

PALME Asia 2007

By Steve Mowry

Singapore Expo earlier this summer hosted PALME Asia 2007 (formerly PALA), the professional audio/video (AV) industry's premier dedicated Pacific Rim A/V trade event. PALME Asia was supported by the Audio Engineering Society (AES), Certified Electronics Technicians' Association (CETA), Electronics and Information Technology Exporters Association of Spain (secartys), Singapore Manufacturer's Federation (Sma), and Singapore Association of Convention and Exhibition Organisers and Suppliers (SACEOS).

Participating companies were upbeat about current market demand and the growth potential throughout the wider Asian region. Industry analysts at the Singapore event further pinpointed the Indian sub-continent and the Indochina region comprising Vietnam and Thailand and China, which increased its presence at the event this year by over 50%. Asia is quickly catching on. Many small companies that I had not previously seen in my travels exhibited their products (*Photo 1*).

EXHIBITORS

Bosch Security Systems, which acquired Telex Communications in 2006, including the brands Dynacord, Electro-Voice, Klark-Teknik, Midas, and RTS, had a strong showing at PALME Asia this year and was extremely confident about the industry with its overall business witnessing double-digit growth—with the Asia Pacific region being its fastest-growing market.

Meyer Sound expanded its presence at the show, citing the rapid development of the region's AV installation and entertainment production industries. The company claims that as East Asian investments grow in top-quality hotels, theaters, convention centers, nightclubs, and sports arenas, the demand for high-quality audio has spurred strong interest in the full line of Meyer Sound products.



PHOTO 1: Many new small SE Asian companies exhibited.

KNOWLEDGE HUB

PALME Asia also brought together industry experts to speak on their respective special fields in professional audio, video, and lighting. Speakers included Dr. Wolfgang Ahnert, the author of the popular acoustic modeling software EASE, and some of the sound engineering team responsible for the 2006 Asian Games in Doha Project. Seminars covered more than 18 topics, addressed by industry professionals.

Seminars, which were free to registered delegates and visitors, began with Peter Hunt, a consultant from Hewshott Associates presenting the topic of "Touch Panel Design Guidelines." This was followed by Ng Kok Seng of Acoustic Lighting Systems ("Computerized Digital Lighting Control Systems") and Jimmy Yap, a consultant from CODA ("Live Surround Mixing and Remote Monitoring Systems"). The speaker lineup also included Michael Kinzel from Peak Fusion on "The History of Wireless," myself presenting "A Small Company New Product Development Model," Peter Hunt on "Global Standards for Local Markets," and Christian Stumpff from Peak Fusion on "Line Array Technology."

Presentation papers included

Joe Peters on the topic of "Audio/Video Education Using an Assessment Index and a Simulator," I covered "Simplified Simulation Methods for Nonlinear Loudspeaker Parameters," and Dr. Roland K. C. Tan, MediaCorp Radio on "A Digital Radio

Revolution."

Also, David Marsh, a consultant from PMK Consultants, presented the topic of "Sound Reinforcement Design," and Brad "Pepe" Schiller, a consultant from Brad Schiller Inc., presented "Automated Lighting Programming."

At the end of the day, I counted 185 companies from 27 countries (*Photo 2*). The show will return to Singapore next year as its permanent base on July 10–12.

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PHOTO 2: A bird's eye view of the event.