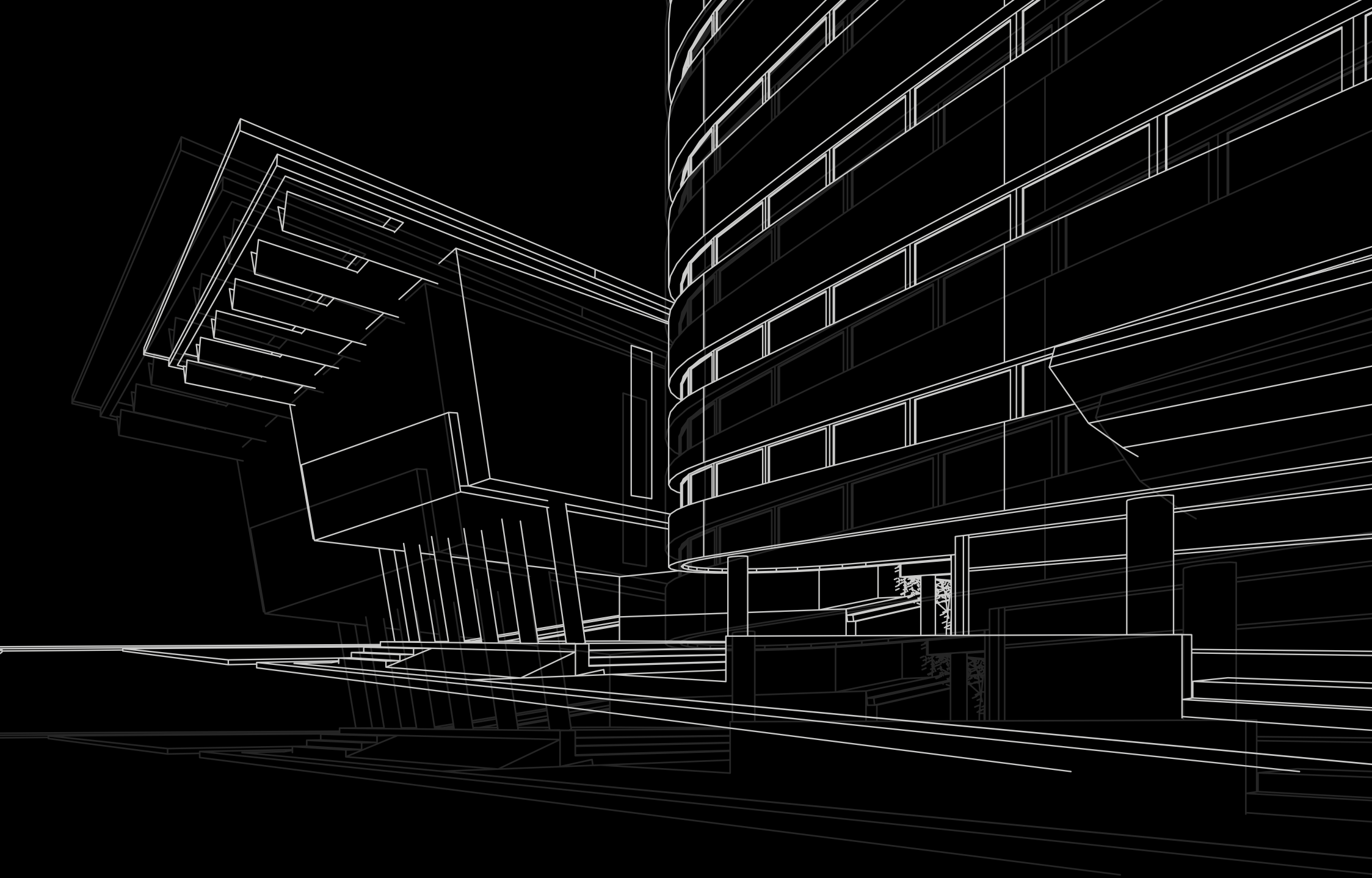




Immerse. Engage. Elevate.

Redefining audio video solutions



Alphatec





As India's **leading AV solutions and equipment provider** for a complete range of professional and personal requirements, we allow architects, designers and consultants to take AV technology from a mere afterthought to an essential element that shapes projects from their very inception.

Imagine stepping into a site that captivates our every sense, that transports us to another world - this is the power of audio-visual (AV) technology to immerse us in the experience from the moment we set foot in a venue.

At Alphatec, we understand that people crave places that engage them, that foster connections. Our approach to AV solutions is rooted in understanding each venue's distinct ambience and the emotions it should evoke. So, whether it's a home you are designing or a large auditorium, we make recommendations that suit every size and scale of your assignment.

We're with you every step of the way, carefully selecting products from trusted global brands and curating solutions that deliver exceptional performance and blend seamlessly with your design. Our goal is to help you design the complete experience for your client, creating harmony with sound to accentuate and elevate your vision.

A person in a blue blazer is pointing at a document on a desk. On the desk, there is a calculator and several papers. The background is slightly blurred, showing what appears to be a window or a display screen.

**Your AV Challenges,
Our Solutions**

We're listening

At Alphatec, we turn your AV challenges into opportunities, one tailored solution at a time.



Are visually stunning shapes and materials always acoustically challenging?

We offer beam steering and other advanced speaker systems with digital correction that can work around complex angles in highly reverberant venues.

Speech intelligibility in unique architectural shapes or materials?

Our technically accurate systems ensure crystal-clear communication.

Are you ready for the next generation of immersive audience engagement?

We captivate audiences with breathtaking multi-dimensional surround sound and video solutions

Budget and costs concern you?

Our solution modeling and price to performance approach ensure impressive options that fit your budget with quality on point.

How can you best support a timeless design with an AV solution that is future-proof?

Using a future-ready approach, we look beyond day-to-day operations and ensure solutions are focused on early innovation with sustainable long term relevance.

Can we design a shared working space without walls but with privacy?

Our sound masking systems and directional speakers provide cocoons of sound without physical walls.

Is there a sound system for the hearing impaired?

With an inclusive approach we ensure venues meet international assisted listening standards

Do speakers always have to be rectangular boxes?

Several of our options bring you speakers that can enhance a visual aesthetic by being visible or concealed from view and still have audiences experience the perfect 'sweet spot'

Are you designing venues in the new frontiers of India?

With offices, service centers and a network of collaborating system integrators across India we can spec and complete a project anywhere on the subcontinent.

How does AV fit into the world of the Internet Of Things (IOT)?

We provide cutting-edge AV over IP solutions that merge with IT infrastructure enabling a unified sound, control and integration ecosystem

Meet the Architects of Sound:

Our core team

Our core team comprises industry veterans with rich and varied experience across sectors and genres. Guiding you through every phase of your AV project, they are pushing the boundaries of what's possible in AV solutions.



**Dwayne
Das**

Our Live and Installed Audio Specialist, Dwayne excels in precision system tuning, band mixing, and installation and alignment of loud-speaker arrays across various scales. His experience in sound reinforcement for various Indian and International artists enrich our team's expertise.



**Farhad K.
Dadyburjor**

Our National Business Head for Studio Solutions, Farhad brings three decades of diverse audio engineering expertise. His track record spans Grammy-nominated jazz albums to movie soundtracks, elevating our studio offerings with a world-class, multi-genre experience.



**Veeryavanta
Pariat Bhide**

As Head of Residential Systems, Veeryavanta crafts high-end home AV setups with premium brands, balancing acoustic excellence, aesthetics and user-friendliness. His portfolio includes complex home projects across Singapore, London, and several Indian cities, bringing a wealth of international experience to our team.



**Vinoth
Parthasarathy**

An expert in Fire, Public Address (PA), and Voice Alarm (VA) systems, Vinoth leads our safety and communication solutions. His technical knowledge and business insights are enriched by experience in critical infrastructure projects, including systems for Chennai and Mumbai airports, metros, and other transportation hubs.

Here's What We Bring to the Table

Technical design support: We provide support at every stage, including EASE renderings, project layouts, and Single Line Diagrams (SLDs).

Industry-leading expertise: We facilitate access to a leadership team comprising industry veterans; design and system application engineers continuously trained in the latest AV technologies.

Customised solutions to fit your budget: Our tailor-made AV solutions are designed to your client's specific application needs while adhering to their budget.

Partnerships with internationally reputable brands: We deal with renowned brands whose products meet global standards to ensure quality and reliability in every project.

Pan-India support capability for project execution: We ensure support through the length and breadth of the country via our extensive network of empaneled system integrators and service centers.

Aesthetic integration: Our comprehensive range of AV solutions offers a variety of audio-visual equipment that adapt to different settings and requirements; our thoughtfully engineered products enhance the visual integrity of your designs.



Your Aspirations, Our Expertise

A collaborative partnership

At Alphatec, we listen to your creative vision and amplify it. We're all about delivering a comprehensive 360° approach to AV solutions. Our process blends form and function effortlessly, ensuring every nuance of your AV aspirations is realised.

Our journey kicks off with a thoughtfully crafted questionnaire - a key first step that allows us to engage with and explore the blueprint of your ideas. This helps us capture the essence of your goals and needs. Armed with this insight, our design team goes beyond merely echoing your vision - we enhance it. We dive deep into your setting's unique character, crafting AV solutions that transform your site.



Our 360° Approach

INITIAL ASSESSMENT

Needs assessment: We evaluate requirements - both for current needs and future scalability, while exploring possibilities that may exceed initial expectations.

Technology assessment: We identify future-ready technologies to meet your client's objectives.

Budget assessment: We always work within your client's budget to deliver maximum value.

AFTER-SALES SERVICE

Performance optimisation: We provide ongoing support for optimal system performance.

PERFORMANCE OPTIMISATION

System check: We conduct final system calibration and programming support post-installation, using tools such as SMARRT, Wireless Manager, CAFE software, SymVue App and Globalcom, and high-end calibration microphones, with certified application engineers.

System verification: We verify and certify that all specified results are achieved.

Training and handover: We execute a multifaceted transition process, encompassing intensive end-user training, system walkthroughs, comprehensive handover, and knowledge transfer to ensure seamless integration.

PROJECT IMPLEMENTATION

Onboarding system integrator: Our recommendations guide you in choosing an ideal System Integrator (SI).

One team approach: We provide guidance and support for the SI as needed.

Installation: We supervise end-to-end alignment and setup.

SOLUTION DEVELOPMENT

First-cut AV design: Our initial design concept addresses core requirements with our CTS, CTS-D certified design cell.

Multiple options: We present varied alternatives for your client's selection.

Software simulations: We create virtual representations of proposed solutions.

Customised presentations: Our vivid and realistic representations cater to every need, allowing clients to clearly envision the final implementation.

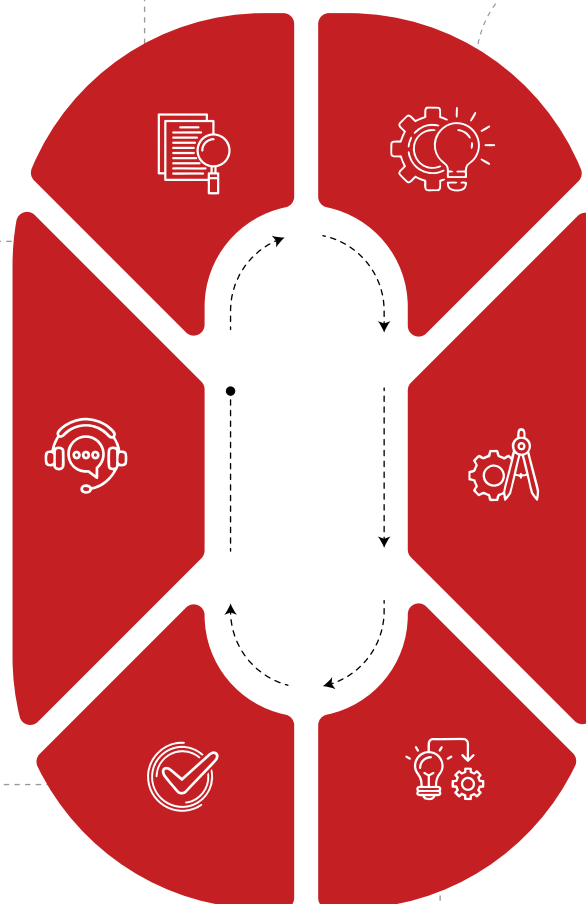
Final solution refinement: We fine-tune the chosen solution for optimal performance.

PROJECT DEVELOPMENT

Detailed drawings and designs: We create AutoCAD blueprints of the entire AV system layout.

Schematics: Our diagrams map all system connections and signal flows.

EASE modelling for acoustic optimisation: We plan for placement of speakers, sound distribution, and speech intelligibility for each setting.

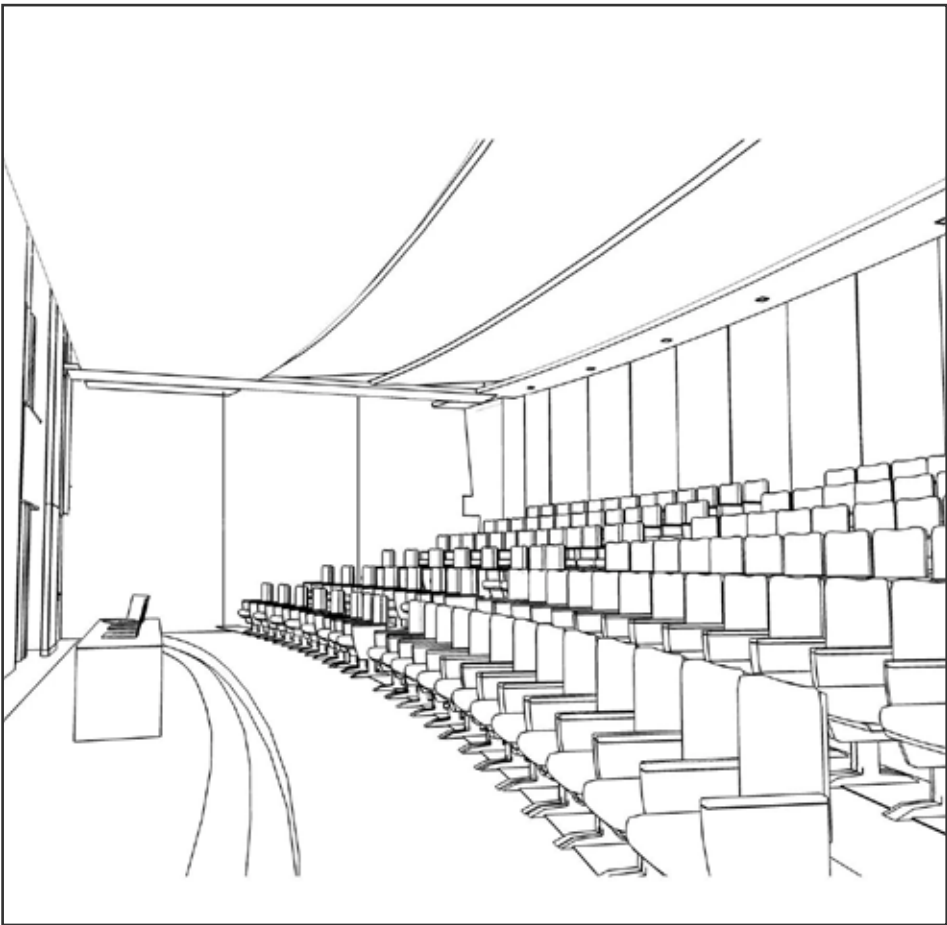


Our Diverse, Cross Sector Portfolio

Our customised AV systems are designed to integrate with and enhance diverse environments, from intimate settings to grand venues. By adapting to the nuances of each industry and sector, our solutions preserve the aesthetic integrity of each site while maximising audio-visual impact. We strive to immerse users in compelling sensory journeys in all types of venues

The verticals we cater to

- | | | | |
|---|-----------------------------------|---|------------------------------|
|  | House of worship |  | Large venues |
|  | Studio & Broadcast |  | Government |
|  | Commercial & Hospitality |  | Enterprise /IT/ITES |
|  | Sound, light and projection shows |  | Transport |
|  | Consumer products |  | Residential AV & Home Cinema |
|  | Education | | |



Multiple verticals

Unique Solutions

Boardrooms

Huddle Rooms

Stadiums

Airports & Railway Stations

Conference Rooms

Corporate Town Halls

Convention Centers

Parliaments & Assemblies

Auditoriums & Performance Spaces

Lecture Theaters & Classrooms

Temples, Churches and Mosques

Museums

Hotels

Bars & Restaurants

Clubs & Discotheques

DJ Music venues

Home Cinema

Family Den rooms

Multi-room wireless audio

Outdoor Party Spaces

Garden and landscape music



Our all India Support Network

With our pan-India presence for project execution, we can support you through the length and breadth of the country

Service Centers

Andhra Pradesh
Assam
Bihar
Chhattisgarh
Delhi
Goa
Gujarat
Haryana
Jharkhand
Karnataka
Kerala
Madhya Pradesh
Maharashtra
Odisha
Punjab
Rajasthan
Tamil Nadu
Telangana
Uttar Pradesh
Uttarakhand
West Bengal

Design Centers

Mumbai
Bengaluru
Delhi

Application Engineering

Mumbai
Delhi
Kolkata
Bengaluru



The Best AV Brands, All in One Place

We have handpicked top-notch brands from around the globe to give you endless possibilities. Our expertise lies in the artful integration of these world-class products, strategically combining them to create perfect acoustic and visual balance that elevates your site.

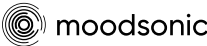
Europe



















Japan





USA















We've got India Covered

Here's just a sample of some of the work we have done:

Government Bodies:

Yashobhoomi, Delhi
Bengaluru International Airport T2, Bengaluru
Ceremonial Lounge President Estate, Delhi
Gandhi Smriti Bhavan, Bihar
Biswa Bangla Convention Centre, Kolkata
SAIL Auditorium, Odisha
Rajiv Gandhi Indoor Stadium, Guwahati
President Estate Conference Room

Educational Institutes:

IIT Kanpur, Kanpur
Doon School, Dehradun
Donbosco University, Guwahati
Nalanda University, Rajgir
IIM Udaipur
IISER, Pune
Cygnus International School, Vadodara
Plaksha University, Mohalli
BITS Pilani, Goa

Houses of Worship:

Akshardham Temple, New Delhi
Konyak Baptist Church Mon (KBCM), Nagaland
SBUT, Mumbai
Our Lady of Mount Carmel, Thrissur
St Sebastian Church, Kerala
Salem Mar Thoma Church, Thalachira
Shree Shamlaji Vishnu Temple, Gujarat
Shrimad Raj Chandra Mission, Khopoli, Maharashtra

Museums & Light & sound show:

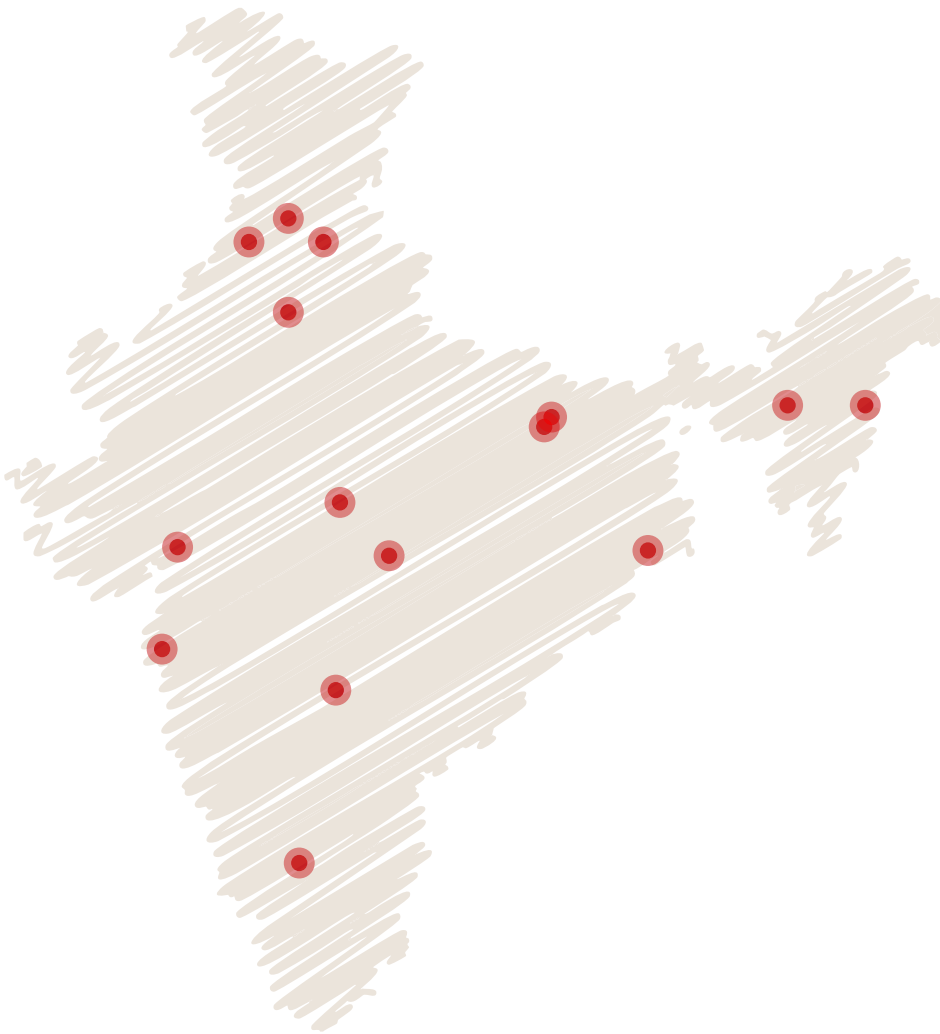
Surat Castle
Leh Fort
Sanchi Stupa
Pinjore Garden, Panchkula
Earthquake museum, Bhuj
Punjab State War Heroes, Amritsar, Punjab
Zydus Red Cross Museum, Ahmedabad
Dhordo Rann of Kutch

Hospitality:

ITC Royal Bengal, Kolkata
JW Mariott, Chandigarh
Radisson Blue, Delhi
Fairfield By Mariott courtyard, Bengaluru
Fortune Miramar, Goa
Hyatt, Jammu
Swiss Hotel, Kolkata
Park Hotel, Juhu

Corporate:

JP Morgan Chase & Co, Bengaluru
Amul Dairy, Ahmedabad
Axis Bank Mutual Fund Office, Mumbai
Reliance twin tower attrium, Mumbai
Accenture, Bengaluru
Jio World Convention Centre, Mumbai





Jio World Convention Centre, Mumbai



Kempegowda International Airport, Bengaluru



ISB Hyderabad



ITC Royal Bengal, Kolkata



Grand Hyatt, Lulu, Kochi



IIT Ropar



Sancho's Restaurant, Mumbai



The Artist House, Udaipur



Deloitte, Hyderabad



Yashobhoomi Convention Centre, Delhi



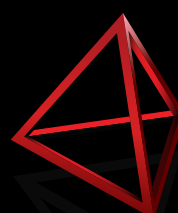
Biswa Bangla Convention Centre, Kolkata



NetApp, Bengaluru



Scan to know more



Alphatec

Mumbai • NCR • Bengaluru • Kolkata

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