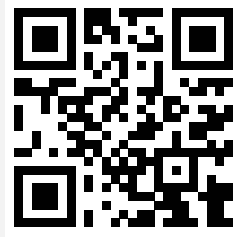


AN EXCLUSIVE MAGAZINE FOR THE SMART HOME INDUSTRY.

SMARTHOME WORLD

VOL 3 • No 2
JULY 2023

www.smarthomeworld.in



FOLLOW US ON



08

DIGITISATION: DRIVING THE SMART HOME TECHNOLOGY MARKET

INSIDE

Feature Story:

The Future of
Hi-Fi Audio in
Indian Homes.

23

Case study

Aashray Design
Consultants & EzHomz
have designed a
tech-savvy home for
singer Shrey Singhal.

36

Interview

Ganesh Vudutha,
Partner EDMOTICS
Smart Systems spoke
on the latest trends in
Home Automation.

47

5th

International Exhibition &
Conference on
Smart Home Technology,
Home Automation,
Audio -Video & Intelligent Building



INDIA'S LARGEST SMART HOME TECHNOLOGY EVENT

M U M B A I

2 • 3 • 4 **MAY 2024**

Jio World Convention Centre



EXHIBITION • NETWORKING • PRODUCT DEMO • CONFERENCE • TRAININGS

Organised by:



FOR BOOKING, PLEASE CONTACT:

Sandeep Singh +91 7506017744 | sandeep@smarthomeexpo.in

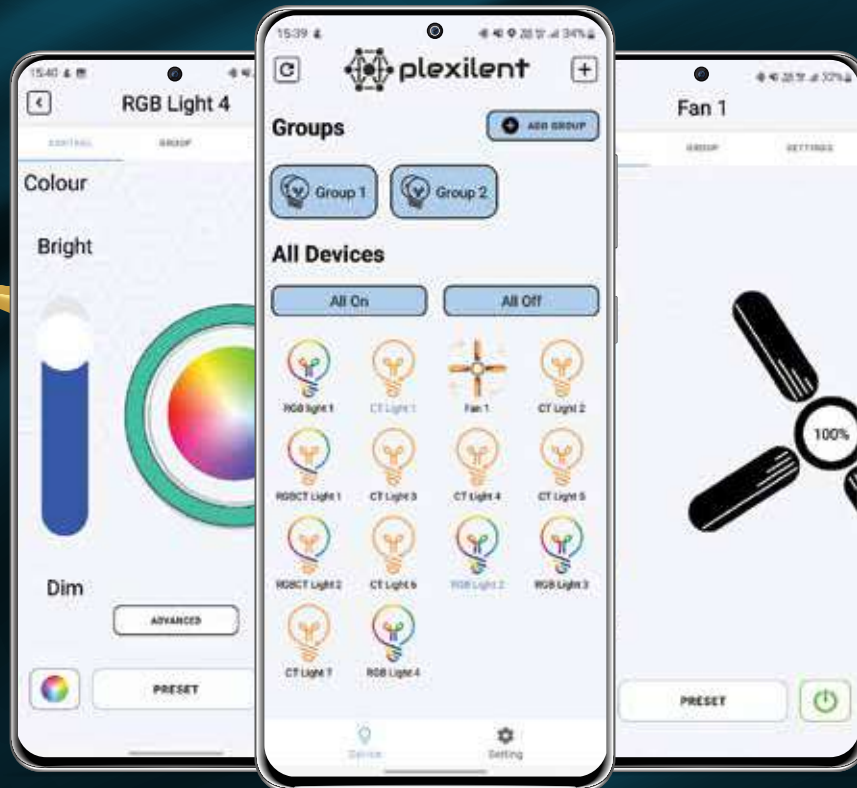
Vinayak Paradkar +91 7506503881 | vinayak@smarthomeexpo.in

**BOOKINGS
OPEN**

www.smarthomeexpo.in

EVOLVING INDUSTRIES

WITH  **plexilent**
simplifying life



AN OVERVIEW OF ITS KEY FEATURES



Switching
Luminaries
ON & OFF



Dimming
Luminaries



Tuning Colour
Temperature



Changing
Colours



Scenes &
Scheduling



Multi-User
Control



ENABLING ENDLESS
POSSIBILITIES IN
IoT COMMUNICATION

plexilent.com

Follow us on    

POWERED BY



Telink

For more inquiries please WhatsApp - +91 77100 92933 Email - connect@plexilent.com

CONTENTS



08 Cover Story

Smart Home World presents a roundup of Smart Home Technologies that are here to grow; the challenges and advantages, which were discussed at the recently concluded Smart Home Expo 2023.

21 Feature Story

Smart Home World delves into the world of **high-fidelity (Hi-Fi)** luxury audio, a niche market committed to superior sound reproduction.

36 Case Study

Aashray Design Consultants Pvt. Ltd. and **EzHomz** have designed an awe-inspiring home for singer Shrey Singhal that is luxurious and tech-savvy to suit his celebrity lifestyle.

Ar. Rachna Khadtale and System Integrator **Jaimaan Gupta**, Founder, Frontmen Smart Home have created a synergy between stunning interiors, high-end technology and automation.

47 In Conversation

Ganesh Vudutha, Partner EDOMOTICS Smart Systems spoke to Smart Home World about the latest trends in Home Automation and the expertise they provide to their clients.

Ar. Nikita Bajaj Pathak, Founder, Design 21, discussed the importance of smart technology for residential projects and 'must have' smart solutions for contemporary homes.

56 Product in Spotlight

Smart Home World explores the versatile application of **Aero Mirror TVs**, highlighting how they contribute to creating an aesthetically pleasing and upscale environment.

A detailed look at **JBL L75ms Music System**, a contemporary take on traditional Hi-Fi systems aiming to provide an exceptional acoustic experience without sacrificing simplicity or performance.

62 Product Preview

Smart home technology is improving and expanding into new horizons. Check out Samsung Electronics' SmartThings Station, a revolutionary smart home hub that helps users effortlessly connect with various devices.

65 News

The latest updates on new products launched recently right from Integrated Keypads, Surveillance Solutions, Wireless Laser Projectors, Smart Home Touch Panels, and Control Platforms.

SAVING ENERGY WITH EVERY STEP

The smart way to cut down
your electricity bill by **50%** or above

Upgrade to our new range of
motion sensors and sensor lights
and start saving today

NEW
LAUNCH



Smart Energy Solutions



www.tatapower.com/ezhome

1800 2 12345



SWATI BALGI

FROM THE EDITOR

The Future of Smart Home Technology in India: A Promising Path to Advancement

Smart Home Technology has emerged as a significant trend in recent years, revolutionising the way we live and interact with our living spaces. As technology continues to advance and become more accessible, the potential for growth and advancement in the field of smart home technology in India is immense. Homeowners are increasingly embracing smart home solutions, driven by the desire for convenience, security, and energy efficiency.

Recently, the Smart Home Expo 2023 provided an opportunity to explore the latest trends and advancements in the industry. The event shed light on the challenges and advantages associated with smart home technologies, bringing together experts, professionals, and enthusiasts. The discussions and insights shared during the expo offered a glimpse into the promising future of smart home technology in India. Read our cover story to know more.

We have two experts offering their insights on the growing demand for Smart Technology in residential interiors. Ganesh Vudutha, Partner at EDOMOTICS Smart Systems, emphasised the latest trends in home automation and the expertise his company provides to clients. The integration of smart technology into residential projects was highlighted by Ar. Nikita Bajaj Pathak, Founder of Design 21, discussed the “must-have” smart solutions for contemporary homes. Their perspectives highlight the growing demand for smart technology in residential spaces and the value it adds to modern living.

In our case study section, we showcase two exceptional residences that exemplify the fusion of luxury and technology. Aashray Design Consultants Pvt. Ltd., in collaboration with EzHomz, created a technologically advanced and luxurious home for singer Shrey Singhal. The synergy between stunning interiors, high-end technology, and automation in this project is truly commendable. Another remarkable residence, designed by Ar. Rachna Khadtale and System Integrator Jaimaan Gupta, Founder of Frontmen Smart Home, showcase the seamless integration of smart technology into a living space.

Among the groundbreaking products making waves in the home automation segment, the Samsung SmartThings Station has captured the attention of industry experts and consumers alike. With its innovative features and capabilities, the Samsung SmartThings Station is rapidly gaining popularity, demonstrating the rapid pace of advancement in the field of smart home technology.

We hope you enjoy reading this issue and encourage our readers to share their thoughts and experiences with us.

SMARTHOME WORLD

FOLLOW US ON



Chief Editor:
Swati Balgi
swati@smarthomeworld.in

Tech Journalist:
Sunny Sawant
sunny@smarthomeworld.in

Marketing Head:
Sandeep Singh
sandeep@smarthomeworld.in

Assistant Manager - Sales:
Monika Agnihotri
monika@smarthomeworld.in



Published by:
WORLD MEDIA & EXPO LLP.

505, D-Definity, Jay Prakash Road no.1, Goregaon(East), Mumbai-400063 | www.smarthomeworld.in

Smart Home World thanks the various companies that have submitted information. For any editorial submissions, please contact Ms. Swati Balgi, Editor, at swati@smarthomeworld.in. The information published in News, Ongoing Trends and Product Gallery is as per the details furnished by the respective manufacturer/distributor. It does not reflect the views of Smart Home World or of the management of WORLD MEDIA & EXPO LLP.

**ARCHI-
TETTURA
SONORA**



THE NATURAL SHAPE OF
SOUND

Exclusive Partner

SMATO

tap into smarter living

shreyans@smato.in

+91 98305 32810

Advancements and Challenges in the **SMART HOME TECHNOLOGY** Market in India

Smart Home World presents a roundup of Smart Home Technologies that are here to grow; the challenges and advantages, which were discussed at the recently concluded **Smart Home Expo 2023**.



While Digital India grows stronger, the Smart Home Technology market grows stronger! The Digital India initiative's focus on digital infrastructure, IoT adoption, increased internet penetration, accessibility, data-driven insights, and innovation provides significant advantages to the Smart Home Technology Market. It creates a favourable environment for growth, enhances consumer adoption, and promotes technological advancements in this sector.

Adding his insight on this positive initiative by Govt of India, **Shri Devusinh Chauhan, Minister of State for Communications, Government of India** said, "The Digital India initiative aims to bridge the digital divide by making technology more accessible to the masses. This includes promoting affordable smartphones, digital literacy programs, and e-governance initiatives. As more people become digitally literate and gain access to smartphones or other devices, the adoption of Smart Home Automation technologies becomes more feasible and widespread." He further said, "The Digital India initiative fosters an environment conducive for innovation and start-ups. It encourages entrepreneurship and supports the growth of technology-driven companies. This ecosystem is created to promote the development of new Smart Home Technology solutions, encourages competition, and in turn has resulted in continuous improvement and expansion of this segment."

Positive Outlook

Smart Home Technology has witnessed significant advancements in recent years, and India is no exception to this trend. With rapid urbanization and increasing disposable incomes, more Indian households are adopting smart home automation to enhance convenience, comfort, and energy efficiency. According to Research and Markets, "Indian Home Automation Market will reach US\$ 25.64 Billion in 2030 compared to US\$ 4.83 Billion in 2022 according to the publisher. It is foreseen that more and more homes will adopt Smart Home Automation that will allow remote control and management of lighting, HVAC, security, entertainment, and appliances. These solutions will be in demand because of the convenience, energy efficiency, safety,

and comfort they offer. While standard technologies like smart thermostats, lighting systems, locks, security cameras, and voice assistants are also growing in popularity."

Smart Home Automation: Driven By A Mix Of Technologies And Evolving Demands

Smart Home Automation is driven by a mix of technologies and evolving demands from consumers. With growing advancement in connectivity, there is an ever-evolving demand for wireless technologies such as Wi-Fi, Bluetooth, Zigbee, and Z-Wave that has significantly contributed to the growth of smart home automation. These technologies enable seamless communication and connectivity between various devices and systems within a smart home ecosystem.

The rise of voice-controlled virtual assistants like Amazon Alexa, Google Assistant, and Apple Siri has transformed the way people interact with their smart homes. Voice commands have become a popular and intuitive method for controlling various devices and systems, driving the demand for voice-enabled home automation products.





As homeowners are now looking for foolproof security and safety features; brands are upgrading their existing product range of Smart security systems, video surveillance, door locks, and fire detection systems would provide homeowners with the desired security solutions. This segment is also seeing an upward surge.

KNX Still Remains the Most Popular Choice...

There are several reasons why KNX has maintained its popularity among System Integrators and Professionals as it is considered a robust and reliable system. KNX ensures compatibility and interoperability among different manufacturers' devices. This gives integrators and automation companies the upper hand in opting for a wide range of KNX-certified products and easily integrating them into a unified system. Being there in the industry for many number of years, it offers flexibility and scalability, allowing integrators to design and customise home automation systems according to the specific needs and requirements of each project. It also offers the advantage of supporting a variety of communication mediums, such as twisted pair, powerline, and wireless, providing options for different



installation scenarios. It also provides features and functionalities for home automation, including lighting control, HVAC control, blind and shutter control, energy management, security and more. This broad feature set helps integrators create sophisticated and integrated automation systems tailored to their client's needs.

Expert's Verdict

"Automation has evolved beyond controlling lighting. Today, users are demanding for remote monitoring and security options. Another important reason they opt for Smart Home Automation is energy conservation." says **Soumi Srivastava, Product Manager, Legrand.**

"With aspirational lifestyle and growing demand for home automation, brands and manufacturers are setting a new standard in building a robust system. Plus, today the installers have graduated to a new level of expertise. Good products installed in the right way are not just robust systems but can be upgraded without many hassles in the future." **Rahul Mehta, Business Head HOHM.**

"Comfort and Convince and Energy saving are the basic features of home Automation. We will see a major growth in the residential segment, the Indian market size is 5 million dollars. There are certain indicators that show 200 million homes are smart and by 2026 this is going to double. There is another big opportunity, where 39 percent of smart homeowners will be between the age group of 25 to 34. There is an evolving market for solutions for special needs and senior people who need assisted living with integrated automation that can help them in their day-to-day activities." says **Vivek Yadav, Senior Vice President, Havells India.**

"Automation is Trendy! It provides comfort and security. I see a big demand for Smart Entertainment. Previously, we used to explain to our clients about the advantages of Home Automation. Today clients want everything upgraded and at their fingertips." **Archana Van Gils, Founder and Principal Architect, AVG Architecture En Interiors.**

"The importance of Smart Home Automation came to the forefront during Covid because of working from home and multitasking lifestyle. Earlier we didn't find it that important to recommend Smart Home Automation but today it is the need of the hour." **Lipika Sud, Lipika Sud Interiors Pvt. Ltd.**

Brands vs Startups

Established Reputed Home automation brands have typically been in the market for a longer time and have built a reputation for reliability and quality. They often have a track record of delivering consistent products and services. Plus, they offer a comprehensive range of Smart Home Automation products and customer support because they generally have partnerships and integrations with a wide range of third-party products and services. This allows for better interoperability between different smart devices and platforms, providing users with more flexibility and reliable options.

On the other hand, well-known home automation brands tend to come with a higher price tag compared to startup offerings. The premium price may be due to their established reputation, extensive features, and wider product range.

Startups

Startups often bring fresh ideas and innovative technologies to the Smart Home Technology market. They are agile and quick to adapt to emerging trends, allowing them to introduce new features and products faster than established brands. Startups often offer competitive pricing to gain market traction and attract customers. They may provide cost-effective options for users who are on a tighter budget.



The Rise of Smart Home Security: Enhancing Protection and Peace of Mind

In today's interconnected world, smart home security has gained significant popularity, transforming the way we protect our homes and ensuring peace of mind for homeowners. With advancements in technology, Yale has revolutionized home security by offering a range of innovative products and services that integrate seamlessly with the modern smart home ecosystem. Smart home security from Yale focuses on enhancing protection for your loved ones and valuables and keeping them safe from threats in daily life.

COMPREHENSIVE SECURITY SOLUTIONS

Yale recognizes the need for comprehensive security in an increasingly digital era. Smart home security goes beyond traditional locks and alarms and focuses on offering a holistic approach to safeguarding homes. Yale's range of products includes smart locks, video door phones, security cameras, and smart safes, which can seamlessly connect through one application to create a smart home security ecosystem.

ADVANCED CONNECTIVITY AND CONTROL

Smart home security products from Yale leverage advanced connectivity technologies to empower homeowners with greater control over their security. These systems can be easily accessed and controlled remotely through the Yale Home app, allowing users to monitor their homes in real time, receive instant alerts, and even remotely lock or unlock doors. This level of control provides homeowners with the peace of mind that they can protect their homes and loved ones, no matter where they are.

INTELLIGENT MONITORING AND AUTOMATION

Yale smart products employ intelligent monitoring and automation features to enhance protection further. Additionally, integrated automation capabilities enable homeowners to create personalized security routines, such as setting a one-time access code for guests, house help, etc. without compromising on convenience.

SEAMLESS INTEGRATION WITH SMART HOME ECOSYSTEMS

Yale recognizes the importance of integration with existing smart home ecosystems. Yale smart locks have the ability to seamlessly integrate with popular voice assistants allowing users to control their security devices using voice commands or through centralized smart home hubs. This integration creates a cohesive and interconnected smart home environment where security becomes an integral part of the overall ecosystem.

ADVANCED CONNECTIVITY AND CONTROL

Smart home security products from Yale leverage advanced connectivity technologies to empower homeowners with greater control over their security. These systems can be easily accessed and controlled remotely through the Yale Home app, allowing users to monitor their homes in real time, receive instant alerts, and even remotely lock or unlock doors. This level of control provides homeowners with the peace of mind that they can protect their homes and loved ones, no matter where they are.



STOP, LOOK, GO

Yale Luna Pro+

Trusted every day



FaceScan Technology

Easy Access

Highly Secure

Your Face, Your Key



Monitor access
from anywhere



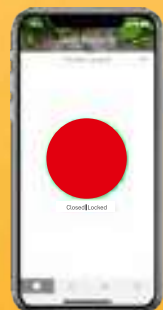
Control who
has access



Free *
Installation



Peace
of Mind



App Control

For more inquiries please
WhatsApp +91 638 7 409 260 /
Email: Customer_Enquiry .India@assaabloy .com



Website

*Conditions Apply

On the other hand, they do not have a wide range of products compared to established brands. Users may need to mix and match products from different sources to build a complete smart home ecosystem.

The startup ecosystem can be volatile, and there is a higher risk of failure or discontinuation of products or services. Users may face challenges in terms of warranty support, software updates, or long-term compatibility. Plus, Startups may have limited resources to provide extensive customer support. Users may have to rely on community forums or online documentation for assistance, which may not always be as comprehensive or readily available as with established brands.

Ultimately, the choice between a home automation brand and a startup depends on individual preferences, budget, specific needs, and the level of risk one is willing to take. Established brands offer reliability and a wide product range, while startups bring innovation and competitive pricing to the table.

Which Segment Will See Growth?

Several segments within the home automation industry in India are expected to experience significant growth in the coming years...

The Smart Lighting Segment is anticipated to witness substantial growth. With energy-efficient LED bulbs, wireless connectivity, and intelligent control systems, smart lighting offers convenience, energy savings, and customisation options for users.

Home Security and Surveillance are also on the rise. Most homeowners are opting for smart locks, video doorbells, indoor/outdoor cameras, and motion sensors to provide enhanced security features and remote monitoring capabilities are driving growth in this segment.

Energy Management and Smart Thermostats are in demand because energy conservation has become the need of the hour and the adoption of smart thermostats and energy management systems is expected to increase.

These technologies allow users to regulate temperature,

control appliances remotely, and optimise energy consumption, leading to energy savings.

Voice Control and Virtual Assistants have gained significant popularity. With the widespread use of devices like Amazon Echo and Google Home, voice-activated control of various home automation systems, including lighting, thermostats, and entertainment systems, is becoming more common. Youngsters between the age group of 25 to 35 allot a specific budget to upgrade their personal space with the latest Smart Technology. There is a big market for this segment.

Home Appliances and Entertainment Systems is another segment poised for growth. Smart refrigerators, washing machines, televisions, and audio systems offer increased convenience, energy efficiency, and connectivity options. With good content available, homeowners want to upgrade their existing entertainment systems.



Home Health and Wellness: The COVID-19 pandemic has accelerated the demand for health and wellness-related home automation solutions. From air quality monitoring systems to smart health devices and ambient wellness technologies, this segment is expected to witness growth as people prioritise their well-being.

Home Automation Integration Platforms: Integration platforms that enable seamless communication and interoperability between different Smart devices and systems are gaining importance. These platforms provide a unified interface for controlling and managing various smart devices, offering convenience and ease of use.

Is Lighting Automation and Controls Helping Architects and Interior Designers?

Yes, Lighting Automation and Controls are indeed helping interior designers in India. With advancements in technology, lighting automation has become increasingly popular and offers numerous benefits for interior design projects.

Lighting Automation allows interior designers to have greater control over the lighting design, enabling them to experiment with different lighting effects, colours and intensities. This flexibility helps create various moods, highlight specific architectural features and artwork and accentuate the overall ambiance of the space.

Incorporating energy-efficient LED lights and sensors, which can be programmed to adjust the lighting levels based on occupancy or daylight availability are a boon. By optimizing energy consumption, interior designers can design eco-friendly spaces and reduce electricity costs for their clients.

Automation systems enable interior designers to create and save customized lighting scenes for different activities or occasions. They can design specific scenes for relaxing, dining, working, or entertaining, allowing users to effortlessly change the ambiance of a room with a simple command or touch of a button.

Lighting automation can be integrated with other smart home technologies, such as voice control systems or mobile apps, offering seamless control and convenience for users. Interior designers can incorporate

these features into their designs, providing clients with the ability to control and personalize their lighting from anywhere within the home.

Another important advantage is that it enhances the overall user experience by simplifying the control of lighting systems. Interior designers can strategically position lighting controls to ensure easy accessibility and intuitive operation, resulting in a more user-friendly and enjoyable environment for occupants.



“Lighting Controls help in enhancing the design and functionality of Public Spaces. It adds value to the projects by offering flexibility, energy efficiency, customization, improved user experience and simplified maintenance.” says **Sai Tallapragada Tungsten Studio Lighting Design.**

“Sonali Bhagwati, President, Design Plus Architecture sharing her views says, “Yes when technology intersects with design to produce the magical effect it is a boon. Technology with purpose can enhance or accentuate the overall design.” Lighting automation systems with features like automated scheduling, remote monitoring, and diagnostics, help in identifying and addressing any issues promptly. This ensures that the lighting system remains functional and reduces the need for frequent maintenance, providing long-term reliability and cost savings.

Multiroom Audio-Video

Multiroom Audio has experienced significant

advancements in recent years, offering users a seamless and immersive audio experience throughout their homes. One of the major advancements in Multiroom Audio is the widespread adoption of wireless connectivity technologies such as Wi-Fi and Bluetooth. This eliminates the need for extensive wiring and allows users to stream audio wirelessly from various sources, including smartphones, tablets, and streaming services. Multiroom audio systems often include voice control integration with popular virtual assistants like Amazon Alexa, Google Assistant, or Apple Siri. Users can simply use voice commands to play, pause, skip tracks, adjust volume, and control their audio systems across multiple rooms.

With the growing popularity of high-resolution audio formats such as FLAC and MQA, multiroom audio systems have evolved to support these formats. This allows audiophiles to enjoy studio-quality sound reproduction with greater detail, depth, and fidelity in multiple rooms simultaneously.



INSTANT ENTERTAINMENT

with projector that adorns your home's aesthetic!

X2000L-4K



Ultra – Short Throw Projector : 100" Screen from Only 23 cm away

LASER

4K UHD



SOUND BY
harman/kardon

Dolby Audio

DTS-HD



Karnataka: 9845225041, 9008062617 | Telangana & Andhra Pradesh: 9848154980, 8919711678
Punjab, Jammu Kashmir & Himachal Pradesh: 9888896962, 9599305886 | Rajasthan & Haryana: 9891554463
Chhattisgarh & Vidarbha: 8224000026, 9373150474 | Uttar Pradesh: 8293809692 | Uttarakhand: 9456818925
North-east India: 8486064806, 9748702050 | Mumbai: 8828235506 | Madhya Pradesh: 9584406611
Gujarat: 9825951941, 7600013730 | Pune & Rest of Maharashtra: 9096565055 | Tamil Nadu: 9790204100
Bihar: 9818888146 | West Bengal, Jharkhand, & Sikkim: 8697141194, 9748702050 | Delhi NCR: 9891554463,
9599305886 | Kerala: 9895430579 | Odisha - 9937027425, 9748702050



/ViewSonicIN



/IndiaViewsonic



/ViewSonic



/viewsonicindia



Scan for more information



Seamless App Integration is another big advantage providing users with intuitive control over their audio setups. These apps offer features like grouping or ungrouping speakers, managing zones, creating playlists, and accessing various streaming services, all from a single interface.

The latest multiroom audio solutions prioritize compatibility across different platforms and devices. They can seamlessly integrate with popular music streaming services, including Spotify, Jiosavaan, Gaana, Apple Music etc are compatible with a wide range of devices such as smartphones, tablets, smart speakers, and smart TVs.

Sharing his insight **Arun Kumar, Assistant Manager Panasonic** says, “Evolution of cloud has changed the perception of Music” To which Rajeev Singh Benq, adds “For sumptuous entertainment video plays a major role. I want to say there is more demand for AudioVideo units. Every member wants to view different content,

so there is big demand where every individual wants to watch the content of his choice in his own space.”

Enhanced Synchronization: Achieving perfect synchronization across multiple speakers in different rooms is crucial for a seamless multiroom audio experience. Advanced technologies like network synchronization protocols and audio processing algorithms ensure precise synchronization, minimizing any delays or audio lag between speakers.

These technical upgrades in multiroom audio have significantly enhanced the overall user experience, making it easier to enjoy synchronised, high-quality audio in multiple rooms of a home.

Adoption of Audio and Video combinations amongst younger age groups and market size

The adoption of audio and video combination among younger age groups has seen significant growth in recent years. Younger consumers, particularly millennials



and Generation Z, are known for their enthusiasm and reliance on digital media and technology. Here's an overview of the market size and trends related to the adoption of audio and video combinations among the younger age group:

Market Size: The market size for audio and video combination products, such as smart speakers with built-in displays, portable multimedia players, and headphones with video capabilities, has expanded rapidly. The exact market size can vary based on geographical location, but globally, it is a multi-billion dollar industry.

Streaming Services: The popularity of streaming services for audio and video content, such as music

streaming platforms (e.g., Spotify, Apple Music) and video streaming platforms (e.g., Netflix, YouTube), has driven the demand for audio and video combination devices.

Younger age groups often utilize these services extensively and seek devices that provide a seamless and integrated audio-visual experience.

Smart Displays: Smart displays, which combine voice-controlled virtual assistants with visual screens, have gained traction among younger consumers. These devices offer features like video calling, content playback, weather updates, recipe displays, and smart home control. Younger age groups appreciate the convenience and interactive capabilities that smart displays provide.

Social Media and User-Generated Content: Younger consumers heavily engage with social media platforms like Instagram, TikTok, and Snapchat, where audio and video content are integral components. This has driven the demand for devices that enhance the consumption and creation of social media content, such as smartphones with advanced cameras and audio capabilities.

Gaming and Esports: Gaming is a popular form of entertainment among younger age groups, and audio and video combination devices play a crucial role in enhancing the gaming experience. Gaming headsets with high-quality audio and immersive visuals are sought-after by gamers, and this market segment continues to grow.

Online Education and Remote Learning: With the rise of online education and remote learning, younger students require devices that facilitate both audio and video communication. Laptops, tablets, and hybrid devices that offer clear audio output and video capabilities have become essential tools for education, contributing to the market demand for audio and video combination devices.

Personalization and Customization: Younger consumers value personalization and customization

options in their audio and video devices. They seek features like customizable audio profiles, adaptive sound technologies, and customizable video settings to tailor the experience to their preferences.

Overall, the market size for audio and video combination devices among the younger age group is driven by factors such as streaming services, social media, gaming, online education, and a preference for personalized experiences. The continued growth of digital media consumption and technological advancements will likely fuel further expansion in this market segment.

Challenges for Smart Home Automation in India

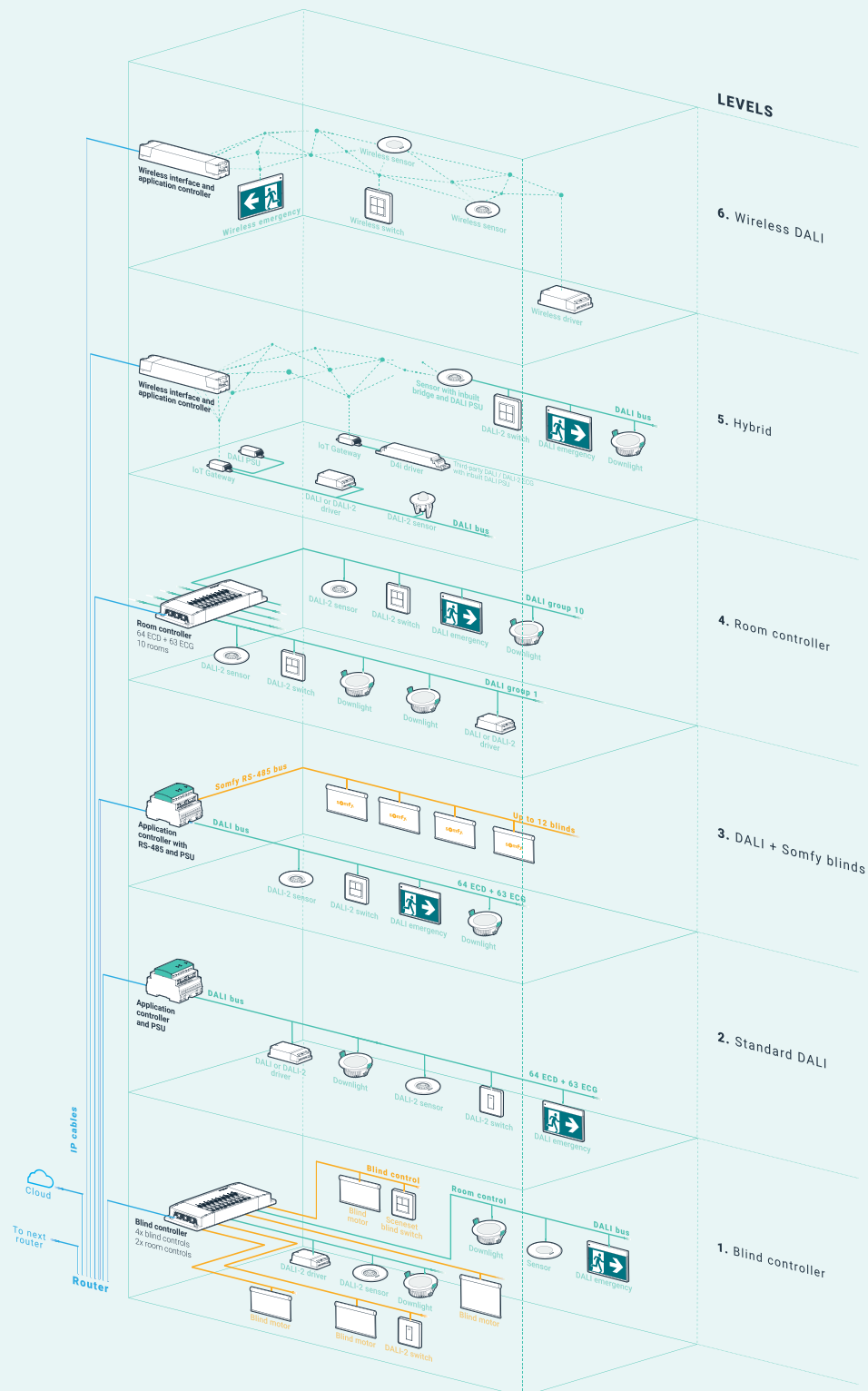
Smart Home automation in India faces several challenges, cost is a significant barrier to the widespread adoption of home automation in India. The initial setup and equipment costs can be expensive, making it inaccessible to a large portion of the population. Additionally, the maintenance and operational costs of home automation systems can be high, which further restricts affordability. Many homeowners in India are still unfamiliar with the concept of home automation and its benefits. Lack of awareness and understanding about the technology and its applications hinder the adoption rate.



zencontrol

Building control

Suitable for a wide range of building topologies



Wireless application
Controller



Wireless
PIR sensors



Scene panel

For become System
Integrator/Partner
Mail at
partner@zencontrol.co.in

Visit at
zencontrol.com



Educating consumers about the advantages and potential cost savings of home automation is crucial to overcome this challenge. Home automation systems require regular maintenance, updates, and troubleshooting. However, the availability of trained technicians and reliable after-sales support can be limited in some regions of India. Ensuring timely service and support across the country is crucial for consumer satisfaction and confidence in the technology.

Addressing these challenges requires a collaborative effort from manufacturers, service providers, government agencies, and consumers. Creating awareness, promoting affordability, standardizing protocols, enhancing security measures, and improving infrastructure are key areas that need attention to drive the growth of home automation in India.





The Future of Hi-Fi Audio in Indian Homes

In the fast-paced digital age, where convenience and portability dominate our audio experiences, there exists a niche segment that has steadfastly embraced the concept of high-fidelity luxury audio. Hi-Fi audio, short for “High Fidelity,” refers to a premium audio reproduction system that aims to recreate the sound with exceptional accuracy and realism.

Hi-Fi systems are designed to faithfully reproduce music, capturing the subtle nuances, intricate details, and dynamic range of the original recording. This meticulous approach involves using high-quality components, such as premium speakers, amplifiers, and digital-to-analog converters, to ensure the utmost accuracy in sound reproduction. The result is an audio experience that engulfs listeners in a rich, lifelike sonic landscape, making them feel as if they are in the presence of the musicians themselves. Hi-fi luxury audio systems

often incorporate advanced technologies like high-resolution audio formats, lossless audio streaming, and sophisticated room calibration techniques to further enhance the listening experience. This dedication to sonic excellence distinguishes Hi-Fi luxury audio as a niche market catering to discerning audiophiles who value the art of sound reproduction and its emotional impact.

The Hi-Fi luxury audio market in India can be attributed to several key trends that are reshaping the landscape of audio consumption. Firstly, the rise of streaming platforms and digital music services has made high-quality music more accessible than ever before. As listeners increasingly demand better sound quality, they are turning to Hi-Fi systems to fully appreciate the nuances of their favorite tracks. Additionally, the growing disposable income of the Indian middle class

has resulted in increased discretionary spending on luxury goods, including premium audio equipment. This has created a lucrative market for Hi-Fi luxury audio brands seeking to capitalise on the demand for high-end audio systems.

The Hi-Fi luxury audio market in India can be attributed to several key trends that are reshaping the landscape of audio consumption. Firstly, the rise of streaming platforms and digital music services has made high-quality music more accessible than ever before. As listeners increasingly demand better sound quality, they are turning to Hi-Fi systems to fully appreciate the nuances of their favorite tracks.

Additionally, the growing disposable income of the Indian middle class has resulted in increased discretionary spending on luxury goods, including premium audio

equipment. This has created a lucrative market for Hi-Fi luxury audio brands seeking to capitalise on the demand for high-end audio systems. Furthermore, the prevalence of home entertainment and the desire for immersive experiences have fueled the adoption of Hi-Fi audio in Indian households, where individuals seek to recreate the ambiance of a concert hall or a recording studio within the comfort of their own homes.

In the following sections, we will delve deeper into the technological advancements driving the Hi-Fi luxury audio industry, explore the evolving consumer preferences in India, and examine the implications of this growing market on the future of audio consumption. As the appetite for superior audio experiences continues to flourish, Hi-Fi luxury audio is poised to carve out a prominent place in Indian homes, revolutionizing the way we perceive and enjoy music.



How do Brands Define Hi-Fi Audio?

Brands across the audio industry strive to define Hi-Fi audio by emphasising the core principles of exceptional sound quality, precision engineering, and a commitment to delivering an immersive listening experience. These brands view Hi-Fi audio as an art form, a fusion of science and passion, where every detail matters in recreating music with the utmost integrity and emotional impact. Through their dedication to superior sound reproduction, brands endeavour to redefine the boundaries of audio excellence and establish themselves as leaders in the hi-fi audio market.

Shitij Khatter, Partner at Audio Nirvana, an authorised dealer and distributor of McIntosh Amplifiers in India says, “I am proud to represent a company that stands at the forefront of the high-end home audio industry. McIntosh is a brand that is dedicated to designing, manufacturing, and marketing premium audio equipment that brings sound to life in the most remarkable way. With a diverse range of products under our umbrella, we cater to a devoted community of audio enthusiasts and music lovers who appreciate the unparalleled quality and performance of our products. McIntosh embodies the epitome of aspiration, earning the reputation of being the ultimate



amplifier that surpasses all others. We believe that once you experience McIntosh, you won't need to look any further. It truly is the last amplifier you'll ever need to buy.”

He further states that. “McIntosh is renowned for providing distinguished home audio systems that bestow the utmost experience in music and film. With a range of offerings catering to two-channel stereo sound systems and multi-channel home theaters featuring surround sound, McIntosh consistently sets the

standard for the definitive home audio entertainment encounter for discerning listeners across the globe.”

Alessandra Orlandini, International Sales and Marketing Manager for Pequod says, “Pequod Hi-Fi luxury audio brings the ultimate symphony of sound to life, captivating both indoor and outdoor gatherings with our High Fidelity and high SPL party systems. Impeccably crafted in Italy, our speakers are a testament to unparalleled craftsmanship, boasting curved non-linear cabinets forged from high-rigidity glass fiber and



resin composite. Harnessing the essence of sonic perfection, our drivers, sourced from the finest Italian manufacturer, harmoniously blend with meticulously handcrafted point-to-point soldered crossovers, resulting in an extraordinary fusion of components. At Pequod, we create a sonic experience that transcends boundaries, delivering a musical voyage that is truly extraordinary.”

Jose Coelho, International Business Director at Origin Acoustics says, “Luxury audio is a statement, a sonic and visual experience like no other. It can be a visual masterpiece, as well as deliver sound that evokes deep emotions. We are Origin Acoustics- performance loudspeakers with a high-fidelity heritage, practically invisible aesthetics, and a commitment to genuine acoustic beauty.” He further states, “We believe that astounding audio is the home’s beating heart. As musicians and filmmakers have poured their souls into their craft, so have we into ours. We strive to bring you the fullest experience, as intended by their creators.”

Vijay Sinha, Director - Sales & Marketing at Pink Noise Professionals, the authorised dealer and distributor of Elipson in India say, “Our brand, Elipson, defines hi-fi luxury audio as an exquisite synthesis of musical

emotions and aesthetic elegance based at Saint-Fargeau, Burgundy, France. Rooted in our rich heritage dating back to the 1940s, we have steadfastly committed to crafting audio marvels that epitomise sonic purity and visual allure.”

Various Applications of Hi-Fi Audio Products in Indian Homes

In Indian homes, the application of Hi-Fi audio products has witnessed a significant surge, revolutionising the way individuals experience entertainment and audio quality. From immersive movie nights to soulful music sessions, Hi-Fi audio systems have found diverse applications that cater to the diverse cultural preferences and lifestyles of Indian households. Home theaters equipped with powerful Hi-Fi speakers have become a symbol of luxury, offering an unparalleled cinematic experience within the comfort of one’s home.

Music enthusiasts are now able to indulge in the finest nuances of their favourite tracks, as Hi-Fi audio products deliver crystal-clear sound and deep, resonating bass. Moreover, the integration of smart technology has further enhanced the usability of these products, allowing users to control their audio settings effortlessly through voice commands or smartphone applications.

As the demand for exceptional audio experiences continues to grow, Hi-Fi audio products are fast becoming an integral part of Indian homes, enriching lives and elevating the overall home entertainment landscape. **Daniel Fuhrmann, International Sales Director at BEC Akustik** says, “Luxury homes and users in India enjoy matching and accessorising each component in their homes. BEC Akustik offers the unique advantage of being the slimmest speakers in the world that makes them easy to blend in or make them stand out for amazing sound clarity.”

Vijay from Elipson adds, “Within Indian homes and businesses, hi-fi luxury audio products transcend mere functional sound reproduction to become magnetic elements of sensory delight. These acoustic masterpieces, exemplified by our flagship offerings like the W35+ and WIM Mini, seamlessly integrate into multi-room audio setups, enriching living spaces with immersive soundscapes that harmonise with

every moment. Furthermore, our brand’s unwavering commitment to innovation has led to inter-compatibility with home automation systems, enabling users to orchestrate their musical environment effortlessly in private residences, luxury hotels, or exclusive boardrooms with captivating precision.”

Commenting on this **Alessandra for Pequod** says, “We see that customers in the Indian market want systems that can deliver high energy entertainment to a group of their guests with indoor and outdoor applications.”

Jose from Origin Acoustics adds, “In Indian homes, Hi-Fi luxury audio products from Origin Acoustics are being utilised in various ways to cater to different needs. These offerings offer versatility and can be discreetly installed in-ceiling or in-wall, providing powerful sound and bass. Alternatively, they can take center stage in the home or garden through our B&O collection and luxury Bollards, creating an immersive audio experience.”



Shitij from Audio Nirvana comments, “The different ways that Hi-Fi luxury audio products are being used in Indian homes vary widely, encompassing a range of audio experiences. From dedicated listening spaces for enjoying favourite music to incorporating lifestyle speakers that blend seamlessly with the surroundings. These products have become an integral part of the furniture or room, often treated as works of art, blending functionality with elegance to enhance the ambiance of any space.”

Growth Trends

India’s growth trends for Hi-Fi luxury audio products have surged recently. With a rich music and cinema

heritage ingrained in everyday life, there is a growing demand for better sound and aesthetics to elevate the audio experience. The new-age Indian values quality and luxury, now willing to invest more in high-end audio products. Post-pandemic, increased spending power has further boosted this trend, with a focus on enjoying life’s experiences to the fullest. Larger luxury homes with dedicated entertainment spaces and professional entertainers performing at home gatherings have also contributed to the rising demand for exceptional audio products.

Emphasising on this fact Jose says, “Culturally, India has always had a rich music and cinema heritage, and the key trends driving the growth of the Hi-Fi luxury



audio market in India include the search for better performance, superior sound quality, aesthetically pleasing designs, and a shared family experience that truly brings the music and cinema heritage to life.”

Shitij further elaborates, “The growth of the Hi-Fi luxury audio market in India is driven by the new age Indian’s appreciation for quality and luxury in audio. Post-pandemic, increased spending power and a desire for premium audio experiences have fueled this trend.” Vijay reaffirms, “Foremost, the expanding middle class of India wants better products and services since they are exposed to best in class products through internet and easy travel. Multi Room audio and automated homes are of the key driving factors for Home

Entertainment and Hi-Fi Luxury in India. The time when survival and basic products that fulfil the job have gone by. Nowadays customers want enhanced experiences in entertainment and lifestyle.”

According to a study published by Mordor Intelligence, the Audio Equipment Market size is expected to grow from **USD 14.23 billion in 2023 to USD 20.01 billion by 2028, at a CAGR of 7.06% during the forecast period (2023-2028)**. Additionally, Asia-Pacific is expected to capture a significant share of the audio equipment market due to increasing technological innovation, the presence of some leading audio equipment providers which have led to a steady stream of new audio equipment.



Key Features & Innovation of Brands

Audio Nirvana, Authorised Dealer and Distributor of McIntosh, Rotel, and Sonus Faber in India

Features: Audio Nirvana, an authorized dealer and distributor of McIntosh, Rotel, and Sonus Faber in India, proudly offers unique and luxurious audio experiences by distributing some of the most revered brands in the industry. Each brand boasts distinctive features that allow music enthusiasts to immerse themselves in their auditory passions like never before.

McIntosh: Recognized globally for its iconic blue light, VU meter, and tube amplifiers, McIntosh products radiate elegance and are a testament to time-honored craftsmanship. Founded in 1949, these products are both designed and handcrafted at their Binghamton, NY factory. Their unique identity is beautifully captured in the glass panel and blue meters integral to their products, a mark of the McIntosh legacy.

Sonus Faber: Known for their style, finesse, and superior quality audio, Sonus Faber creates a remarkable listening experience even in outdoor spaces with products like ASTER. Based in Italy, Sonus Faber handcrafts some of the finest speakers from organic materials like wood and leather, offering a unique “natural sound” that is three-dimensional, immersive, and exactly as the artist intended.

Rotel: Rotel, a family-owned business established in 1961, is revered for its ability to deliver low-distortion sound through class AB amplification. Their flagship series, Michi, builds upon over 55 years of Rotel’s experience and heritage in the audio industry.



Innovation: Innovation is at the heart of every brand we distribute, making their success story a testament to their adaptability and commitment to advancement. Year after year, these brands have introduced groundbreaking products, elevating the audio industry to new heights.

McIntosh: Recently, McIntosh introduced the AVR MHT300 with 11.2 channel processing, showcasing their dedication to pushing boundaries even after twodecades of industry excellence.

Rotel: Breaking new ground, Rotel announced the launch of their new streamer, model S14, which features an integrated class AB amplifier. This innovative approach reinforces Rotel's commitment to pushing boundaries and meeting the evolving needs of audio enthusiasts.

Sonus Faber: Not to be outdone, the renowned Sonus Faber introduced their new flagship custom install speaker, ARENA, boasting an impressive 600 watts of power and 121 dB sensitivity, redefining the possibilities of custom audio installations.



Origin Acoustics, Distributed in India via Smato Technologies



Features: Origin Acoustics is renowned for producing the most refined speakers for in-ceiling and in-wall audio, setting a benchmark in acoustic engineering. With seven patents dedicated to delivering an exceptional audio experience, their speakers boast the following key features:

Tri-Linear Hi-Fi Speakers: Origin Acoustics ensures a perfect balance of crisp highs, mids, and lows in their Hi-Fi speakers, enabling clients to experience every note with unparalleled clarity.

Multi-Motion Pivot: The patented MMP™ technology allows all loudspeakers in the five series and above to pivot up to thirty degrees, facilitating precise sound staging and directing audio directly to the listener, regardless of placement restrictions.

X-Wave Surround: To improve overall fidelity and prevent unwanted sonic distortion, the X-Wave Woofer Surround ingeniously absorbs the impact when a speaker cone reaches its limit of movement and comes to a hard stop.

INNOVATION Origin Acoustics continues to push the boundaries of audio innovation, introducing groundbreaking products that redefine luxury sound experiences:

Bollard Speaker: Origin Acoustics brought luxury outdoors with their Bollard speaker, ingeniously incorporating the subwoofer and satellite into one product, delivering an immersive audio experience in open spaces.

Partnership with B&O: Collaborating with B&O, Origin Acoustics brings a touch of exclusivity to their systems, combining cutting-edge technology with the elegance and sophistication that are synonymous with Bang & Olufsen.

MOS36: Their latest product, the MOS36, showcases their commitment to innovation. This unique speaker combines a 6.5" woofer with a midrange driver, delivering powerful bass via a GU10-sized opening in the ceiling. The discrete opening belies the impressive sound it produces, enriching any space with a captivating audio experience.

BEC Akustik, Distributed in India via Alphatec AV

Features: BEC Akustik sets itself apart with a range of unique features that promise exceptional sound clarity while offering seamless integration into any space:

Ultra-Slim Design: The slimmest speakers in the world, with dimensions of just 37 mm wide and 23 mm deep, allow for effortless blending into the surroundings or the option to stand out for stunning sound clarity.

Ultra-Wide Dispersion: Boasting an impressive 1600 degrees of horizontal dispersion, BEC Akustik speakers ensure a broad sound coverage, enveloping the entire listening area with immersive audio.

Complete Customization: The brand offers complete customizability in finish colors, ranging from RAL to Gold, Silver, high gloss, and Matte, enabling customers to match the speakers with their unique aesthetic preferences.

Proprietary 1" Wide Driver: Equipped with a proprietary 1-inch wide driver, BEC Akustik delivers distortion-free sound, enhancing the audio experience with unparalleled clarity and fidelity.

Unlimited Mounting Options: The versatility of BEC Akustik speakers extends to unlimited mounting options, including on-wall, in-wall, in-ceiling, and in-corner placements, providing flexibility to fit various room configurations.

INNOVATION BEC Akustik thrives on continuous innovation, driven by customer feedback and experience. The brand is all set to launch a groundbreaking product this year:

Marine Grade Speakers: Responding to the demands of customers and market trends, BEC Akustik is introducing Marine Grade speakers, expanding their product range to cater to outdoor and marine environments. These specialized speakers are designed to withstand the challenges of such settings while delivering the signature BEC Akustik sound quality.



Pequod, Distributed in India via Alphatec AV

Features: Pequod takes pride in its audio solutions, offering a range of distinctive features that set their products apart in terms of craftsmanship, customization, and audio excellence:

True High-Quality Handmade Components: Crafted in Italy, Pequod's speakers boast true high-quality handmade components, reflecting the finest finishes and impeccable styling that exude elegance and sophistication.

Super High Quality of Audio Parts: Committed to delivering the best sound quality at any volume, Pequod incorporates super high-quality audio parts in their speakers, ensuring an immersive and captivating audio experience.

High Levels of Customization: Pequod offers an unparalleled level of customization, allowing customers to choose from a wide range of options, including carbon fiber, metallic chrome finishes, and complete RAL color options, enabling them to tailor the speakers to their individual preferences.

INNOVATION Pequod thrives on a spirit of constant innovation, embracing evolving needs and trends to revolutionize their designs and cater to diverse venues and demands:

Adaptive Designs: Listening as much as they play, Pequod's designs are continuously evolving, with the introduction of new models and modifications that meet the varying requirements of different venues, whether indoors or outdoors, discrete or in-your-face.

Pro-Fidelity Standards: Understanding the demand for high-resolution music and high-energy (SPL) expectations placed on loudspeakers, Pequod ensures their speaker shapes, body materials, and driver specifications adhere to the highest 'pro-fidelity' standards, delivering uncompromising audio performance.



Elipson, Distributed in India via Prink Noise Professionals Pvt. Ltd.

Features: Elipson, a pioneering brand since the 1940s, has always placed a strong emphasis on aesthetics and sound quality, resulting in an impressive array of features that elevate their speakers to a league of their own:

Facets Technology: Elipson has been at the forefront of innovation, introducing technologies like “Facets” mounted on loudspeaker’s rim. These facets effectively reduce side refractions from the speaker, enhancing the phase response of musical content and ensuring a more immersive listening experience.

Elipson Legacy Range: Elipson’s Legacy range of speakers perfectly embodies the brand’s Hi-Fi know-how. The range is built around a curved enclosure of varying thickness and is equipped with internal bracing to ensure that the front baffle and rear panel make contact under stress via the magnetic assembly of the bass and midrange drivers.

INNOVATION Elipson’s commitment to pushing the boundaries of audio technology is evident in their flagship offering, the W35+:

W35+ Connected Multiroom Stereo Speaker: The Elipson W35+ is a cutting-edge, connected, multiroom stereo speaker that supports Wi-Fi, Bluetooth aptX, and provides access to thousands of internet radio stations and online music services like Spotify, Qobuz, Tidal, Deezer, and more.

User-Friendly Interface: The Elipson W35+ offers a seamless and user-friendly experience, controllable from its interface on the top of the speaker and through the Elipson app for both iOS and Android platforms.

Hi-Fi Performance: Designed as a true Hi-Fi speaker, the W35+ delivers an impressive power of 350 W RMS, ensuring exceptional audio performance and the ability to fill any space with rich, immersive sound.





INCORPORATING INNOVATIVE DESIGN AND SMART TECHNOLOGY

Aashray Design Consultants Pvt. Ltd. and EzHomz have designed an awe-inspiring home for singer Shrey Singhal that is luxurious and tech-savvy to suit his celebrity lifestyle.

The Outhouse project in Faridabad, Haryana, designed for the renowned singer, Shrey Singhal by Ar. Amit Marao, Founder, Aashray Design Consultants is an exceptional example of contemporary architecture and interior design.

The designers have taken inspiration from music and have created a unique spiralling sculptural form that emerges from an articulated plane to create a one-of-a-kind built form.





The home overlooks a vast lawn leading to a semi-outdoor area and a lap pool connected to the sports bar by a glass wall. The double-height lounge is a grand space with a tapered ceiling, and the first floor has a tapered beam that has been utilized to create a shelving system showcasing Shrey's album covers on ceramic plates. The master bedroom is large with a Versace bed and customized wallpaper as the backdrop. The washroom has a circular jacuzzi in the centre overlooking a small terrace garden.





The Car-Lounge, just across the road, reflects Shrey's love for exotic cars and is not just a space to house his cars, but a multipurpose lounge where he can hang out with his friends.

The interior space of the Car-Lounge has an exposed steel roof and metal girders with life size sculptures of Hulk, Joker, and Star Trooper, along with graffiti on the left wall that showcases Shrey's lifestyle.

"Since Shrey is very fond of movies, one may find a lot of movie characters in this space. First of all, we have a life-size sculpture of Hulk – which represents raw power. Then we have 'Joker' from the Batman series and 'Star-Trooper' from Star Wars. But the most highlighted wall is on the left which is completely covered in graffiti – showcasing Shrey's lifestyle. These elements bring a lot of vibrancy in this space and make it kind of unique." explains Amit.



SMART INTEGRATION

However, what makes this house truly unique is the integration of smart home technology, which enhances the overall experience of the residents. The state-of-the-art home theatre setup on the second floor has a 160" widescreen with a 7.1 channel mind-blowing audio system, fully controlled using home automation. With the use of this technology, lighting can be scheduled, mood lighting can be set with remote control, and full security can be achieved through CCTV and biometric access. The home theatre has an AV system and pre-sets scenes that can be controlled with a single click. The lounge can convert to a home theatre with just one click, curtains come down, lighting dimmers, fiber lights are switched On, AC is also pre-set, and a concealed projector comes down. As per the selection, the home screen appears. This is an exceptional example of how tailor-made solutions can save time and effort with just one click. The HVAC system is fully controlled by automation, allowing the residents to maintain a comfortable temperature throughout the house.





The Outhouse project is an exclusive and unique project that allowed the designers to pursue their desire for unique architectural expression. The house is personalized with musical sculptures, album covers, and movie characters added vibrancy to the space, making it truly one-of-a-kind. The integration of smart home automation technology is an example of how technology can be used to enhance the overall experience of the residents. The Outhouse project is a testament to how the integration of contemporary architecture, interior design, and smart home automation technology can create a unique and exceptional living experience.



REFERENCE GUIDE

ARCHITECT/INTERIOR DESIGNER:

Aashray Design Consultants Pvt. Ltd.

SYSTEMS INTEGRATOR:

EzHomz

LIGHTING:

Philips

SECURITY CAMERAS:

AI-Based Panasonic camera

DIGITAL LOCKS:

Iseo, Multi-point locks

BIOMETRICS:

Ekey access control system

NETWORKING DEVICES USED:

Engenius enterprise

Adding **Comfort & Convenience** Through Smart Technology



Ar. Rachna Khadtale and System Integrator **Jaimaan Gupta**, Founder, Frontmen Smart Home have created a synergy between stunning interiors, high-end technology and automation.

Experience a blend of contemporary design and smart technology in this 3BHK plush residence located in Lodha World View, a premium luxury project in Mumbai. This apartment has been designed by **Ar. Rachna Khadtale** for this tech-savvy couple. Spread over an area of 1,800 sq. ft., the couple wanted an aesthetically pleasing home that seamlessly integrates modern design and technologically

advanced smart home technology, that caters to the lifestyle preferences of a family comprising husband, wife and their 9-year-old daughter. As the young couple believed that Smart Technology is the need of the hour and wanted to integrate it to match their lifestyle, System Integrator **Jaimaan Gupta**, Founder, Frontmen Smart Home was trusted with the job to provide his expertise for this residence.

CASE STUDY

Explaining the integration of the smart lighting and lighting controls Jaimaan Gupta says, “The client desired a wide variety of lighting options to create different moods and ambience throughout their home. They specifically wanted lights with CCT, RGB and dimming control that would allow them to customise the lighting according to their preferences.” The client frequently hosts guests and organizes parties, so they opted for an integrated AudioVisual (AV) system throughout the house. Where the AV systems and speakers are discreet and non-bulky, blending seamlessly into the overall aesthetic of the home.

Planning and Implementation

The planning and implementation phases of this smart home project were carefully executed to meet the client’s expectations and create a seamless home automation experience. Additionally, a robust, flexible, dependable, and high-performance lighting control system has been provided through



a centralised wired solution. The wired solution provides superior reliability and quality, Meeting the client’s requirements for optimal control over their lighting. Plus, also takes care of CCT Tuning and RGB Control. The team has selected Digital Addressable Lighting Interface (DALI) and DMX as the preferred control interfaces. This not only fulfilled their lighting preferences but also helps in optimising wiring costs, providing both functionality and cost-effectiveness.

After a thorough evaluation, the team chose **Crabtree** as the preferred brand for the lighting control system. “Crabtree impressed us with its impressive features, excellent build quality, and affordability. Moreover, as the parent company Havells has a strong presence in Mumbai and multiple service centers across the country, we were confident in providing reliable service support to the client throughout the project. The selection of Crabtree ensured a reliable and high-quality lighting control system that fulfills the client’s expectations.” says Jaimaan.



To deliver a seamless audiovisual (AV) and software control experience, the team opted for **Control4**, the leading brand globally for easy, flexible, yet advanced AV control solutions. **Control4's one App** control solution allows the end user to operate lights, AV devices, shades, climate control, security products like CCTV cameras, and digital door locks from a single App. This streamlined approach enhances convenience and simplifies control for the client, making it the ideal choice for a comprehensive and integrated smart home experience.



Jaimaan selected **Lithoss** Switches that boast classy and elegant metal finishes and also features physical push buttons that provide a tactile click feedback sound upon pressing. This user-friendly design makes them ideal for bedside switches, offering convenience and ease of use. Additionally, the integration of sockets into the same panel and finish ensures a cohesive and aesthetically pleasing design, eliminating the need for separate socket installations and maintaining the overall visual appeal of the smart home.

CASE STUDY

To ensure excellent sound quality without compromising the aesthetics of the home, Jaimaan has installed Monitor Audio and Revel In-Ceiling speakers and subs throughout the residence. These speakers are strategically placed to remain hidden, providing a clean and clutter-free look. To power these speakers and achieve multi-room audio functionality, he has utilised Denon AVR's audio processing capabilities. The integration of **Denon's HEOS** technology allows the client to play the same music in all areas during a party or different music in different areas based on their preferences, providing a versatile and immersive audio experience.

Systems and Brands Integrated

To automate the curtains, Somfy Tracks and Motors were integrated into every room. This allowed the client to effortlessly control the opening and closing of curtains, enhancing privacy and light management. In the living area, a motorised bar lift was installed, providing a unique and space-saving solution. This lift conceals the bar unit when not in use. RGB strip lights were also integrated into the area, synchronised with



a large aquarium whose colours can be controlled via RGB lighting. Additionally, a 5.1 Monitor Audio In-ceiling Home Theatre system, along with two additional in-ceiling speakers in the dining/kitchen area, was installed. This setup allowed the users to play the same music during parties, creating a seamless audio experience. The client further customised this setup into a single party scene, activating the RGB strip lights, raising the bar lift, and playing the chosen party playlist, all at the press of a single button.

In the master bedroom, a 2.1 Revel In-ceiling speaker system was installed, creating a high-quality audio experience. An additional waterproof IP65-rated Revel In-ceiling speaker was integrated into the bathroom shower area, allowing the client to enjoy music in every corner of the house, even while bathing.

For the daughter's bedroom, Hunter Douglas Motorized Blinds from the Nantucket series were chosen.



These blinds serve a dual purpose, acting as sheer and blackout blinds within the same fabric, providing flexibility and convenience. To add a touch of ambiance, optical fiber lights, commonly known as star lights, were installed, creating a twinkling effect in the bedroom.

By integrating these smart automation products into specific areas of the home, we ensured enhanced convenience, comfort, and a personalized experience for the client, elevating their lifestyle within their smart home environment.

Advantages Automation Provides

With a wide array of lights, such as spots, strip lights, profile lights, and decorative lights, offering features like CCT (Correlated Color Temperature) and RGB (Red Green Blue) control, operating them manually would be a complex and time-consuming task for the client. By implementing an automation system, the client gains the ability to create customized scenes and effortlessly control these lights, maximising their functionality and ensuring they are used to their full potential. Without automation, operating numerous lights would require an overwhelming number of switches.

CASE STUDY

This would lead to confusion for the client, making it difficult to determine which switch controls which light. Additionally, setting the desired ambiance for any specific area would involve traversing multiple switchboards and toggling numerous switches, resulting in inconvenience. Automation streamlines this process by significantly reducing the number of switchboards required. With just a couple of panels, the client can conveniently access their favorite scenes, effortlessly adjusting the lighting and ambiance throughout the living area.

One of the major advantages of implementing an automation system is the ability to control multiple aspects of the home, such as lights, audiovisual (AV) systems, CCTV cameras, climate control, and shades, all from a single app. This centralized control offers convenience and ease of use, eliminating the need to switch between multiple apps or systems. The client can now manage and monitor various functionalities of their home seamlessly, enhancing their overall smart home experience.



Dimming the lights saves a ton of electricity. Additionally, by incorporating smart sensors and timers, the automation system can optimise energy usage by automatically adjusting lighting and climate settings based on occupancy and time of day. This leads to energy savings and promotes a more eco-friendly living environment.

The flexibility of an automation system allows for personalised and customisable experiences tailored to the client's preferences. Whether it's creating unique lighting scenes for different occasions, scheduling automated routines, or integrating voice control for hands-free operation, the client can enjoy a truly bespoke and intuitive smart home environment.

By leveraging the benefits of automation, the client gains convenience, flexibility, energy efficiency, and an enhanced living experience that seamlessly integrates various aspects of their home into a unified and intelligent system.

In Conversation with **Ganesh Vudutha,** **Partner EDOMOTICS** **Smart Systems**

INTERVIEW

EDOMOTICS Smart Systems PVT. Ltd. is a Hyderabad-based company that provides integrated solutions for Home Automation, Lighting and AV systems. Over the years, they have designed various challenging projects ranging from large-scale residential projects to state-of-the-art commercial projects. They are well-appreciated by their clients for their holistic approach to bringing a fundamental change to the way people perceive comfort, convenience, security and safety. They have a strong alliance partner with world-class products in the market for products/technology solution providers.

Ganesh Vudutha, Partner **EDOMOTICS** Smart Systems spoke to **Smart Home World** about the latest trends in Home Automation and the expertise they provide to their clients.





What are the latest trends in the Home Automation segment for the Luxury Home Market?

Clients from the Luxury home market are well-travelled and are exposed to a variety of home automation systems. However, when it comes to their own residence, they prefer smart solutions that are simple and practical. They opt for smart technology that is easy to operate and can be upgraded over the years. Some latest trends are circadian lighting, and wellness-related data monitoring solutions that monitor the CO2 and VOC levels in the residence which have AI-driven integration, that senses the customer's behaviour and automatically adjusts. I won't be surprised to see "Apple Vision Pro" becoming an automation gadget.

How have access and security solutions evolved for the residential market?

The residences are becoming bigger and families are becoming nuclear. Hence when the owners have a mobile lifestyle, managing access and security of the residence is of prime importance. It is much

simpler for an apartment as there is only one entry point, the main door. A combination of a video door phone with a smart lock usually suffices. However, the entire requirement changes when it's an independent residence. We are talking about multiple entries to the residence – main door, kitchen door, French windows, basement/garage entry etc. Other important access-controlled locations are bedrooms and closets. For a residence like this, we need integrated solutions where with one fingerprint swipe the owner can unlock multiple doors, provide guest access, get notifications in case of unauthorised access etc.

Security for an independent residence is multi-layered. It includes cameras, video door phones, locks and alarm systems with a range of sensors. For the majority of cases, cameras, video door phones, locks and alarm systems do the trick but some residences require a complete alarm system when in case of a breach a siren goes off, automated phone calls are made and messages are sent to respective authorities to take necessary action.

What infrastructure (if any) is needed to install typical Smart Home Automation systems for the home?

Most of the automation equipment talk on IP and require stable and uninterrupted power. LAN and Wi-Fi in the residence have to be meticulously planned right from the wiring stage and sufficient space with ventilation and cooling needs are to be provided for the installation network rack. For stable and uninterrupted power - a combination of UPS, generator and stabiliser are the key. This requires the calculation of loads, the required backup and load-balancing across phases.

What are some of the latest Home Automation Solutions you have used for your clients? Can you elaborate on the same?

We integrated UPS, Generator and Solar for a client's residence. We also integrated smart meters to monitor the consumption and generation of power. We provided dashboards for all of the above services with clear indicators, alarms, notifications, etc. It provided seamless access to the client to be able to manage these services better.





What do you think will be the next big development in Smart Home Automation Systems?

Plug-and-play, DIY, laptop-less configuration, etc. are some of the big developments happening in wireless smart home systems. There is a largely untapped segment of budget-conscious customers for whom smart home is an aspiration. However, the custom install segment will continue to thrive in the high-end market because of the end-to-end home automation services right from design, project management, installation, programming, integration and after-sales service. And this can only be done by a professional system integrator.

Amongst the various communication protocols and ecosystems available, which protocols and ecosystems do you opt for residential projects and commercial projects?

We are a multiple protocol system integrator and are of the opinion that the protocol depends on the project requirements and scale. My go-to protocol for wired systems is KNX and for wireless it's Zigbee 3.0 or Z-Wave. For commercial projects, it is usually KNX.





What is your preference, Monolithic platform or a Decentralized autonomous system? What do you think is more practical?

Monolithic or Decentralized – the integration has to be seamless. Ideally, there should be only a single App to control the automation setup. Picking the platform usually depends on the client's requirements and the current stage of the site.

What is the advantage of combining Wired and Wireless Smart Lighting Control Systems? Please elaborate.

I usually prefer to use a single protocol in a project but there are some unique requirements of clients, which a single protocol cannot address. For example, clients prefer to use remotes or wireless keypads in a KNX system. In such cases, the need for combining wired and wireless protocols can do the trick. Another instance is when the requirement for additional control comes at a much-advanced stage, in the project where there is no scope for wiring.

What Brands have you used in your projects?

In one of the recent projects, we have used **Schneider KNX** with Tense Keypads, Security Cameras from **Hikvision**, Home Theatre by **Meyer Sound + Barco**, Digital Locks by **Abloy**, Biometrics from **EKEY**, Hardware Used is from **RTI** for integration and visualization and have used **Ubiquiti** Networking Devices.



INTERVIEW

In Conversation with **Ar. Nikita Bajaj Pathak, Founder, Design 21**

Speaking to Smart Home World, **Ar. Nikita Bajaj Pathak, Founder, Design 21**, discussed the importance of smart technology for residential projects and 'must have' smart solutions for contemporary homes.





Residential Interiors have undergone a drastic transformation in order to enable a fast phase of work and flexibility. What is the role of smart automation systems in your projects?

Smart automation systems are the backbone of modern residential interiors, seamlessly integrating technology into the fabric of daily life. They serve as catalysts for a fast-paced lifestyle and provide unparalleled flexibility. From controlling lighting and temperature to managing security and entertainment, these systems harmonise the functionality of a home, allowing residents to effortlessly navigate their surroundings with a touch of innovation and sophistication. These systems streamline and optimise various tasks and functions within the home, lending homeowners a lifestyle of utmost convenience and efficiency.

What, according to you, are the 'must-have' smart home products in today's contemporary homes?

Within today's contemporary homes, certain indispensable smart home products have emerged. Some of the 'must-have' smart home products encompass sophisticated smart lighting systems that offer a plethora of colour control and dimming options, voice-activated assistants such as Google

Home, energy-efficient smart thermostats for optimal temperature regulation, motorised window treatments that provide privacy and exceptional light control, and comprehensive security systems integrated with cameras, sensors and remote monitoring capabilities.

What are the major expectations of clients from smart automation systems? How have you fulfilled those expectations, and what are the Brands that you have integrated into their home?

Clients harbour high expectations from smart automation systems, seeking to elevate their daily lives by obtaining a seamless blend of comfort, energy efficiency, and heightened security. To meet and exceed these expectations, architects need to meticulously select and integrate renowned and trusted brands into their projects.

What role does System Integrators play when it comes to designing a smart home? How important is their role?

System integrators play a pivotal role in the design and realization of a smart home. Their expertise lies in comprehending the intricate technical aspects of diverse automation systems,

INTERVIEW

ensuring the seamless integration of various devices and technologies. Through their customised programming and meticulous attention to detail, they create an environment that is cohesive, user-friendly, and optimised to cater to the specific needs and preferences of homeowners.

Products of which category (lighting, security, entertainment, etc.) witness maximum demand when it comes to integrating smart home devices while doing the interiors? Why?

The demand for integrating smart home devices within interiors predominantly revolves around the category of lighting. Smart lighting control systems allow homeowners to effortlessly create diverse moods and ambiance. These systems boast features such as dimming capabilities, colour control options, and even automated lighting scenes, which elevate the aesthetic appeal and functionality of any space. Moreover, lighting automation significantly contributes to energy efficiency by optimising usage based on natural light availability and occupancy patterns.



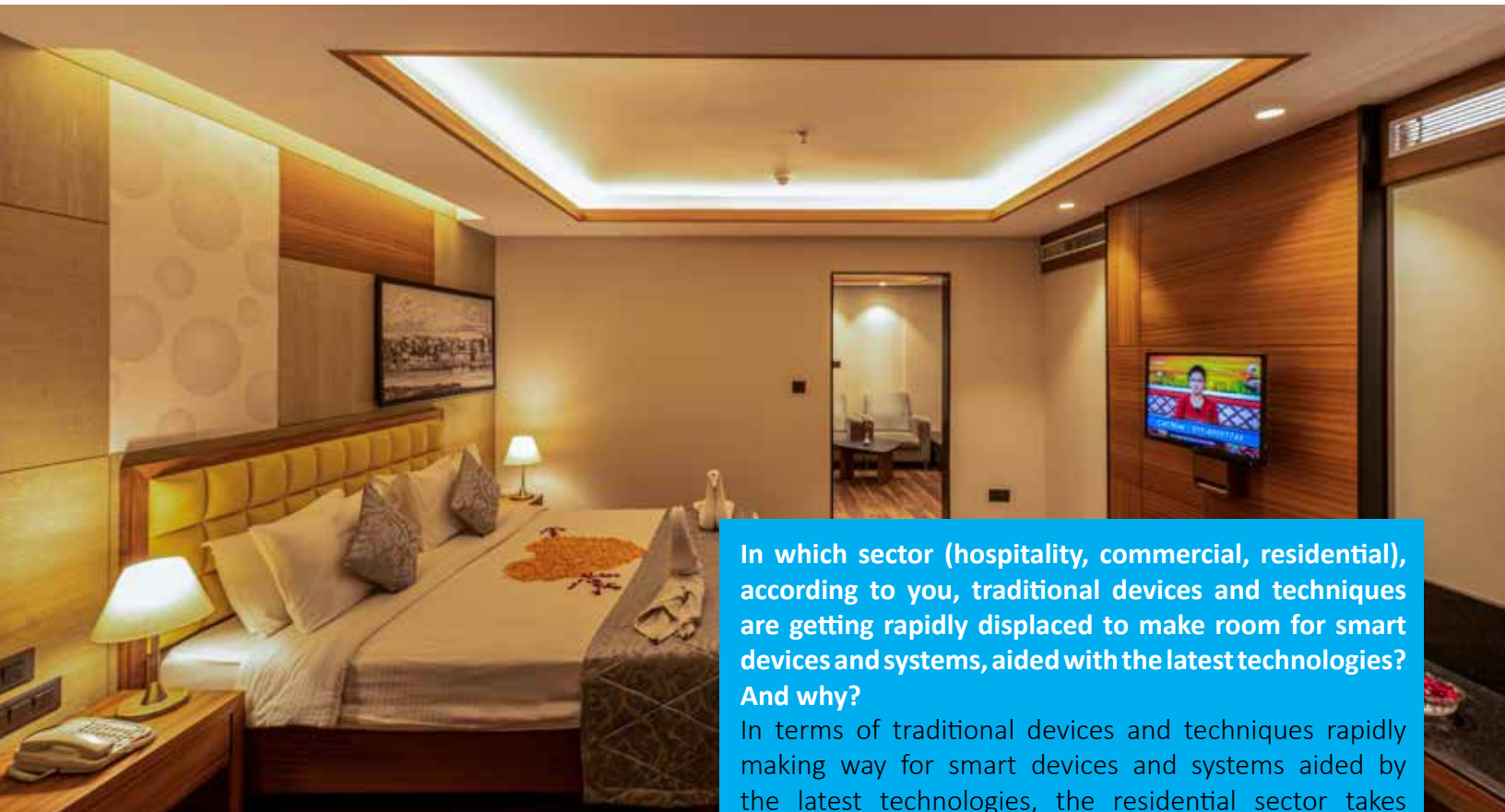
What according to you are the major benefits of smart & connected homes in the current “tech-savvy era”?

Smart and connected homes offer numerous benefits in the current “tech-savvy era.” Firstly, they epitomise convenience and comfort by automating mundane tasks and providing remote control capabilities. Homeowners gain the power to effortlessly manage various aspects of their homes, ranging from lighting and temperature regulation to security and entertainment systems, even when they are away. Secondly, smart homes foster energy efficiency by optimising resource utilisation and offering real-time energy monitoring. Lastly, they provide enhanced security through advanced surveillance systems and remote monitoring, thereby granting homeowners peace of mind. Treco, Hogar and Legrand are some of the brands I have used in my projects.

How would you define the current demand for smart home integrations?

The current demand for smart home integrations extends beyond mere convenience and comfort. Homeowners are increasingly seeking personalised and customisable experiences that align with their unique preferences and lifestyles. Today’s smart home technologies should be designed to empower individuals to create tailored environments that cater to their specific needs, fostering a sense of individuality and enhancing their overall quality of life.





In which sector (hospitality, commercial, residential), according to you, traditional devices and techniques are getting rapidly displaced to make room for smart devices and systems, aided with the latest technologies? And why?

In terms of traditional devices and techniques rapidly making way for smart devices and systems aided by the latest technologies, the residential sector takes precedence. Homeowners are embracing the benefits offered by smart technologies, leading to the swift integration of advanced automation systems in their living spaces. However, it is undeniable that the hospitality and commercial sectors are also witnessing a substantial shift towards smart devices and systems. This transition is driven by the desire to enhance guest experiences, streamline operational efficiency, and implement advanced security measures.

What is your message to the young budding architects/interior designers on adapting Smart Technology in their projects?

Smart home technology has become an indispensable part of modern living, and it is essential to remain at the forefront of the latest trends and innovations. By seamlessly incorporating smart devices and systems, one can create spaces that are not only aesthetically pleasing but also highly functional and convenient for the occupants. I would always recommend that budding architects & designers collaborate with trusted experts in system integration to unleash the full potential of smart technology in their designs and elevate the living experiences of those who inhabit their creations.



PRODUCT IN
SPOTLIGHT



AERO MIRROR TV

To cater to your unique taste and interior design, AERO Mirror TVs are available with a range of decorative frames and tinted mirrors that blend seamlessly with your surroundings.



AERO Display Solutions is a pioneer and a digital powerhouse with its revolutionary approach to overcoming the ever-changing requirements of consumers in the display industry. We offer some of the most progressive and customizable commercial display solutions available, including 4K and Ultra HD LED Display Walls for Outdoor/Indoor use, LED/LCD Panels, Digital Posters, and top-class Aero Mirror TVs and Waterproof Mirror TVs, Interactive Flat Panel Displays, LED Cubes, Holographic Displays, Touch & Play Displays, and Square TVs. All Aero products are backed by an efficient service network across the country.

AERO believes in keeping up with new trends and technologies with innovation, while considering optimum performance. Our brand's USP is not only the technological supremacy of our products, but also the aesthetic designs that will embrace our customers' homes or offices depending on their suitability.

Aero Mirror TV

Mirror TVs are used to add luxury to spaces such as hotels, resorts, restaurants, gyms, luxury villas, spas & salons, jewellers, retail outlets, offices, and kitchens. Whether you're decorating your living room or pampering your guests with a luxurious and pleasant stay, this product is the answer.

Prepare to be amazed as we redefine the way you experience television with Aero Smart Mirror TV. Combining elegance and cutting-edge technology, Aero Mirror TV seamlessly integrates a stunning mirror and a smart 4K television, giving you the best of both worlds.

Aero Mirror TV is a mash-up of technology and luxury, a blend of creativity and life. AERO's state-of-the-art technology delivers the highest standard of picture quality possible when turned on, while when turned off, the TV picture completely disappears behind the MAGIC MIRROR, leaving behind nothing but the vanity mirror. This high-class product is a perfect complement for your interior design solution.

To cater to your unique taste and interior design, our Smart Mirror TVs are available with a range of decorative frames and tinted mirrors that blend seamlessly with your surroundings.

Elevate your space and redefine your entertainment with the Aero Waterproof Smart Mirror TV. Experience the epitome of luxury and innovation.

The product is available through our Authorized Partners across the country and can be experienced at Aero Experience Centres.





Key Features:

- Customized design with a blend of luxury and technology.
- Sizes vary to fit a range of spaces, from 24 inches up to 98 inches.
- A wide array of stunning finishes is offered, with stylish frames that complement any interior, and a sleek frameless option for a minimalist aesthetic.
- Sophisticated mirror colors in silver and black are provided, equipped with an anti-fog screen and a high-contrast panel with reduced glare.
- The display quality is outstanding, featuring 4K Ultra HD that breathes life into every detail for an authentic cinematic experience.
- Durability is key, with a unique waterproof design suitable for bathrooms, pool areas, or any moisture-prone settings without compromising on style.
- The interactive touch feature is customizable, offering an intuitive user experience.
- A sleek remote control, enabling easy channel changing, volume adjustments, and access to smart features.
- Superior inbuilt speakers are included, delivering vibrant audio and removing the need for additional speakers or inconvenient wiring.
- Smart TV functionality is available, allowing streaming from the internet, OTT platforms, and synchronization with smart devices.
- Wireless capabilities are robust, with inbuilt Bluetooth and Wi-Fi for smooth connectivity, fully compatible with Android devices.
- A Make in India Product - This Mirror TV comes with a 1 - year warranty, guaranteeing quality and reliability for peace of mind.



JBL L75ms MUSIC SYSTEM

The JBL L75ms Music System caters to the enthusiast who seeks an easier way to listen to their music collection without sacrificing acoustic performance. As a modern re-imagining of the traditional Hi-Fi system, the L75ms finds its design inspiration from the JBL Classic Series with which it shares its walnut wood veneer cabinet finish and black Quadrex foam grille. Behind that retro appearance lies thoroughly modern acoustic technology including high-res audio capability and a wealth of wired and wireless connectivity.

The integrated streaming engine provides both wired and wireless network audio capabilities via Ethernet, Google Chromecast Built-in, Apple AirPlay 2, and Bluetooth audio. A 32-bit/192kHz high-resolution DAC ensures your favorite music comes across with

the highest fidelity. In addition to premium wireless audio, the L75ms provides a number of connections for physical sources including a moving magnet (MM) phono stage, an HDMI ARC input, and a 3.5mm analog input.

Designed and Engineered at the Harman Center of Acoustics Excellence in Northridge, California, the L75ms leverages JBL's past 75 years of loudspeaker designs to deliver truly outstanding sound while outperforming most traditional component hi-fi systems in the process. With its incredible combination of style, size, and performance, there is simply nothing like the L75ms Music System.

The L75ms will be launched in India in July at an MRP of Rs. 169990.00 per unit.





HIGHLIGHTS:

- Enjoy a high-performance, integrated music system.
- Benefit from a 5 Driver design: two 5.25-inch woofers, two 1-inch tweeters, plus a 4-inch midrange.
- Revel in the rich, dynamic sound with 350W of total system power.
- Use Google Chromecast, Apple AirPlay 2, or Bluetooth for wireless audio.
- Connect with HDMI ARC, Moving Magnet phono, or 3.5mm auxiliary inputs.
- Customize with Soundfield Expander or Bass Contour control options.
- Admire the satin walnut, furniture-grade wood veneer finish.
- Appreciate the style and durability of the black Quadrex foam grille.
- Control easily with the included wireless remote or MusicLife app.
- Trust in the quality with a reassuring 5-year warranty.

Samsung SmartThings Station's growing Popularity and its Advantages



Smart home technology is improving and expanding into new horizons with brands competing with each other to launch the most simplified and customised solutions. One groundbreaking product that has created a lot of buzz in the home automation segment is the **Samsung SmartThings Station**.

Launched at CES 2023 in January by Samsung Electronics, the Samsung SmartThings Station has revolutionized the new smart home hubs supporting Matter, the home IoT compatibility standard. This platform promotes expansive connectivity, allowing users to sync smart products regardless of their manufacturer. The SmartThings Station can tailor your smart home to your family's routines.

Sleek Design & Compact Size

The SmartThings Station is small and square, with a discreet look and a nice feel to it. It is designed to seamlessly fit on your hall entryway table or by your bed. It is available in black or white colour options and has one physical button on the top right. This is also small and displays the SmartThings logo, and can

be used to trigger smart home routines. If you have it by your bed, you could set one press to trigger a Good Night scene and a long press to activate a Good Morning scene. Or, on your hall entryway table, you could have a Welcome Home scene and a Goodbye scene. There's an LED indicator on the side at the front with two light bars: one that tells you the state of the hub (blue for all good, yellow for problems) and the other that tells you the charging progress of any device on it (red is charging, blue is ready).

Technology Bytes from Experts

Kiyoung Kwon, Product Planner is quoted as saying, "When developing SmartThings Station, we focused on enabling more users to effortlessly connect various devices, so they can enjoy a smart home experience without entry barriers. Our goal with SmartThings Station was to create a product that would take center stage in your home. Most hub products are typically set up in a corner and quickly forgotten about. Our challenge was to design a product that served not only as a hub but also as a device people want to use."



While Developer Eugene Park has been quoted saying, “A lot of thought went into eliminating IoT entry barriers. That’s how the Smart Button came to be. The SmartThings Station development team overcame this hurdle with a “Calm Onboarding” strategy. We’ve minimized any inconveniences users may encounter by simplifying the onboarding process. In less than three steps, users can register the product on the cloud and control it with a mobile device. We’ve also enabled users to activate routines through three different touch methods — tap shortly, tap twice and hold — so that they don’t have to open an App. Since users can activate various hub features while wirelessly charging, they can use the product for multiple purposes.”

According to Park, SmartThings Station demonstrates enhanced security in two aspects: the product key feature equipped in the product itself and the encryption feature for cloud communication data security. “SmartThings Station comes with a unique product key. So, when users connect the product to the cloud, they must go through identity verification to access it,” said Park. “This leads to the crucial part: the cloud communication data security. All data transferred between the cloud and Station is encrypted through the embedded Secure Element (eSE). This secures the data during communication.”

Functionality and Working

SmartThings Hub acts as a bridge between your home’s internet connection and the connected smart devices. Here’s a general overview of how the Samsung SmartThings Hub works:

Device Connectivity: The SmartThings Hub uses various wireless communication protocols, such as Zigbee and Wi-Fi, to connect and communicate with compatible smart devices. These devices can include smart lights, thermostats, door locks, sensors, and more.

Network Connection: The SmartThings Hub connects to your home’s Wi-Fi network, allowing it to communicate with the SmartThings cloud-based platform and the SmartThings mobile App on your smartphone or tablet.

Control and Automation: Once connected to your home’s network, you can use the SmartThings mobile app to manage multiple smart devices. The app provides a highly intuitive, user-friendly interface that allows you to monitor device status, adjust settings, create unique automation routines, and receive notifications promptly based on specific, user-defined events or triggers.



Automation and Integration: The SmartThings Hub enables the automation and integration of smart devices within the SmartThings ecosystem. Using the SmartThings App, you can create customized automation routines, also known as “SmartApps,” that allow devices to interact with each other based on predetermined conditions or triggers. For example, you can set up a routine that automatically turns off all lights and locks the doors when you leave home.

Cloud Connectivity: The SmartThings Hub communicates with the SmartThings cloud platform, which provides additional functionality and remote access to your smart devices. This cloud connectivity allows you to control and monitor your smart home even when you’re away, as long as you have an internet connection.

Compatibility and Expansion: Samsung SmartThings is designed to work with a wide range of third-party smart devices from various manufacturers. This compatibility allows you to expand your smart home ecosystem by adding new devices that are compatible with the SmartThings Hub.

Overall, the Samsung SmartThings Hub serves as the all-important central control unit. Its primary function is to enable effective communication and seamless coordination between a diverse range of smart devices. It provides an integrated, user-friendly interface for managing and automating your smart home devices. This vital tool greatly enhances user convenience, reduces complexity, and is crucial in enabling a fully interconnected, seamless, and customizable smart home experience.



DoorBird Adds Keypad to Smallest Door Stations

DoorBird has upgraded its compact series by integrating a keypad into the small door stations from the D11x series. This technology allows residents or visitors to enter the building or a package delivery service to access the property using a PIN code completely without the need for keys. Customised, programmable events can be activated via the 12 buttons. Both products, in addition to being PoE-capable, are also Wi-Fi-capable, so they do not require a LAN cable.

Due to their compact design, the new models are particularly interesting for single-family houses and smaller commercial properties that only have limited space for the installation of the door stations and where the larger D2101KV and D2102KV models are not suitable. As a result, users of the smallest, narrow DoorBird door stations can also enter their houses or property without keys. The PIN codes are created for permanent or temporary accesses with the help of the App. The D1101KV, with a call button, is primarily used in single-family homes and the D1102KV, with two call buttons, is used primarily in duplexes.



Both products are still equipped with all the familiar functions of the D11x series, like open API interfaces, geofencing, top-quality video and audio, motion sensors with 4D technology, and Bluetooth.

D-Link launches Indigenous Series

D-Link, a global leader in networking and connectivity launched its Made in India range of Surveillance Solutions christened 'Indigenous Series'. D-Link Indigenous series offers an extensive range of IP-based surveillance Cameras and Network Video Recorders (NVRs) that are packed with advanced features, offer robust built, and most importantly is backed by D-Link's emphasis on quality. Further D-Link Indigenous Series is supported by D-Link VISION App that enables customers to view their cameras and receive instant alerts when motion is detected.



D-Link VISION app features a user-friendly interface that makes it easy to set up and use. Plus, with advanced features like two-way audio and night vision, you can communicate with anyone on the other end of the camera and get clear footage even in low-light conditions.

D-Link Indigenous Series is a complete surveillance solution that includes a range of Dome IP Cameras, Bullet IP Cameras and Network video recorders and is supported by an exclusive D-Link VISION App for easy monitoring.

D-Link Indigenous Series is available across the length & breadth of the country through the D-Link Network of Business Distributors, System Integrators & its exclusive Surveillance Partners.

New Epson Pro EX11000 3LCD Full UHD 1080p Wireless Laser Projector

Epson recently launched the new Pro EX11000 3LCD Full HD 1080p Wireless Laser Projector – a perfect multi-use display solution for the evolving workplace. With a high-performance laser light source, 4,600 lumens of colour and white brightness and 3-chip 3LCD technology, the Pro EX11000 delivers vivid, immersive images up to 300 inches. Redefining versatility with a compact form factor and range of connectivity options for cultivating collaboration during videoconferencing, the Pro EX11000 makes projecting impactful pictures virtually anywhere simple – even with lights on.

New Epson Pro EX11000 promotes collaboration and versatility across hybrid work environments. “As the dynamics of work environments continue to shift, it is critical that technology evolves to meet the needs of today’s hybrid workers,” said Rodrigo Catalan, group product manager, Epson America, Inc. “One-way communication is a thing of the past. The Pro EX11000 projector promotes efficient and effective communication by allowing a range of content to be projected onto a



screen at once, enhancing active dialogue between team members whether remote or in person.”

An ideal display solution for various markets and end users, including small-to-medium businesses, home-based businesses, hybrid workers, and IT managers, the Pro EX11000 comes with a virtually maintenance-free 20,000-hour laser light source² and ensures important presentation details aren’t missed with high dynamic contrast ratio and Best-in-Class Color Brightness. With 3-chip 3LCD technology, users will experience remarkable color accuracy while maintaining color brightness and with easy-to-use image adjustments, 1 – 1.6x optical zoom, auto vertical correction and more, the Pro EX11000 can be

up and running in no time. Plus, its built-in 16 W speaker delivers high-quality sound straight out of the box for impactful multi-media presentations and easy listening during Zoom meetings and video conferences.

As one of Epson’s most advanced collaboration projectors to date for both the home-based and small-to-medium business sectors, the Pro EX11000 is available to pick up at local retailers and online today. Designed with convenience in mind, it offers a multitude of connectivity options, including two HDMI ports and a USB port to connect popular streaming devices, including Fire TV, Apple TV®, Roku and Chromecast™⁴ to also enjoy shows or movies on the big screen.

Availability: The Pro EX11000 Full UHD 1080p Wireless Laser Projector (MSRP \$1,299) is available now through the Epson online store and select retailers. The Pro EX11000 comes with a standard one-year limited projector warranty, full-unit replacement and free technical phone support for the life of the product.

Rithum Announces Exciting New Features with Software Update 2.3

Rithum, the award-winning provider of smart home touch panel solutions, is thrilled to announce the roll-out of its 2.3 software update, enhancing user experience with a plethora of exciting new features.

The Rithum Switch, renowned for its seamless out-of-the-box integration with Philips Hue smart lighting and Sonos audio control, continues to

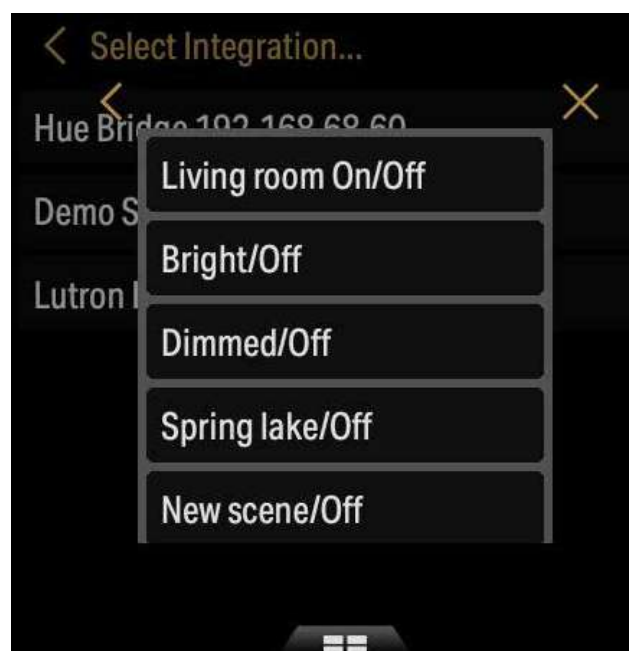
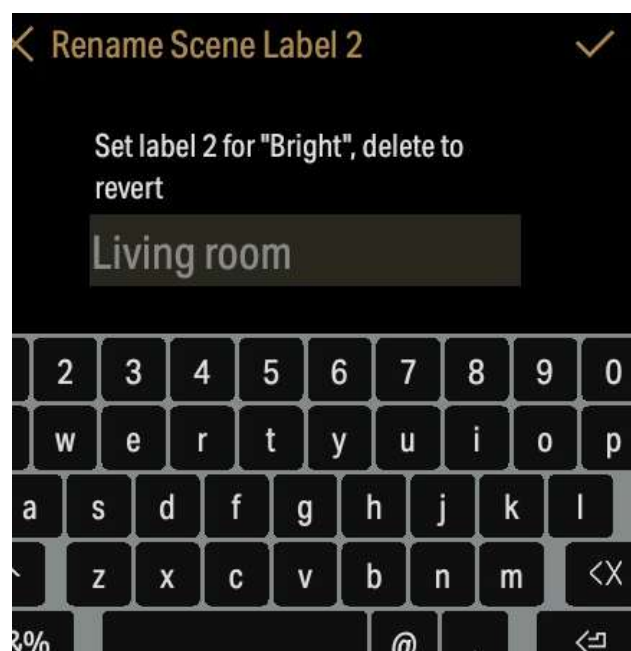
redefine smart home management. With built-in temperature sensing, the Rithum Switch includes Rithum Stat climate control and now comes with the innovative Rithum Stat Scheduling screen.

Moreover, the Rithum Switch's integration capabilities have been extended even further. Software plugins now allow it to incorporate

Fibaro, Rako, HDANYWHERE, BluOS, Tado, Homey and Lutron RA2 systems. This integration is accomplished by simply adding the relevant software plugin via the Rithum online shop before checkout.

The Software Update 2.3 brings several noteworthy enhancements, including:

- The ability to rename scene button labels or add a 2nd label directly within the Rithum Switch
- Additional Scenes and Gestures for Philips Hue, expanding user control options
- The capability to create a toggle hold gesture for the Lutron RA2 system
- Significant enhancements to web config for the Lutron RA2 system



The roll-out of this latest software update commenced earlier this week and will be completed by the end of the week. Rithum is committed to ensuring that all users can access these exciting new features as soon as possible.

RTI Integrates with Ajax Security Systems

Leading control and automation manufacturer RTI today announced that the RTI control platform now integrates with Ajax Systems, a Ukraine-based developer and manufacturer of professional security systems sold world-wide. The new RTI driver enables control and automation of Ajax's Jeweller series wireless security devices within an RTI control system.

"Ajax is an important global provider of wireless home security systems, and we are thrilled to launch the new Ajax driver," said Neal Ellsworth, Director of Product Management at RTI. "The integration enables custom integrators worldwide to

quickly add Ajax security devices to their clients' RTI control and automation systems, elevating the smart home user experience."

With the new driver, Ajax security system control can be managed through the RTI system. The integrator can quickly add functionality to the control system that will allow the homeowner to arm or disarm the entire Ajax system or individual groups (zones); provide feedback indicating the status of connected devices, including malfunctions; and support events to trigger driver functions or alerts based on feedback received from Ajax System.

"Ajax was built from the ground up to rethink the traditional approach to security systems by being easily adapted and expanded based on changing security needs," said Rob Harman, Director of Sales, North America at Ajax Systems. "Now, with this driver, Ajax security can be controlled from within RTI systems for even more assurance and flexibility, adding value to every installation."

The new driver is available to authorized RTI dealers at the RTI driver store and directly within the RTI Integration Designer 11 control application programming software.



Snap One's Investment Boost OvrC Usability With Focus on Speed and Security

Snap One has announced it is accelerating investments in its cloud infrastructure to provide greater value, efficiency and operational reliability for dealers and their clients. The company says

reliability, scalability and security of our platforms and backend infrastructure are essential to creating premium customer experiences and supporting an integrator's growth and reputation.

Snap One takes that responsibility very seriously and we are investing a lot of time, people power and money to ensure our Partners can count on us."

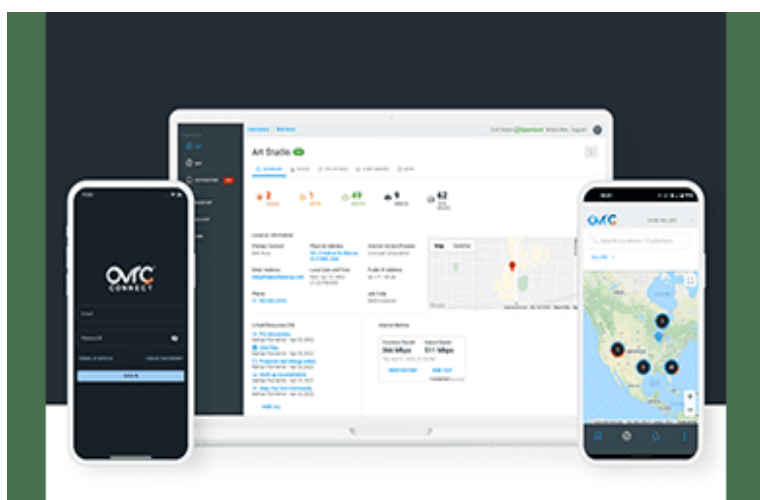
Snap One says its infrastructure enhancements focusing on speed and reliability

have already improved performance for Control4 partners and users, with recent upgrades delivering 40% faster connections between the Control4 App and OvrC servers and reducing latency for Alexa and Google Voice interactions.

For security, Snap One has invested in leading Web Application Firewalls (WAFs), improved backup and disaster recovery solutions and advanced training on secure coding, and ensured all improvements are scalable into the future. It has also implemented real-time alerts and periodic security assessments by third-party experts and internal white hat hackers while the company's cybersecurity team expands.

that by enhancing the speed and consistency of its remote access solutions, including OvrC servers, its goal is to help partners scale their businesses by streamlining day-to-day operations and simplifying installation, configuration and long-term client care.

"Snap One's cloud services are better than ever, and we're not finished," says Kenny Kim, VP of product management for platforms & services at Snap One. "We're committed to constant improvement and to OvrC becoming the most useful and operationally valuable tool for integrators. The



Sonus Faber Launches Second Generation Stradivari Loudspeaker

Coinciding with its 40th anniversary, Sonus faber is proud to announce the reintroduction of the second generation of its Stradivari loudspeaker, an artistically redesigned and technologically improved rendition of the brand's first Stradivari launch in the early 2000s.

Stradivari is the epitome of Sonus faber's philosophy. Inspired by its namesake, Antonio Stradivari, the world's most famous violin maker, the new Stradivari is a union between a vision of a dream and the art of technique that pushes the limits of innovation and engineering. Similar to its first iteration, Stradivari follows the iconic stylistic signatures of Sonus faber featuring a sublime finish and premium woodwork but with a new pentagonal shape that allows for an enhanced listening experience from its original elliptical footprint.

It is delicately crafted with the brand's most advanced and cutting-edge sound technology through the following key features:

- **Low Frequency Adjuster:** a system feature that offers full control of the ultra-low range tuning, generating an unprecedented sound experience and uncompromised room response optimization
- **Anti-resonant Organic Basket:** a feature within woofer, specially designed to avoid vibration modes generated by the woofer membrane
- **Clepsydra Technology:** a feature designed for the reflex port to maximize low frequency descent performance while simultaneously containing the length of the reflex duct
- **INTONO Technology:** a feature that guarantees the most natural possible reproduction of the medium frequencies, significantly reducing the size and the filter components of the crossover.



Dirac Live Active Room Treatment Releases 4.5r0 Firmware For StormAudio

Dirac Live Active Room Treatment is now available for StormAudio products. The firmware release 4.5r0 is available for download on the StormAudio client portal. Dirac Live Active Room Treatment (ART) calibrates your speakers as a unified system and uses each speaker's strengths to reduce room decay time, efficiently cancelling out lingering bass and leading to unmatched clarity.

Product Features Are As Follows:

An All-Encompassing Solution For All Your Audio Needs

The beauty of Dirac Live ART lies in its ability to do more with less. With it, you can manage your room's bass like never before, all without the need for extra subwoofers. However, when multiple subwoofers are in play, expect the system to make magic, delivering an immersive and balanced sound field. Moreover, it defies conventional wisdom by extending its support even to two-speaker setups, offering reciprocal support for exceptional sound performance. The best part? You don't necessarily need a subwoofer if your speakers are capable, making Dirac Live ART an all-encompassing solution for all your audio needs.



Rediscover True Sound

Dirac Live Active Room Treatment revolutionizes your listening experience by reducing bass lingering and creating a more even, defined, and tighter bass profile, thus transforming your room's audio atmosphere. Furthermore, it significantly reduces reverb decay time, so sounds fade faster for a cleaner, crisper audio reproduction. By effectively reducing resonances, it prevents distortions when frequencies overlap, ensuring a sound truer to the artist's intent.

Listening Experience Beyond Limits

Dirac Live ART virtually removes the walls of your room and creates a larger and more uniform sweet spot for optimal listening. It provides an auditory experience as it should be – tighter, more even bass combined with a stable and deeper soundstage, encapsulating the true essence of sound. Best of all, there is no need for bulky passive

treatments up to 150Hz to achieve this. Overall, it offers an efficient solution that perfectly blends technology and convenience.

The Brand Provides The Following Tools:

Dirac Live Art Quick Tutorial

The ART process is described in a short tutorial video that will guide you through the complete Dirac Live process, focusing on ART. The upgrade will maintain your existing configurations and audio profiles, including those adjusted with Dirac Live Room Correction or Bass Control. If sufficient measurements were previously taken, they can be used to activate Dirac ART quickly. This is important to make sure you apply ART to your system correctly.

Dirac Live ART Knowledge Center

To help you use this new tool, a specific section dedicated to Dirac Live ART, has been created on our StormAudio Knowledge Center. This section will evolve over time to reply to the most common questions raised by the users. From basic starting advice to advanced set-up tips, you will find there everything you need to know to make the best of Dirac Live ART.

Toshiba TV X9900L OLED to Deliver an Upgraded Audio-Visual Experience



Recently, the launch of the cutting-edge Toshiba TV X9900L OLED television showcased a testament to both its hardcore craftsmanship and aesthetic design. In line with that, Toshiba TV announced an exciting journey back to the past with its #theMemories campaign that roused impressive global-scale traction.

The campaign aimed at intertwining the simplicity and charm of a bygone era with the dynamic innovations of modern television. Upon its launching, the campaign season incorporated a wave of nostalgia with its series of 90s-themed quizzes on Toshiba TV's social media platforms.

#theMemories campaign and the Toshiba TV X9900L have since garnered accolades from followers and customers who described the fusion as an amazing and superlative initiative of Toshiba TV. This is befitting for the Toshiba TV X9900L as a highlight of the campaign and an innovation engineered with an understanding of

psychoacoustics; promising an unbeatable audio-visual experience with its impressively advanced features. These have been appraised by customers as “making bright colors brighter” and “the crispest audio quality.”

Toshiba TV's REGZA 3.1.2 surround sound technology offers an immersive sonic experience to the X9900L model, placing the viewer at the heart of the sound action, be it movies, video games, or music.

Supported by the Tru Color mapping technology that delivers on-screen images with enhanced vibrancy and depth, ensuring breathtaking details. Included in the X9900L's exceptional offerings is the REGZA Engine OLED that allows each pixel to independently emit its light, providing unparalleled contrast and color accuracy.

The X9900L OLED TV is another proof of the ongoing Toshiba TV commitment to integrating design, technology, and performance to offer an unparalleled viewing experience. Significantly, the Toshiba TV X9900L embodies the spirit of #theMemories campaign by setting new standards for home entertainment systems.



TP-Link's New Tapo Switch With Matter Certification



The Matter smart home standard has been slow to add new devices and form factors but, slowly, it's expanding. Today, the first in-wall light switch with Matter support baked in has launched with TP-Link's new Tapo switch.

The TP-Link Tapo S505 and S505D are Matter-enabled light switches that you can install into the wall to control traditional lighting fixtures. The standard S505 has support for On/Off, while the S505D, supports a dimmer too.

Both switches work like the rest of TP-Link/Tapo's light switches. You'll be able to install it in place of a traditional switch, but a neutral wire is required. That's pretty common in newer homes, but some older homes may not have that wire available. If you need to check, which you should do before buying, the neutral wire is usually white and typically not used by traditional switches, meaning it sits loosely in the switch box.

These new switches beat past options with local network control (they're not reliant on an active internet connection to function) and also add support for a new "Away" feature in the Tapo app which can simulate someone being home by adjusting the lights at random.



But the big story here is of course Matter, which allows for these light switches to be set up directly through the Google Home, Apple Home, or Samsung SmartThings apps without the need of a manufacturer app, and also allows for cross-platform support, too. You'll get basic controls in that case, including on/off and dimming.

Both switches are shipping now at Amazon.

ViewSonic Releases Two Models of XBOX-Certified Gaming Projectors

ViewSonic, a global provider of visual solution products, is excited to announce the release of the world's first XBOX-certified gaming projectors, the X1-4K and X2-4K models. Both projectors are now accessible to customers worldwide via the company's Amazon store.

The new gaming projector lineup comprises of the standard focus model, the X1-4K, and the short focus model, the X2-4K. Both units boast a maximum resolution of 4K, pushing the boundaries of visual gaming experiences.

The X1-4K model showcases high-speed drawing capabilities, supporting a 120Hz/8.33ms for WQHD, while the X2-4K elevates the gaming experience by enabling a 240Hz/4.2ms for full HD.

The X2-4K is also equipped with features such as a LED light source, 2,900 LED lumens (2,150 ANSI



lumens) brightness, a contrast ratio of 3,000,000:1, display color of 1,070 million colors, a vertical keystone correction function of $\pm 40^\circ$, and a noise level of 33 dB in standard mode and 29 dB in ECO mode. Input interfaces include HDMI 2.0 x 2, USB Type-C x 1, and USB Type-A x 1, with a speaker output of 6W x 2.

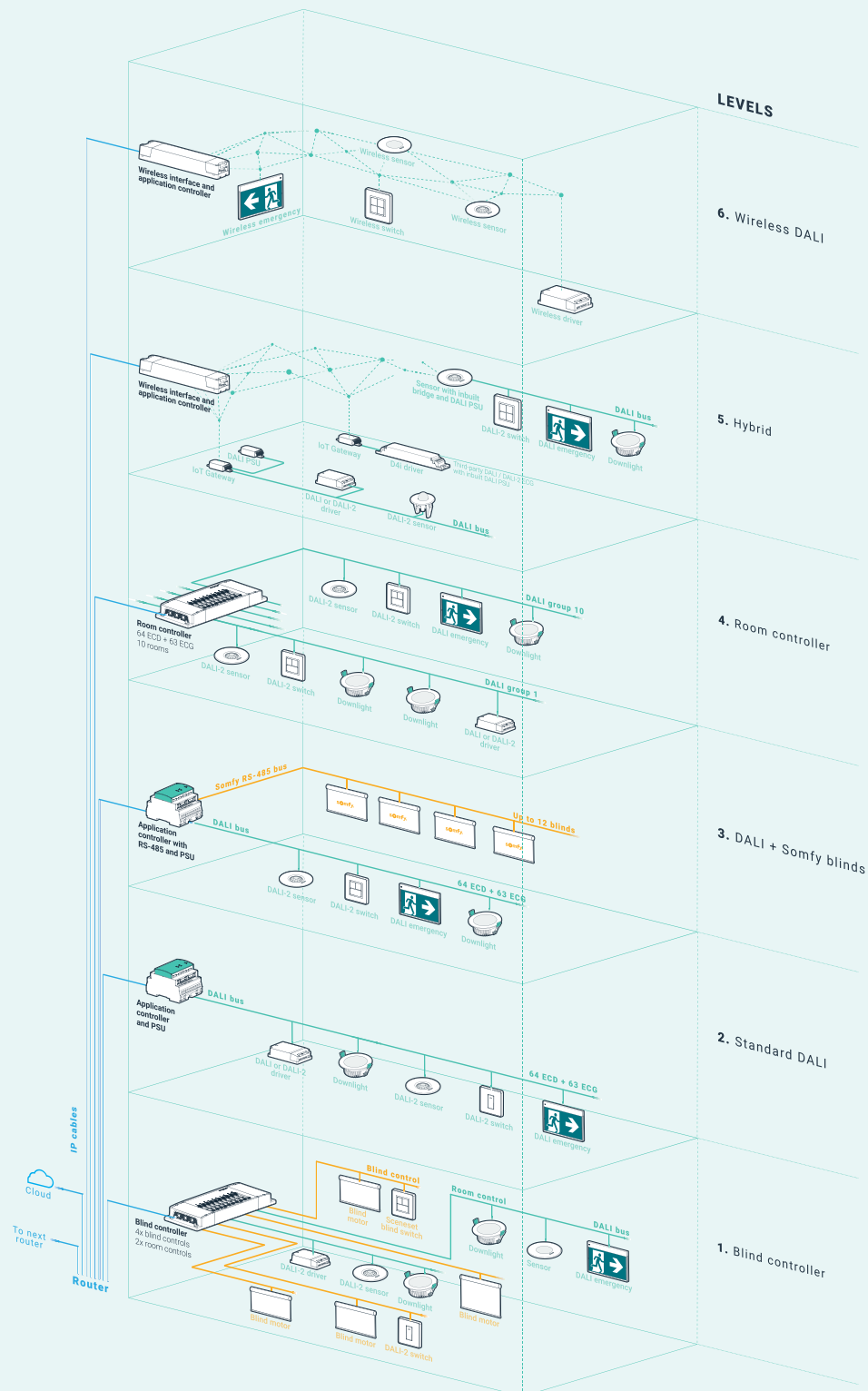
The X1-4K supports screen sizes between 60 to 150 inches, features a 1.3X optical zoom, and has dimensions of 355mm (W) x 244mm (D) x 121mm (H), weighing approximately 3.6kg. Conversely, the X2-4K model caters to screen sizes from 60 to 120 inches, has a 1.2X optical zoom, and comes in at 355mm (W) x 251mm (D) x 121mm (H), with a similar weight of around 3.6kg.

ViewSonic International continues to redefine the gaming space with these advanced, XBOX-certified projectors, demonstrating its commitment to providing innovative solutions that cater to the evolving needs of gamers worldwide.

zencontrol

Building control

Suitable for a wide range of building topologies



Wireless application Controller



Wireless PIR sensors



Scene panel

For become System Integrator/Partner
Mail at
partner@zencontrol.co.in

Visit at
zencontrol.com

5th

International Exhibition &
Conference on
Smart Home Technology,
Home Automation,
Audio -Video & Intelligent Building



INDIA'S LARGEST SMART HOME TECHNOLOGY EVENT

M U M B A I

2 • 3 • 4 **MAY 2024**

Jio World Convention Centre



EXHIBITION • NETWORKING • PRODUCT DEMO • CONFERENCE • TRAININGS

Organised by:



FOR BOOKING, PLEASE CONTACT:

Sandeep Singh +91 7506017744 | sandeep@smarthomeexpo.in

Vinayak Paradkar +91 7506503881 | vinayak@smarthomeexpo.in

**BOOKINGS
OPEN**

www.smarthomeexpo.in