



SONY MUSIC MUMBAI DEPLOYS LIGHTWARE TECHNOLOGY TO FOSTER THE FUTURE OF INDIAN MUSIC

Market

Corporate

Country

India

Lightware Equipment Used in Project

MMX2-4x1-H20 HDMI 2.0 | HDMI-TPS-RX87 | HDMI-TPS-RX86 / TX86 | UCX-2x1-HC30 | UCX-4x2-HC30

When **Sony Music India set up its office in Mumbai, the goal was to create an inspiring space where musicians and partners could collaborate effectively.** They engaged Munro Acoustics India, Mumbai, to design and develop the audio-visual and acoustics solutions, building on a long-standing relationship with Munro Acoustics both internationally and domestically. Munro Acoustics India conducted multiple discussions with Sony Music to identify their needs and goals, establishing the framework for the future tender, including budget and timing limitations.

Munro chose Innovative Systems and Solutions Pvt. Ltd. (ISSPL), Mumbai, led by Mr. Bhavin Sureliya (CTO), to integrate the AV systems due to their prior collaborative experience. Munro Acoustics closely supervised the integration because ISSPL lacked familiarity with media office environments. The consultant and the system integrator meticulously crafted the AV solution to reflect Sony Music's passion for sound, innovation, and collaboration. **Munro selected top-tier brands to create a welcoming space for creative workshops, collaboration, recording and listening sessions,** and cultural gatherings, which were seamlessly integrated by ISSPL.

Central to this space is sound. To ensure immaculate and versatile audio delivery across Sony Music's office, Munro Acoustics India chose Genelec, the world leader in professional audio monitoring. **Lightware's AV signal switching and transmission technology was used for managing pristine, artifact-free audio and 4K@60Hz uncompressed video.** This choice was bolstered by ISSPL's successful 12-year partnership with Lightware.

In the Townhall, the central point in the office designed for corporate assemblies, Lightware's switching and extension solutions were designed by Munro Acoustics and integrated by ISSPL, including the **MMX2-4x1-H20 HDMI 2.0 switcher and HDMI-TPS-RX87, HDMI-TPS-RX/TX86 HDBaseT extenders.** The MMX2-4x1-H20 matrix enables flawless audio de-embedding from HDMI signals to a balanced 5-pole Phoenix (Euroblock) port and switches 4K@60Hz video signals between room-dedicated computers and BYOD devices. The extender pairs facilitate the extension of uncompressed 4K/UHD video with embedded audio via single CATx cabling.

In the Lounge, designed for community activations and musical performances, Lightware's **MMX2-4x1-H20 HDMI 2.0 switcher and HDMI-TPS-RX/TX86 HDBaseT extenders** ensure versatile audio delivery. Lightware's technology handles both loud and soft tunes, providing artifact-free signals via HDMI or extracting them to supply the audio system.





Mr. Bhavin Sureliya noted that Mr. Utkarsh Naidu's (Munro Acoustics' Techflow Consultant) decision of utilizing Lightware's **TAURUS UCX Series universal USB-C powered switching technology** was an **ideal solution for supporting effective unified communication and collaboration across** multiple meeting rooms in Sony Music's office.

In the Managing Director's personal cabin, the TAURUS UCX-2x1-HC30 universal switcher facilitates user-friendly UCC functionality via a single type-C cable. The TAURUS UCX integrates with Poly's video conference solution and iMac to enable seamless switching between wired and wireless connectivity provided by Barco's ClickShare CX20.

The two informal meeting rooms feature **TAURUS UCX-4x2-HC30** switchers, providing enhanced collaboration tools supporting wired USB-C/HDMI connectivity and the wireless presentation solution Barco ClickShare CX30. The TAURUS enables the use of USB-C powered room assets (cameras, microphones, keyboard, etc.) with the wireless CX30.

In the boardroom, the **TAURUS UCX-4x2-HC30** ensures advanced multiple connectivity for wired or wireless collaboration. Here, the TAURUS UCX switcher integrates with Poly video conference and Q-SYS platform, creating an effective and user-friendly meeting room environment. The entire room system turns on automatically when the TAURUS unit detects an input, offering an advanced meeting space with Microsoft Teams Room or BYOD-mode.



The entire office is integrated via QSC's control solution. With Lightware's devices on the network, QSC supports flawless control and management in every room.

The AV project at Sony Music Mumbai launched in November 2023. ISSPL established permanent on-premise engineering support to maintain seamless operation of the advanced AV space.



Mr. Sureliya noted that Munro Acoustics led by Mr. Kapil Thirwani utilized **top-quality speakers from Genelec** for unmatched audio quality. Each element of the system had to meet this high standard, and Lightware's matrices, providing impeccable audio de-embedding, were a confident choice.

As a result, **Lightware's technology, primarily used for its unrivaled audio de-embedding capabilities of MMX2 matrices and enhanced USB-C connectivity**, has been instrumental in creating an inspiring and advanced environment at Sony Music Mumbai, fostering the ideal conditions for Indian culture to thrive.

For more information on Lightware, please visit lightware.com. Keep up with the latest news from Lightware on Facebook, Instagram, Twitter and LinkedIn.

