

# Inavate

INDIA



## Interviews

Our AV Icon of the Year shares his experience in the world of AV and tech

## Features

We asked three prominent thought leaders what the next big thing is going to be

## 40 under 40

Say hello to the Indian AV professionals who made it to the Class of 2025

## Case studies

Online Instruments crafts an effective experience centre for Siemens



## BESPOKE TRANSFORMATION

ISSPL and Munro Acoustics create a new dimension of retail luxury at Nilaya Anthology



## QUIET LUXURY

**N**ilaya Anthology has captured attention across the design world for reimagining what a high-end retail destination can look and feel like, and now in the AV world, for how it can sound.

Designed to host a spectrum of experiences ranging from luxury retail and collectible design to exhibitions and cultural events, the space is divided into three distinct zones: the Shop House, the Showroom, and the Connector. These are linked by a ramp that doubles as a curated art gallery.

To realise the client's vision, systems integrator ISSPL and consultant Munro Acoustics were brought on board. Kapil Thirwani, specialist consultant at Munro Acoustics, shares how they secured the project: "We had previously worked with the architect and he was happy to involve Munro for this project. Asian Paints, the client, also connected with me through two other sources. When it came time to tender, we proposed ISSPL along with two other SIs, but ultimately chose them because we were confident in Bhavin and his team's technical capabilities. We

already had a working relationship, but the decision was based on their technical strength."

Bhavin Sureliya, chief technology officer at ISSPL, adds: "There were other SIs bidding for the same project. As you know, it always comes down to commercials. We offered them a highly competitive offer without compromising on quality. The client spoke with us, understood our capabilities, and was very comfortable working with us."

To understand the intention behind the space, Kapil explains the client's expectations for the project: "Asian Paints, being the largest paint manufacturer in India, has recently forayed into interior products like fabrics and other soft furnishings. With the real estate boom in India, they wanted to create a space where clients, architects and designers could come in, choose a corner, sit down for the day, and have meaningful discussions about design plans. The idea was to create a space that feels completely cut off from the hustle of Bombay traffic."

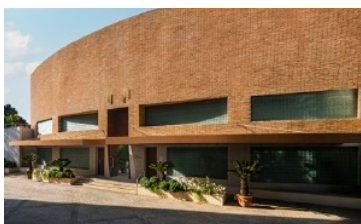
During the design stage, the team at Munro Acoustics took a layered approach to the acoustic

modelling and AV design. Kapil details: "Like with previous projects, we modelled this one out in EASE mainly for representation but we also dropped elements into CAD quickly to check for spillage. Spillage can't be completely avoided but ISSPL worked with a lot of directional sources which helped. With audio-over-IP, there's better control over the waveform and source placement. Since we didn't have much time to fully tune the space, the IP addressable control allowed us to have a better handle on the source layouts."

Utkarsh Naidu, techflow consultant from Munro Acoustics, shares: "Once the brief was given, we modelled the entire space after the exhibition layout was finalised. The whole AV system runs over IP. What's important is that the distribution is seamless and that it's not restricted to individual zones. A source playing in the first zone can also be played in a zone farther away."

Kapil also highlights the advantage of having a team backed by architects. He notes: "We have architects on our team who understand design sensibilities because we work on a lot of high-

**ISSPL and Munro Acoustics collaborate to deliver an Inavate APAC Award-winning AV installation at one of India's most luxurious retail showrooms.**



The idea was to create a space that feels completely cut off from the hustle of Bombay traffic.

*Kapil Thirwani, Munro Acoustics*

end homes. Since we come from a technical background, we've been training our architects and designers to understand the AV side better. In turn, they help us bridge the gap with the project architects as they speak the same language, especially when it comes to things like 3D layouts."

#### **Building the audio infrastructure**

The core of the entire AV system in Nilaya Anthology was built on high-performance network infrastructure using a spine-and-leaf topology. To give an overview, a Netgear VSM4320C core switch formed the network's spine, supported by six Netgear XSM4340V switches and three Netgear GSM4212UX access switches. All access switches were connected to a centralised server room using single-mode fibre, which ensures reliable long-distance signal transmission and high bandwidth. The entire audio system and zone management was centrally managed through the Q-SYS Core 610 processor.

Zooming into the specifics within the retail spaces, Munro customised AV solutions based on three store typologies. Type 1 stores featured Gallo Micro SE and A'Diva SE speakers paired with Powersoft Mezzo amplifiers for centralised music playback. These received Dante audio streams over the network and were equipped with remote volume and source selector plates. Type 2 stores utilised SoundTube ceiling speakers powered by SoundTube IPD-Hub 2 networked amplifiers with wall-mounted controls.

On the other hand, Type 3 stores were more unique and required a slightly more sophisticated setup. ISSPL deployed SoundTube CM42-EZs-II ceiling speakers with the same SoundTube amplifier for multi-zone audio distribution. Audio was streamed over Dante using the Audinate analogue input adapter, interfacing with Waves System media players. For visual content, LG 65-in 4K signage displays were paired with the Waves System VP320 video player for synchronised networked playback across the exhibition spaces and retail stores.

Moving to the Orangery, an extensive garden room filled with flora and fauna of all kinds, Munro and ISSPL chose to install Rockustics OmniPlanter speakers with compact Gallo A'Diva Habitat weatherproof loudspeakers. Wireless audio transmission was achieved through Klark Teknik DW transmitters and receivers, while Dante adapters ensured consistent integration into the network. Shure wireless microphone systems have also been brought into the space to be used for live events when need.

On the visual front, Christie DWU-500S projectors, paired with Elite 120-in screens, provided visual support for presentations and installations, while Atlona and Extron systems handled signal extension and source switching.

The Orangery stood out as one of the most complex spaces in the project: open-roofed while being structurally and acoustically unconventional. Unlike typical rooms, it presented several unique

considerations for AV integration. Bhavin elaborates: "The Orangery has a rooftop made of a metal grid with structural elements above it. There's no solid roof, and the ceiling height is 9m, which made installation especially challenging. We had to coordinate with multiple vendors to get the necessary support in place. But the process was well-planned and we ensured that all equipment reached the site in advance of installation. We communicated our dependencies clearly, followed up regularly, and delivered the installation phase by phase."

#### **Premium sound for premium retail**

Nilaya Anthology features an event space which is meant to be flexible, and the AV system had to match this critical prerequisite. For the audio system in the event space, wall-mounted and ceiling-mounted loudspeakers powered by LD Systems Curv 500 satellite arrays and Class D amplifiers were deployed. A 16-channel wireless digital mixer enables sound control while audio distribution was facilitated via Dante adapters.

On the visual side, Christie ultra-short throw laser projectors were put in place to allow the end user to project high-resolution visuals on motorised screens during bespoke events. Wireless presentation platforms, high-speed HDMI cabling, and long-distance DTP extenders ensures that content sharing can be done without any hitches during live events or corporate sessions. A



### Tech Spec

#### Audio

Audinate analogue input adapter  
Dante adapters  
Das Audio line-array speakers and active subwoofers  
Gallo Micro SE and A'Diva SE speakers  
Klark Teknik DW transmitters and receivers  
LD Systems Curv 500 satellite arrays and Class D amplifiers  
Mackie 16-channel wireless digital mixer  
Powersoft Mezzo amplifiers  
Rockustics OmniPlanter speakers  
Shure wireless microphone systems  
SoundTube CM42-EZs-II ceiling speakers, IPD-Hub 2 amplifiers  
Q-SYS AD-C4T-ZB ceiling loudspeakers, Core 610 DSP

#### Video

Christie DWU-500S projectors  
Elite 120-in screens  
Extron switching  
LG 65-in 4K signage displays  
Lightware HDMI transmitters and receivers  
Netgear VSM4320C core switch, XSM4340V switches, GSM4212UX access switches  
Poly Studio R30 and V52 video bars  
Unilumin P2.5 LED screen  
Waves System media players, VP320 video player

#### Control

Crestron CPR processor  
Q-SYS Core 610 processor

15U rack also provides organised equipment housing, ensuring efficient cable management and system protection.

Moving to the Gallery, the client intended for the space to hold various multimedia experiences. To deliver on this vision, a P2.5 LED screen from Unilumin measuring 8m by 3.4m with a 2.35:1 aspect ratio was installed as the main visual interface of the space.

Audio in the Gallery is powered by Das Audio 3-way line-array speakers and dual 18-in active subwoofers complemented by a Mackie 16-channel wireless digital mixer. Shure wireless handheld microphones are also provided for use when necessary.

All parts of the system connect in place via Dante and the ISSPL team installed a network input panel for AV sources, and long-distance DTP HDMI for high-res signal transmission. A 4:4:4 network video endpoint source switcher handles AV routing, with high-speed HDMI cables for lossless performance.

Beyond the main experiential spaces, ISSPL and Munro also outfitted the administration zones including backend meeting rooms, the cafeteria, reception, and the network operations centre (NOC), with AV solutions to support day-to-day collaboration. These areas feature commercial-grade LG UHD displays of various sizes, Q-SYS AD-C4T-ZB ceiling loudspeakers for the NOC, and all-in-one videobars such as the Poly Studio R30 and V52 for smaller rooms. Larger meeting rooms are equipped with the Poly G7500 codec system, paired with the TC10 touch controller,

E70 camera, and IP microphones for advanced videoconferencing capabilities. System control is enabled through CP4 Crestron control processors and Crestron touch panels, as well as Lightware HDMI transmitters and receivers.

One of the most striking aspects of the AV deployment at Nilaya Anthology is the sheer diversity of solutions deployed across the site, which signals a great level of intentionality with the OEMs chosen for this project. Kapil explains why they went with a multi-brand approach: "It can be difficult to work with some brands in India, so we're very deliberate about the brands we choose. We need partners who won't give us supply issues. These projects have long lead times, and we can't afford to get stuck. We're also known in the market for never using just one OEM for a project. We like to use the best of what each brand offers. It's not about brand loyalty or appealing anyone, which is why we appreciated that ISSPL was technically aligned with us."

Despite the technical complexity of the project, the real challenge was navigating constant design changes and shifting priorities on site. Kapil explains: "The design kept evolving because the acoustics were constantly changing. Spaces like the Orangery, for example, saw significant back-and-forth. The spec of the glass changed midway, which triggered a ripple effect. Some decisions were driven by budget, others by lead times or availability of products. That's where the real teamwork came in between Munro, ISSPL, the

architect's team, and the feedback loop back to Asian Paints."

According to Utkarsh and Bhavin, the entire project took approximately 11 months from tender to execution. Kapil observes: "It felt like a relay race: one team finished a task, passed the baton, and the next picked it up seamlessly. It was teamwork on a different level."

In a space driven by art and aesthetics, the AV setup at Nilaya Anthology also had to be designed to be as invisible as possible. Kapil says: "For this project, the AV and acoustics should disappear into the design. We're known from our previous projects for using different speaker types, shapes, colours, and technologies to make sure nothing stands out unnecessarily. So our team produced 3D visualisations to help architects and clients better understand how the technology would blend into the space."

It comes as no surprise that Nilaya Anthology was awarded Retail Project Award at the 2025 Inavate APAC Awards. Bhavin concludes: "We are proud to have delivered a seamless fusion of technology and design at Nilaya Anthology, creating an immersive, future-ready space without compromising on aesthetics." 🎯

**INAVATE APAC  
AWARDS 2025  
RETAIL PROJECT  
AWARD**

SPONSORED BY

