Inavate

LEARNING AS A TEAM

A truly agile approach to teaching and learning spaces at CityUHK

NEW DIRECTIONS

The winds of change are blowing and shaping the approach of businesses. These are the wishes for change in AV from the people who make the industry tick.

AV finds itself in an interesting position. Technological developments, most notably AI in all its new guises and advancements in machine learning, together with ethical considerations around the topics of DEI and ESG are pulling businesses in new directions.

The general sentiment among AV professionals is that the we are at a crossroads. Collectively, there is a desire to accept change and evolve to ensure that AV continues to play its critical role in spaces while also catering to the modern needs and requirements of users.

So, we reached out to some of the best minds working in the AV industry and asked them how they are contextualising the shifting sands of tech. The question we posed was simple; If granted one wish to make a change in AV, what would you wish for? Their responses provide insight into what they deem important and how the industry could pivot.

Unsurprisingly, 'learning and development' was a common thread. When charting new waters, it seems like a good idea to keep an open mind and focus on advancing knowledge and expertise. Establishing a route for everyone in the industry to learn and grow sounds like a great idea to us.

The topics of sustainability and ethics were also put forward. As these considerations become central to consumers and users, AV must take them into account. The discussion around 'going green' and 'being inclusive' is progressing but there is always more to be done.

Last but not the least, there are wishes for technology to be improved and better understood. You cannot escape the fact that wires, connectors, nuts, and bolts are a critical part of AV. And if hardware and its role in build projects are improved, then the desired outcomes, whatever they might be, are easier to achieve.

The wishes and opinions shared in this article are just a snapshot of where we find ourselves in this moment. We are sure that these wishes, much like the AV industry and the world in general, will continue to evolve. Starting a conversation is our way of pushing this evolution in a direction that benefits all.

Ritika Arora
Qubix Technologies

As we strive to reach another milestone year of growth, I have many wishes for the AV industry, particularly in India. My greatest wish for 2025 is the establishment of a 'school of learning and skill development in India'.

India doesn't have a job problem; it has a 'wages' problem. While unemployment might not be as rampant as before, underemployment is a pressing issue.

Upskilling and bringing the right people to the right places are becoming more important and the ever-increasing chatter of manpower shortage needs to be addressed.

With even a modest increase in skill levels, underemployed workers can transition into roles that better match their capabilities, increasing their productivity and earning potential. This shift not only improves their individual livelihoods but also strengthens and enhances the industry, as India is emerging as the fastest-growing AV market.

For the young leadership at Qubix Technologies, we aim to equip individuals with practical, industry-relevant skills in AV technology, system integration, and project management. Our internal goal is to design a curriculum that combines theoretical knowledge with practical hands-on training. Additionally, we plan to establish partnerships with equipment manufacturers and industry organisations to provide resources, certifications, and expertise.

Ultimately, I wish that more people in the AV industry would embrace structured learning and systematic training, which can ensure a sustainable pipeline of competent professionals ready to meet evolving challenges and help drive innovation across the industry.

Thitikorn Sopchokchai
Vichai Trading 1983

In 2025, I believe we need to address the problem of recruiting new talent into the AV industry. The truth is that this industry is still mostly run by 'baby boomers'. That's because the industry really got its start in the 60s to the 80s. Many of the prominent figures and employees began their journey during that time with a strong DIY ethic,

But the issue today is that much of the knowledge base we have is self-taught. There isn't a lot of structure, and we are not tapping in to the wealth of academic knowledge and practices. We need new ideas to evolve. For example, if you're a new graduate, would you even know about the AV industry? Most people still have no idea what this industry is or what it does.

If, as an industry, we could find ways to educate and engage with universities and higher institutions, for endeavours such as teaching AV as part of their courses, we might be able to attract younger minds to join. Not only would this develop talent ready for AV, but AV would benefit from the influx of talent educated across a variety of disciplines.

We should also start to rethink whether we should focus recruiting efforts solely on specific departments like engineering or approach the university as a whole. There's potential in the arts too! Content creation, for example, synchronises well with AV. Our industry is a mix of art and tech. Some aspects are highly technical and engineering-based, while others are artistic and visual.

When looking at the larger picture, AV is a small industry compared to others like IT, where projects are worth millions. Still, talent is critical, and issues with job-hopping continue to persist. It's not just about moving the same faces around. We need fresh perspectives — people from outside the industry who can help push it further. Change has to start at the industry level.

Kelly Bousman
AVI-SPL

My wish for AV in 2025 is for everyone in our industry to take at least one bold step towards sustainability.

I wish to see a groundswell of individual activities that cross over colleagues, companies, channels, countries, and cultures so that our entire industry blooms into a new era of sustainability as a fundamental operating framework.

Every one of us has an opportunity to fulfil the promise of a more sustainable future. And the key to doing so is collaboration. Let's find ways to co-create new environmental conservation initiatives, foster more diverse and inclusive spaces, share best practices for sustainable growth, and create new industry standards for product stewardship, integration, and support that shape a future where everyone thrives.

From our position, AVI-SPL hopes to realise this wish by deeply engaging with our customers, employees, and suppliers to unlock innovation that can rapidly advance everyone's environmental sustainability goals. Our 2025 sustainability initiatives will span product lifecycle management, carbon/GHG emissions reduction models, supply chain management, and electronic waste management.

I invite everyone reading this to join us in building a more sustainable, equitable, and secure future together.

As AVI-SPL deepens its sustainability practice, Bousman has taken on the newly created senior leadership role of SVP for ESG and sustainability at the integrator. We hope that she continues to lead from the front to enact the changes that she wishes to see in the AV industry.

Antoine Pommier
Delhom Acoustics

For 2025, I envision a closer integration of acoustic engineering with audiovisual systems, redefining how spaces are experienced across different sectors. From hybrid performance halls and bustling offices to educational and healthcare environments, combining acoustics with smart AV strategies can transform spaces into truly immersive and functional settings.

One exciting development is the use of AI to create adaptive soundscapes. In spaces where listening comfort and speech clarity are optimised, sound systems can dynamically adjust to meet diverse needs and sensitivities. These innovations extend beyond performing arts centres to retail, hospitality, education, and workplaces, where sound becomes a tool to inspire creativity, enhance focus, support recovery, or ensure privacy.

For example, at the Ho Guom Opera in Hanoi, we combined natural sound reflections with Meyer Sound's Constellation system to craft a hybrid acoustic environment. Similarly, in an international school in Beijing, a noisy atrium was transformed into a biophilic retreat, using soundscapes to recharge students during breaks while doubling as a versatile venue.

In workplaces, AV-integrated spaces like wellness rooms and multifunctional zones are becoming indispensable. These areas seamlessly shift from team meetings to client events while maintaining acoustic integrity. This seamless adaptability is made possible through the strategic integration of AV systems and acoustic engineering, ensuring adapted sound insulation, and avoiding disturbance with adjacent spaces.

As we look to the future, my wish is to continue blending technological advancements with acoustic expertise to create environments that resonate emotionally and functionally, meeting the evolving needs of tomorrow.

Bhavin Sureliya
Innovative Systems & Solutions

I have big visions for the AV industry in 2025 and I hope to see it continue evolving and innovating, especially when it comes to standardisation and interoperability.

The industry can benefit from greater standardisation between AV equipment if we were to prioritise a unified approach to interfaces, connectors, and protocols that could enable seamless integration and easier setup. This would reduce complexity, lower costs, and ensure that AV systems from different manufacturers work together without issues. Such standardisation would also enhance training and support, as technicians would have a consistent understanding of equipment functionalities and troubleshooting.

In 2025, I hope to see a more cohesive industry where devices and platforms can communicate effortlessly, regardless of the manufacturer. Open standards would facilitate this, allowing for greater flexibility and scalability in AV solutions.

Achieving standardisation and interoperability would pave the way for the widespread adoption of cloud-based technologies, which I believe could really revolutionise AV. Cloud solutions offer scalability, flexibility, and centralised management for content storage, distribution, and updates. By standardising protocols and interfaces, AV systems could integrate more easily with cloud platforms, enabling innovations like remote monitoring, real-time updates, and centralised control.

As we look forward to the new year, I am especially excited as India will be hosting the World Audio Visual & Entertainment Summit, which offers an exciting opportunity to unite industry leaders, accelerate growth, and drive innovation!

Lam Tze Tze
Electro-Acoustics Systems

My wish for the AV industry in 2025 is simple: to embrace a shared commitment to blending technological excellence with creativity, ethical values, and education. By doing so, we can shape a future where innovation drives positive impact, sustainability, and inclusivity — creating solutions that benefit society, the planet, and all who rely on them.

Technology comes in many forms and is transformative not just for progress but for positive change. Recently, I purchased my first electric vehicle, which reminded me of the power of individual choices. As I look to the future of the AV industry, I see a parallel: every decision we make, whether as individuals or as an industry, contributes to sustainability, innovation, and shared values.

In this line of thinking, immersive AV and AI technologies hold incredible potential to enhance user experiences in creative and innovative ways. AI can make AV systems smarter, more efficient, and more accessible. But technology alone isn't enough. We must develop and deploy it ethically, building trust and ensuring our innovations benefit society as a whole.

Education plays a critical role in making this vision come to life, and we must strive to equip the next generation with the skills and mindset to create technology that serves everyone. With shifting preferences for personalised, problem-solving solutions, there is a growing demand for custom designs. By focusing on purpose-built solutions, we can unlock new markets, seize fresh opportunities, and drive innovation in both hardware and software.

Together, let's make 2025 a year of meaningful progress.