaker, looks like an in-ceiling loudspeaker, and directs sound into spaces where traditional loudspeakers can't go.

Plus, new low-profile LP models make the perfect addition to the EdgeMax family, allowing integrators to bring big EdgeMax sound to smaller and more challenging spaces.

Learn more at [BoseProfessional.com](https://www.boseprofessional.com)

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Qavalli

COMPANY: Alphatec
LOCATION: New Delhi, India



Qavalli is a vibrant Indian restaurant renowned for its dining experience which is centered around live Qawwali performances. The Moroccan-inspired design of the restaurant features high ceilings, intricate patterns, plush furnishings, and captivating arches, and while visually stunning, the design elements presented significant acoustic challenges. To maintain the integrity of Qawwali performances, it was crucial for the restaurant to have an acoustically optimised environment. The area designated for live performances had a ceiling height of 16ft, which needed to be addressed to prevent sound distortion. Moreover, Qawwali music, known for its high notes, required a sound system that could handle these frequencies without causing discomfort to the audience. To overcome these challenges, the restaurant management consulted with system integrator Sandeep Duggal, who collaborated with distributors Alphatec. After a thorough assessment, a combination of Tannoy speakers, TurboSound subwoofers, and Lab Gruppen amplification was recommended. Installed across the venue are 2 x Tannoy VX 15HP, 3 x Tannoy VH 8 and 4 x Tannoy VX 6 loudspeakers, with a TurboSound NuQ118b 18-in subwoofer selected to provide robust bass support and ensure a balanced sound spectrum. To power and control the speaker system, a Lab Gruppen PD 3000 and E12:2 amplifier was chosen. The selected speakers were strategically installed to address the height and architectural constraints of the 16ft ceiling. The implementation of the new sound system dramatically improved the acoustic experience at Qavalli and the collaboration between Qavalli, Sandeep Duggal, and Alphatec proved highly successful. The restaurant's founders expressed great satisfaction with the results, noting a significant improvement in the overall dining and entertainment experience. The system integrators are looking forward to similar partnerships in the future, recognising the value of such collaborations in delivering sonic solutions.

www.alphatec.com

Könige Mataró

COMPANY: Silence Electroacústica
LOCATION: Barcelona, Spain

The new Könige restaurant in Barcelona is designed in the aesthetic of 1950s America, with the vision of transporting visitors to vintage New York as they walk through the door. With the need for an audio system for background music, Silence Electroacústica installed the premises' audio and video system, designed to meet the requirements of the premises, with simplification and useability at its heart. To cover the seating area, Silence Electroacústica installed 4 x Vieta DO-5 full-range loudspeaker cabinets, powered by a single Tecshow APX-II 600 power amplifier with an AUDAC Pre116 control pre amplifier. "With this system, Silence Electroacústica provided the restaurant with the necessary tools for each specific application, seeking not only to offer quality equipment and installation, but also to ensure that they are exactly what it needed," said Jose Luis Rosales, owner and CEO at Silence Electroacústica. "We opted for a simple installation to initially cover the restaurant's sound needs, but taking into account the future expansion of the system (with new equipment and additional wiring) for applications of small events with live music, and so this equipment optimised the economic resources available for the opening of the premises."

www.silence.com.es





ALPHATEC

DEVASIS BARKATAKI, FOUNDER AND MANAGING DIRECTOR, ALPHATEC, DISCUSSES THE PAST, PRESENT AND FUTURE OF ONE OF INDIA'S LEADING DISTRIBUTORS OF PRO AV SOLUTIONS.

Alphatec was founded with a clear vision to offer world-class AV solutions to the Indian market by integrating cutting-edge technology with unmatched service. This vision was rooted in the desire to fill a gap in the Indian market, where we saw need for high-quality, reliable AV solutions across various verticals. Our vision was to bring the best of professional AV technologies to the fingertips of Indian creators and users. A key aspect of our approach has been balancing price and performance. Understanding that Indian consumers are highly sensitive to both, we strive to deliver products that offer excellent value at competitive prices. Over the years, we have curated a diverse portfolio of 33 brands, which took time and careful selection, and we believe our range of products reflects our commitment to offering comprehensive solutions that cater to a variety of needs and preferences. In our mission to reach out to customers effectively, we have built a robust application and service team. We currently operate over 32 service centres and plan to expand this to 50 to further enhance our ability to provide exceptional service and support. Our growth has been marked by establishing a strong network of over 2000 dealers nationwide, expanding our team, and continuously evolving our capabilities. Our relationships with brands are founded on three core principles: cutting-edge research and development, price-performance balance, and a comprehensive range of products that cater to diverse verticals. We seek brands that are leaders in their domain and offer state-of-the-art solutions at the forefront of technology, and we are currently preparing to expand our product portfolio to include broadcast solutions, an area we are missing at the moment. Our diverse portfolio, which includes Genelec, CODA Audio, Tannoy, Midas, Turbosound, Pequod, Lab Gruppen, Symetrix, AtlasIED, Renkus-

Heinz, Christie and Audio-Technica, enables us to cater to a wide range of requirements, from small-scale venues such as bars and restaurants to larger facilities such as shopping malls and convention centres. We maintain a very close relationship with our brand partners, which involves continuous training and exposure to the latest products and technologies. Alphatec has been involved in several significant projects over the past few years, including the Yashobhoomi Convention Centre in Delhi, which presented a unique challenge with its extensive glass facade, which created reflective surfaces that could have compromised sound quality. We addressed this by using special speakers designed to reduce reflection, ensuring optimal acoustics without sacrificing aesthetics. Other marquee projects include the Jio World Center in Mumbai, and the Biswa Bangla Convention Center, in Kolkata, where we executed large-scale installations that showcase our ability to deliver comprehensive AV solutions across a range of environments. In recent years, we have made significant strides in enhancing our operations. We have expanded our workforce, growing from a small team to over 111 staff members in just nine years, reflecting our rapid growth. Additionally, we have continuously upgraded our infrastructure, including adding new office spaces to accommodate our expanding business needs. Alphatec has seen remarkable growth in recent years. In the fiscal year 2021-2022, we recorded a 78 per cent growth, followed by an 80 per cent growth in 2022-2023. As we move through 2024, we are on track for another year of substantial growth, with a projected increase of 50 per cent for 2024-2025. This growth is a testament to our strategic expansion, our strong brand partnerships, and our ability to deliver high-quality AV solutions across diverse sectors. www.alphatec.co.in



Members of the Alphatec team pictured on its stand at the 2024 PALM Expo show in Mumbai.