

We Visit PALA 2005

By Steve Mowry

The 17th PALA returned to Suntec in Singapore, along with Music Asia 2005 and Visualcomm Asia 2005, showcasing the latest musical instruments, music software and services, supplies and accessories. Visualcomm marked the 2nd international AV Communications and Systems Integration exhibition, featuring professional audio, video, projections, presentation, systems integration, and interactive conferencing products for commercial installations, and the World Association For Symphonic Bands & Ensembles 2005. Again, IIR Exhibitions did a splendid job of organizing and promoting this multi-platform trade event with something for everyone.

Singapore is just an amazing country. With the new underground train and "City Link," and mall after shopping mall—both above and below ground—it seems that it is possible to go from the airport to hotel and other destinations without going outdoors! If you don't mind hot and humid, Singapore is a spotless and safe "peoples' city."

Since its inception in 1989, PALA has grown and developed into a strategic tradeshow for the manufacturers and suppliers in the industry to get direct access to the right buyers in the Southeast Asia region. This year alone, PALA attendance grew by 20% over 2004 figures: 7,356 trade attendees and 10,120 non-trade public attendance; 43% of the total attendance was from foreign countries. The promoters and sponsors reached their key objective of maintaining PALA as the largest showcase and sourcing ground for entertainment, project installations, and architecture sectors in the Southeast Asia region.

The long-term growth for the entertainment, leisure, and performing arts sectors in this region is promising. Market research indicates that Asia is booming with many exciting major projects. The entertainment and performing arts scene in Singapore and the region have seen an increasing number of events and project developments taking place.

In addition to fittings and systems for



Steve Mowry presenting information on developments in the professional loudspeaker industry at the AES Singapore Section's PALA 2005 Conference.

the entertainment and leisure sectors, PALA's exhibitors' products also cater to project installations for building/construction and infrastructure developments in the commercial and residential market, which includes the health, education, defense/military, and others.

The PALA 2005 activities began on July 13 with an AES Singapore-sponsored industry conference, which included an impressive collection of speakers from four continents and seven countries. Each speaker was allotted approximately 25 minutes. There were 15-minute question-and-answer periods after every two or three speakers. The conference format was structured, orderly, but within a relaxed atmosphere.

In his brief introduction, chairman Arthur Ngiam included a statement to the effect that the "audio problem" from the CD/DVD input to the output of the power amplifier(s) has been solved. However, the loudspeaker remains a nonlinear system and thus the "last audio frontier." The speakers/presenters began in the following order:

The first topic was "Why Standards Work" by Mark Yonge, Standards Manager, Audio Engineering Society, UK. Subsequent topics included:

- "Managing and delivering sound & audiovisual applications in a digital world — Metadata and integrated media pro-

duction structures" by Chris Chambers, Senior Research Engineer, Research & Development, BBC New Media & Technology Division, UK.

- "Exploring new marketing strategies for technological innovations" by Arya Varma, Business Unit Manager, Asia Pacific Region, Bosch, Singapore.

- "Developments in Professional Loudspeakers and Sound Reinforcement Systems," by Steve Mowry, President, SM Audio Engineering Consulting Company, Thailand.

- "Impact of Acoustical Design on Audio Recording, Editing, Mixing, and Listening" by Dirk Noy, Partner, Walters-Stork Design Group, USA and Switzerland.

- "Spotlight BBC World TV Centers Project, The Production House of the Future" by Andrew Munro, Acoustic Consultant and Project Designer, Munro Acoustics, UK.

- "A Day in the Life of the Esplanade" by Robin Shuttleworth, Head of Sound, The Esplanade, Singapore.

- "Practical requirements for integrating theatre systems and room acoustics" by John Alekna, Senior Consultant, Marshall Day Acoustics, Australia.

- "Analyzing the benefits of incorporating LED technology into a variety of lighting applications and designs" by Anil Valia, Lighting Designer & Educator, International Lighting Academy and Author of "Designing with Light," India.

- "Creating 'punch' with video projection" by Jerry Colmenero, Projects Manager, Lightronics, USA.

The conference had a nice balance of topics and their respective speakers. There is a listing of these speakers' bios at <http://www.palaonline.com/conferencespeaker.php>.

PALA is the most comprehensive and established international exhibition on professional audio, lighting, AV, music, broadcast, and project installations. Renowned as the premier event for the SE Asia region and spanning over 125,000ft² of exhibit area, it included over 359 exhibitors and represented brands from over 28 countries including China, Italy, Germany, Spain, United Kingdom, United States, and several others. In addition, approximately 20 noncommercial public institutions attended and/or were represented at the WASBE Exhibition on musical instruments and the two-day VIBES ClubFest event.

This year, PALA staged its most *mega* edition to date. It wasn't just about the exhibition covering levels 3, 4, and 6 of Suntec City Exhibition Center and the iconic Esplanade. This mammoth event included the seven-day 12th WASBE (The World Association for Symphonic Bands and Ensembles) Conference, the electrifying two-day VIBES ClubFest 2005 dance party with guest appearances by three resident DJs from London's Ministry of Sound (world famous guitarist Paul Gilbert performed for attendees as part of his world tour), WASBE Exhibition on musical instruments, and the all-encompassing Pro A/V showcase that provided an ideal platform to see and source the latest products and technologies for entertainment, commercial project, and architectural installation needs.

The Vibes ClubFest 2005 was a new initiative held in conjunction with PALA 2005 and attracted more than 5000 party-goers to Hall 603, where Suntec was transformed into a two-night indoor entertainment event that was the largest party of its kind. Several of the world's leading manufacturers of professional



Exhibitors were creative in their display designs for PALA 2005, hoping to get visitors' attention.

audio and light were only too happy to lend their products to the promoters to implement a state-of-the-art dance club.

Concurrent to the exhibitions, there were educational seminars held within private conference halls. These seminars included:

- "Sound, Loudspeakers, Ribbons, and Line Arrays: Understanding the Technology & Applications" presented by R. Bob Adams, Director of Technical Communi-

ry, President, S.M. Audio Engineering, Thailand.

Sponsoring organizations included Approved International Fair, Singapore Exhibition & Convention Bureau, AES Singapore Section, China Theatrical Equipment Association, Professional Lighting and Sound Association, and Electronics & Information Technology Exporters Association of Spain. The official online partner of PALA 2005 was <http://www.>

It's Here! ▶▶▶

The NEW 2005 Old Colony Sound Lab Catalog

To get your copy, call 1-888-924-9465

or request a copy on-line at www.audioXpress.com


Books | Cds | Kits | Software

Old Colony Sound Laboratory, PO Box 876, Peterborough NH 03458-0876 USA
 Toll-free: 888-924-9465 Phone: 603-924-9464 Fax: 603-924-9467
 E-mail: custserv@audioXpress.com www.audioXpress.com

ziogiorgio.com/. Official supporting publications included *Entertainment Technology* (China), *Entertainment Technology Asia* (Singapore), *INS Asia* (Singapore), *INS China* (Singapore), *MONDO* (UK), *Pro Audio Asia* (UK), and *Total Production* (UK). Finally, supporting publications included *Broadcast & Production* (China), *Info AV* (China), *International Pro-Audio & Lighting* (Hong Kong), *JUICE* (Singapore and Malaysia), *Lighting Today* (Singapore), *Mega Stage International/DJ World* (Hong Kong), *Red Panel Asia* (Hong Kong), *SONO Magazine* (France), *Southeast Asia Building* (Singapore), *Theatreworld* (India), *Voice Coil*, and *Multi Media Manufacturer* (US).

The show was a big success. The whole IIR team deserves congratulations with special thanks going to the following IIR PALA team members: Rosalind Ng-Seah, Managing Director (Asia) and Elected Secretary AES Singapore Section; Adrian Lau, Senior Project Manager; Juliana Chin, Marketing Manager; Irene Tang, Operations Director; Stead Lee, Accounts Executive; and Tricia Tran, Conference and Seminar Coordinator.

I cannot summarize PALA 2005 any better than Rosalind Ng-Seah did: "PALA, once again, emerges as the exhibition for the market and has continually served the needs of the industry. This year, with new features and special activities such as the comprehensive three-day PALA International Conference and a series of exhibitors' workshops; seven-day 12th International WASBE Conference and Exhibition; two-day VIBES ClubFest Dance Party and Paul Gilbert World Tour Concert, truly made PALA 2005 the largest and most exciting and interactive event of its kind in the Southeast Asian Region."

IIR is a part of the Informa Group, a global business solutions provider. IIR encompasses 46 companies, divided into 111 operating units, covering 40 countries. PALA is part of the IIR Exhibition's portfolio, also organized by IIR are PALME serving the Middle East and CALM serving China. 

Steve Mowry, president of SM Audio Engineering, has a BS, Business Administration, from Bryant College, and a BS and MS, Electrical Engineering, from URI with highest distinction. Steve has worked in R&D at BOSE, TC Sounds, EASTTECH, and P.Audio. Steve is currently an independent consultant/lecturer in project management/transducer and system design. His website is www.s-m-audio.com.