

PRO AV SOLUTIONS

2025

AV Solutions for Installers and Security Professionals

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Create World Class Pro AV Installations with ADI

At ADI, we deliver industry-leading AV solutions tailored to your project's unique needs. Whether across retail, commercial, education or public sector applications, our extensive inventory of top AV brands ensures you'll find the right products-ready to ship and seamlessly integrate with your existing systems. No matter the size or scope of your business, we have the solution.

Customer service is at the heart of what we do so we offer dedicated technical support through AV specialists to guide you every step of the way. And with flexible credit terms, delivery services and post-sale support you can be assured that with ADI your AV needs are supported at every stage of your project.





4-5	VESTEL	30	Yorkshire Water Control Room LED Wall Upgrade
6-7	PLANAR	32-33	 episode®
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VESTEL

MORE THAN A DISPLAY

The P Series gives you total control with versatile, super slim designs and built-in features.

With a range of different models to suit your needs, the P Series gives you the flexibility to display what you want, when you want, all in stunning UHD quality.



4K
4K UHD


SLIM DESIGN


SCHEDULER


SCREEN SHARE



PR65D-4H

65", 4K Digital Signage Display with Android

- The display can mirror the content (to another display) into its display port out coming from its display port in
- SoC supports API
- Pixel Shifting feature can be activated



EL32G-2H

24/7 Digital Signage Display

- Dependable video signage solution with maximum productivity
- LCD display screen type for reliable results with precision and clarity
- 1920 x 1080 display resolution for reliable results with precision and clarity



XN86D-4H

86" E-LED 24/7 Digital Signage Display

- VAP400 (Vestel Android Platform 400)
- 2 GB DDR4 / 16 GB eMMC
- Resolution: 3840x2160 (UHD)



XN75D-2H

75" UHD 24/7 Digital Signage Display

- VAP400 (Vestel Android Platform 400)
- 2 GB DDR4 / 16 GB eMMC
- Resolution: 3840x2160 (UHD)



EL32C-1D

32" Entry Series-L Digital Display

- USB Auto-Play
- Daisy Chain
- Display Control



PR43D-4H

4K Digital Signage Display with Android

- 43" Diagonal screen size
- 3840x2160 (Ultra HD) Resolution
- 700 cd/m2/nit Brightness



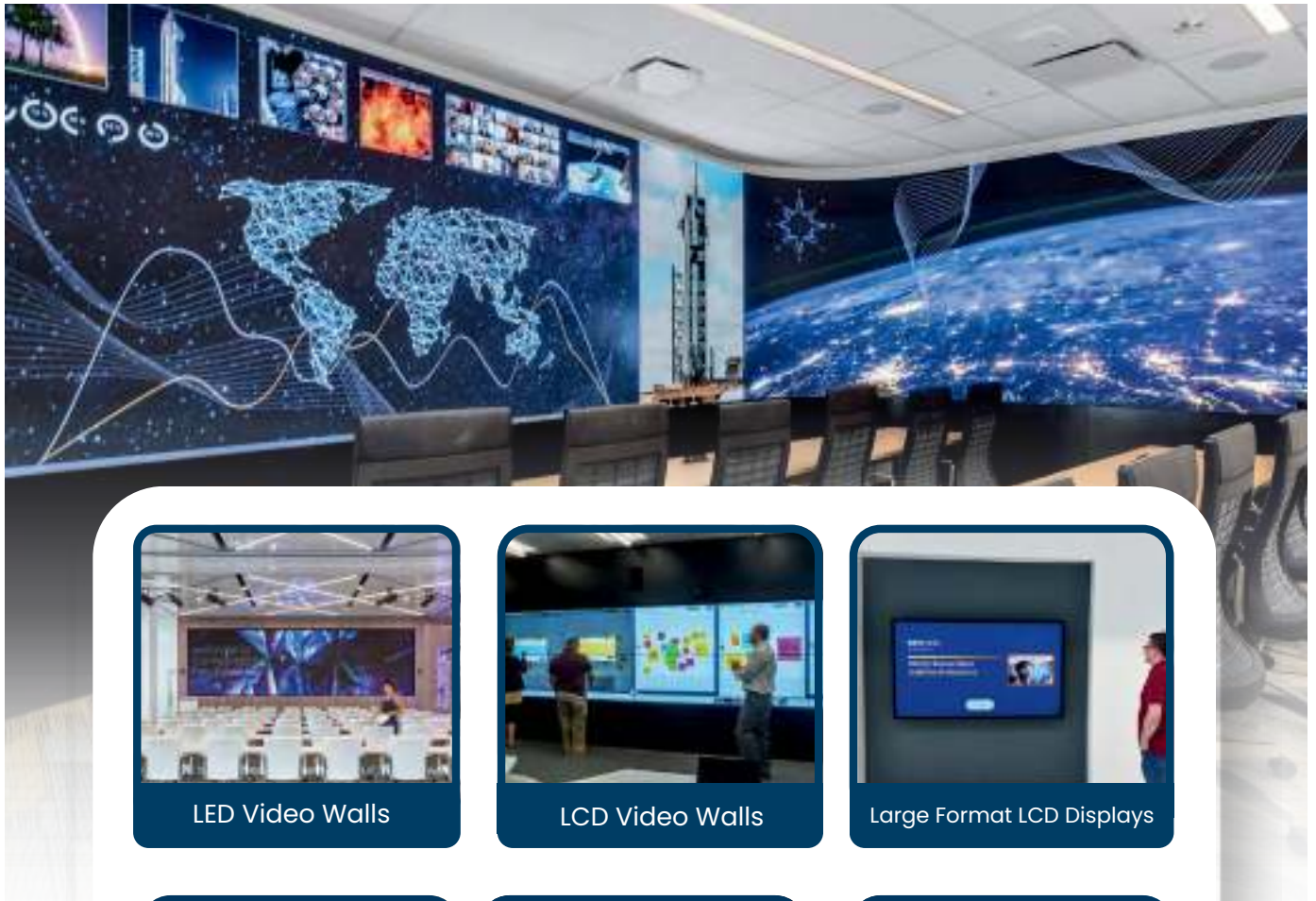
Global Leader in Display Technology

Trusted Worldwide for Over 40 Years

Planar delivers cutting-edge display solutions for the most demanding environments.

With a legacy of innovation, exceptional image quality, and proven reliability, Planar meets the highest standards of visual excellence.





LED Video Walls



LCD Video Walls



Large Format LCD Displays



Touch Displays



Custom Solutions



Device & Management Control

Brilliant Display Solutions for **Every Visual Need**

From immersive video walls to always-on digital signage, our display solutions are designed to meet any visualization challenge. No matter the scale or complexity, Planar delivers reliable, high-performance displays tailored to your needs.



www.planar.com



43-GOB3X3-FHD1.5

129" Full HD Video Wall Edge

- Fixed resolutions – 1080p, 4K UHD, 8K
- Custom shapes & resolutions
- Direct wall or VESA mountable



55-GOB3X3-FHD1.8

8 Video Wall Edge GOB 165" Full HD

- Fixed resolutions – 1080p, 4K UHD, 8K
- Custom shapes & resolutions
- Direct wall or VESA mountable



EDG-MOD-MM1.2

LED Studio Cabinet

- Fixed resolutions – 1080p, 4K UHD, 8K
- Custom shapes & resolutions
- Direct wall or VESA mountable



EDG43-CAB-NOV

Pixel Pitch LED Module

- 600 nits brightness for clear visibility
- 1.2mm pixel pitch for high-resolution display
- Eco-friendly with genuine ESG commitment



EDG43-MOD-MM1.2

1.2mm Pixel Pitch LED Module

- Fixed resolutions – 1080p, 4K UHD, 8K
- Custom shapes & resolutions
- Direct wall or VESA mountable



VPOS-MM1.8

Free Standing LED Poster 1.8mm Pitch

- Ultra Durable - GOB
- Lightweight 35kg
- Energy Efficient



**LED Technology for
Every Environment**



BEYOND IMAGINATION



*Step into the future of audio-visual
technology with Dahua's Pro-AV Solutions.*

From digital signage that transforms outdoor spaces to portable monitors designed for convenient viewing, Dahua delivers the clarity, control and confidence needed to elevate every environment – enabling a safer society and smarter living.

Pro-AV

**LM32-F200-V2****Lite Series 32" 1080p FHD Monitor**

- Light and cost-effective plastic housing
- 178°H/178°V extra-wide viewing angle for overall viewing performance
- High fidelity digital processing for a brilliant and vivid video

**LS550UCM-YEF-V4****55" LCD Full HD 24/7 Video Wall Display Unit**

- Factory calibration technology for high color uniformity
- Built-in 3D noise reduction system and picture splicing function
- Abundant interfaces HDMI, DVI, VGA, BNC, USB, supporting HDMI daisy chain

**LDH49-WAI200U****49" 1080p High-Brightness Digital Signage Display**

- Digital Signage Display offers a dependable video signage solution with maximum productivity
- 1080p scan format provides sharp, detail-oriented output to ensure maximum productivity
- The 49" screen provides a spectacular viewing experience

**LDH55-WAI200U****55" 1080p High-Brightness Digital Signage Display**

- Digital Signage Display offers maximum video signage efficiency with added usability
- LCD display screen type for reliable results with precision and clarity
- 1080p scan format for bright, stunning results to ensure maximum usability

**LDV55-SAI400UM****55" Floor-Standing Digital Signage Display**

- Built-in media player software and USB player provide multiple methods to play contents
- Backlight LED
- Screen Size 55"

**DHI-LS460UCM-YEFV1****46" HD Video Display Unit for Videowall, Industrial Level ADS LCD Panel**

- Industrial-level ADS LCD panel, suitable for continuous 24h/7 operation
- Ultra-narrow 3.5mm bezel-to-bezel design
- Anti-glare panel, vivid and memorable image quality

High-Performance Digital Signage Solutions for Every Industry

At Allsee, we design and manufacture high-performance digital signage solutions tailored to every business need. Our comprehensive range includes:

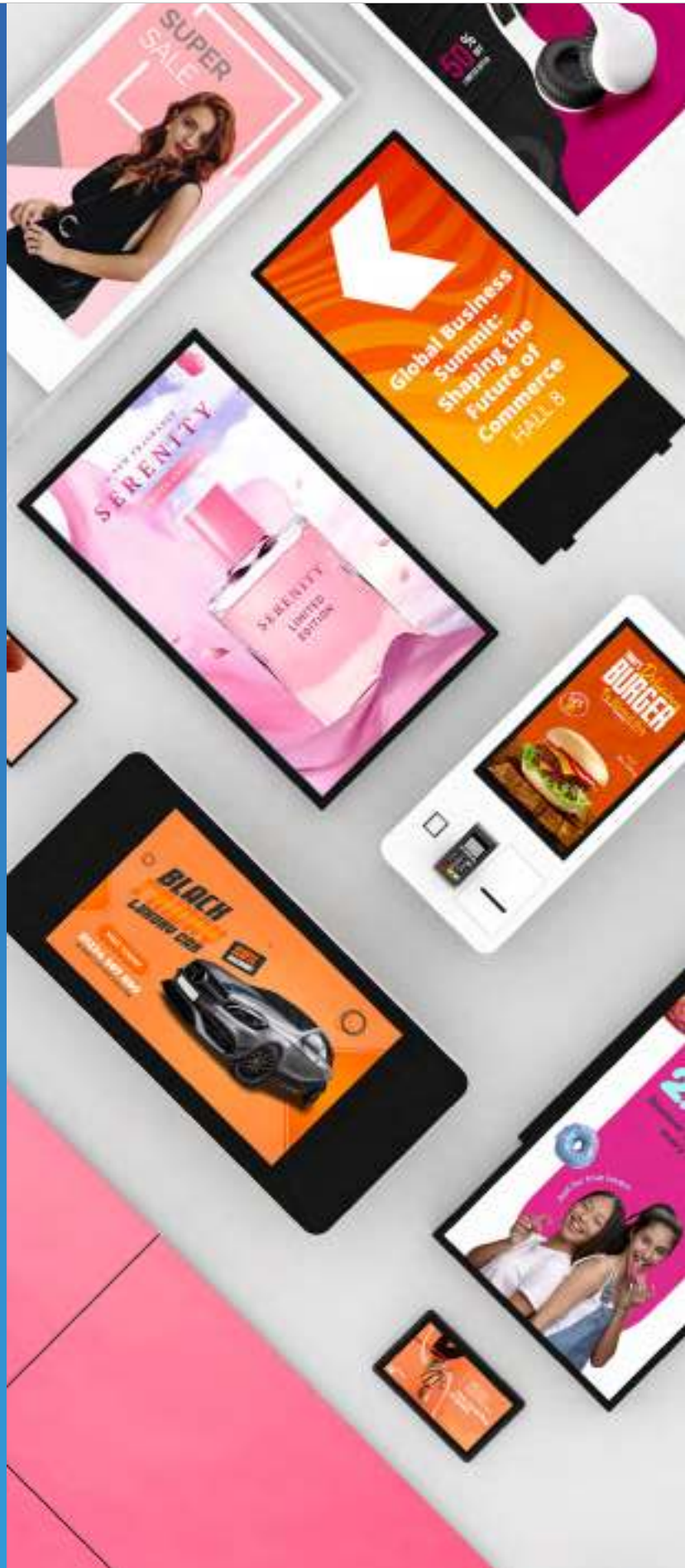
- Digital Posters
- High Brightness Window Displays
- Commercial Grade AV Monitors
- Outdoor Displays
- Touch Screens

We also offer **bespoke screen solutions** for unique requirements. All our displays are backed by our own **user-friendly CMS software**, giving customers the tools to manage content their way.

Our solutions are trusted across a wide range of sectors, including:

- Retail
- Food and Drink
- Healthcare
- Hospitality & Leisure
- Transport
- Education
- Corporate
- Security & CCTV Control Rooms

PROUDLY DISTRIBUTED BY

FEATURED DIGITAL SIGNAGE SOLUTIONS



Ultra High Brightness Window Displays

43" - 75"

Designed for outward-facing window displays in direct sunlight.



3,500cd/m² Sunlight Readable



Lightweight Enclosure



Sleek Thin Bezel



Outdoor Digital Advertising Displays

22" - 65"

Fully integrated stunning tablet-style displays; perfect for any weather conditions.



2,500cd/m² Direct Sunlight Readable*



IP65 Rated Enclosure



Touch Screen Version Available

*22" has a brightness of 2,000cd/m²



Outdoor Digital Android Battery A-Boards

43"

Sunlight readable, fully portable solution for any space; display content all day and night from a single charge.



Tempered Anti-Glare Glass



IP65 Rated Enclosure



27 Hour Running Time



1,500cd/m² or 700cd/m² Versions Available



Network Digital Menu Boards

32" - 55"

Cost-effective package solution; 24/7 commercial grade displays with built-in network media player and 1 year CMS software subscription.



FREE Network Upgrade



FREE 1 Year CMS Subscription



Narrow Bezel



LCD Video Wall Displays

55"

The ultimate eye-catching solution that creates immersive experiences thanks to their near invisible bezels.



4K 4K Daisy Chain Tiling



Super Narrow 0.88mm Bezel or 1.8mm Bezel



Easy Install Handles



Android Freestanding Digital Posters

50" - 65"

Show-stopping digital advertising totems with giant tablet styling.



Giant Tablet Styling



Internal Locker/AV Inputs



Retractable Castors



4k Display (65" Model Only)



www.allsee-tech.com



5TH GENERATION LED CABINET

Brighten Every Moment



Superior Cabinet Features

Sleek 29.3 mm design, ultra lightweight 17 kg/m², tensile strength of up to 2,000 N



Removable Back Frame Plate

For easy passage of power and network cables



Innovative Big Board Splicing

For convenient splicing into FHD/UHD resolutions



Horizontal & Vertical Wiring

Saving wiring costs and improving efficiency



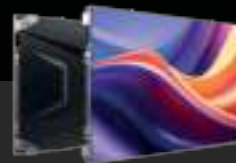
Ultra Series **COB**

Simplifies LED structure by directly connecting the LED chip to the PCB, improving display performance and enhancing product protection through resin encapsulation.



Solid Series **SMD**

SMD applies soldering individual LED lamps onto a PCB, representing the most mature and widely adopted technology in the industry.



Solid Plus Series **HOB**

HOB applies a glue layer onto the surface of SMD, enhancing the durability and protection of LEDs.



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327400140

IP Horn Speaker, 7W

- Support two-way audio by SIP
- Adopt high-speed industrial grade dual core chips, built-in NOR Flash+EMMC dual storage, support dual backup of the system
- Support batch unified management of remote platforms through IP networks



401000623

Software Module for 5-Channel Digital Signage



302504800

55" 3.5mm LCD Display Unit

- Digital Signage Display - Ideal for rack, passageway, booth or display counter
- Experience luminescent visual images with LCD display
- Features full 1920 x 1080 HD resolution enabling sharp and clear images



347000026

7" Paging Microphone, IPS Touch Screen

- Support real-time broadcasting, speaking, or playing media library files on specified partitions or terminals
- One or more terminals can be selected, and shortcut keys can be set to broadcast
- 1-Channel gooseneck microphone audio input, 1-channel 4-segment 3.5mm audio input



Revolutionising Retail with AV Technology: Public Address Systems, Speaker Systems, Digital Signage and Displays

The retail industry has always been a dynamic and competitive landscape where customer experience reigns supreme. With the rise of e-commerce and shifting consumer expectations, brick-and-mortar stores must deliver immersive, memorable experiences to remain relevant. AV technology has emerged as a cornerstone of this transformation. From public address systems and background music speaker systems to cutting-edge LED and digital signage, AV solutions play a pivotal role in enhancing communication, improving ambiance, and driving sales.

The Role of AV in Modern Retail

AV technology serves as a powerful tool to engage customers, deliver information, and create atmospheres that encourage spending. In retail environments, the right combination of sound, visuals, and interactive displays can influence purchasing decisions, foster brand loyalty, and streamline operations. The integration of AV technology into retail spaces helps create a cohesive and engaging customer journey.

Public Address Systems: Enhancing Communication and Safety

Public address (PA) systems are integral to retail environments, offering functionality that goes beyond announcements. These systems allow retailers to communicate with shoppers and staff effectively, enhancing both the customer experience and operational efficiency.

1. Efficient Announcements

PA systems are commonly used for announcements about promotions, flash sales, or important store updates. For instance, announcing a limited-time discount on a popular product creates a sense of urgency and can lead to immediate sales boosts.

2. Safety and Emergency Management

PA systems also play a crucial role in ensuring safety. In the event of emergencies such as fires, evacuations, or security threats, clear and reliable communication can guide customers and staff to safety. Modern PA systems are often integrated with other safety protocols, such as fire alarms and security systems, for seamless operation.

3. Zoning Capabilities

Advanced PA systems offer zoning features, enabling retailers to target specific areas of the store with tailored messages. For example, promotions in the electronics section can be communicated only to that zone, minimizing disruptions in other areas.

4. Improved Customer Service

PA systems can assist in enhancing customer service by facilitating communication between staff members, ensuring faster responses to customer inquiries or restocking needs.

Retail Background Music Systems - Impact and Advantages of Speaker Systems

Background music systems have become an essential feature in retail environments, enhancing the overall shopping experience and influencing customer behaviour. These systems are designed to deliver high-quality audio tailored to the store's ambiance and brand identity, creating an inviting atmosphere that keeps customers engaged.

One of the primary advantages of installing

a background music audio system in retail is **enhanced customer experience**. Music has the power to evoke emotions and set the tone for a shopping journey. Alongside this is **increased dwell time**, studies show that customers are more likely to spend time browsing when the background music complements the store's ambiance with longer dwell times often translating into higher sales. Finally, there are operational benefits including noise masking, as background music helps reduce the impact of external distractions or ambient noise, making the environment more comfortable for both customers and staff.

By installing a background music audio speaker system, retailers can elevate their space, improve customer satisfaction, and ultimately drive sales. In today's competitive retail landscape, such systems are a strategic investment in creating an appealing and immersive shopping experience.

Types of Background Audio Speaker Systems in Retail

Retailers have a variety of background audio speaker systems to choose from, each tailored to specific needs and environments. Selecting the right type depends on the store layout, desired audio quality, and branding goals.

1. Ceiling Speakers

Ceiling speakers are among the most common choices for retail spaces. Installed flush with the ceiling, they provide even audio distribution without taking up floor or wall space. They are ideal for creating subtle, immersive background music that enhances the shopping experience without overwhelming customers.

2. Wall-Mounted Speakers

Wall-mounted speakers are versatile and suitable for stores with limited ceiling access. They can be positioned to direct sound into specific areas, such as entryways or high-traffic zones. These speakers often offer adjustable brackets for flexible placement.

3. Pendant Speakers

Pendant speakers are suspended from the ceiling and are well-suited for retail spaces with high ceilings, such as warehouses or open-concept stores. They provide focused audio while adding an aesthetic element to the space.

4. In-Wall Speakers

In-wall speakers are integrated into walls, offering a sleek and minimalist appearance. They're ideal for upscale retail environments that require discreet sound systems without visible hardware.





LED and Digital Signage: Engaging Visuals for Advertising and Information

LED and digital signage displays are redefining how retailers communicate with their audiences. From dynamic advertisements to interactive wayfinding tools, these visual solutions offer unparalleled versatility and impact.

1. Captivating Advertising Displays

LED screens are ideal for showcasing vivid, eye-catching advertisements. Unlike traditional static posters, digital displays can cycle through multiple promotions, providing more value in the same physical space. Retailers can highlight seasonal sales, new arrivals, or exclusive deals, ensuring customers are always aware of the latest offerings.

2. Interactive Customer Engagement

Touch-enabled digital displays are becoming increasingly popular in retail. These screens allow customers to browse product catalogues, check inventory, or even customize products on the spot. Interactive displays enhance engagement and create a sense of empowerment for shoppers.

3. Real-Time Updates

Digital signage enables retailers to make real-time updates to their displays. Whether it's adjusting pricing, showcasing social media feeds, or broadcasting live events, the flexibility of LED technology ensures relevance and timeliness.

4. Improved Wayfinding

In large retail spaces or shopping malls, LED signage is essential for guiding customers. Interactive wayfinding tools help shoppers locate specific stores, departments, or products, reducing frustration and improving the overall experience.

5. Energy Efficiency and Sustainability

Modern LED displays are designed to be energy-efficient, aligning with the growing demand for sustainable practices in retail. By replacing traditional signage with LED

technology, retailers can reduce their carbon footprint while enjoying the benefits of vibrant, long-lasting displays.

6. Data-Driven Insights

Many digital signage systems are equipped with sensors and analytics tools that provide insights into customer behavior. For example, facial recognition technology can analyze demographics, allowing retailers to tailor content to specific audiences.

The Synergy of AV Components

While each AV component - PA systems, background music, and digital signage - offers unique benefits, their real power lies in integration. Together, they create a unified and immersive environment that enhances every aspect of the customer journey.

1. Consistency in Branding

When PA announcements, background music, and digital displays are aligned with a retailer's brand identity, the result is a cohesive and professional atmosphere. This consistency reinforces brand recognition and loyalty.

2. Dynamic Promotions

Imagine a scenario where a PA announcement highlights a flash sale, background music shifts to an energetic tune to match the excitement, and LED screens display countdowns and product highlights. This synchronized approach maximizes the impact of promotions.

3. Enhanced Customer Experience

Integrated AV systems streamline the customer experience by delivering information, entertainment, and ambiance seamlessly. This reduces cognitive load for shoppers, allowing them to focus on their purchases.

4. Operational Efficiency

Centralised control systems allow retailers to manage all AV components from a single interface. This simplifies operations and ensures consistency across multiple locations.

Challenges and Considerations

While AV technology offers significant advantages, retailers must address certain challenges to maximize its potential.

1. Cost and ROI

High-quality AV systems require upfront investment, and retailers must carefully evaluate their return on investment (ROI). However, with proper implementation and strategic use, these technologies often pay for themselves through increased sales and customer satisfaction.

2. Content Management

Effective content management is crucial for AV systems to succeed. Retailers must ensure that messaging, music, and visuals remain relevant, engaging, and aligned with their brand.

3. Technical Expertise

Implementing and maintaining AV systems requires technical expertise. Partnering with experienced providers can help retailers navigate complexities and ensure smooth operation.

4. Privacy Concerns

Advanced technologies like facial recognition and data analytics raise privacy concerns. Retailers must adhere to legal regulations and communicate transparently with customers about data usage.



Conclusion

In the competitive world of retail, AV technology is no longer a luxury - it's a necessity. Public address systems ensure clear communication and safety, background music shapes the shopping atmosphere, and LED and digital display signage delivers impactful advertising and information. Together, these technologies create immersive, engaging, and efficient retail environments that drive customer satisfaction and sales.

By staying ahead of the curve and embracing the latest AV innovations, installers can offer clients the opportunity to transform their spaces into destinations where shoppers not only buy but also experience the essence of the brand. In modern retail, AV technology is the bridge between commerce and connection.

PRAESENSA Public Address and Voice Alarm System

IP-connected and fully-featured



secure IP infrastructure

All components of the system are IP-networked **for highest flexibility and scalability**



effective power utilization

Innovative amplifier architecture allocates power intelligently for **lower cost of ownership**



highest system availability

No single point of failure with built-in redundancy is core to the system concept



optimized user experience

User-centric design delivers an intuitive interface with **feedback on progress and status**



fully-featured as standard

Comprehensive system **adapts to changing needs**



LBB1935/20

PLENA Power Amplifier

- Listen to deep lows and extreme highs at 50 Hz - 20 kHz frequency
- 70 V / 100 V and 8 ohm outputs



LBC3481/12

Circular Horn Loudspeaker

- Wide opening angle
- Excellent speech reproduction
- Simple power setting"



PLE-1CS

Easy Line All-Call Call Station Tabletop Paging Microphone

- With 100 Hz - 16 kHz frequency range, listen to deep lows and euphoric highs
- Can be placed on a desk to ensure a noise-free voice to the listeners
- PTT-key for calls for activation



PLE-1P120-EU

PLENA Power Amplifier, Compact Housing

- Listen to deep lows and extreme highs at 50 Hz - 20 kHz frequency
- 120W power amplifier in a compact housing



PLN-24CH12

Battery Charger for Public Address and Emergency Sound Systems

- 6x 40 A, 3x 5 A outputs
- 150 A back up current"



PVA-15CST

PAVIRO Series Call Station with Gooseneck Microphone

- 15 freely programmable buttons
- Customization via built-in display and key



LHM0606/10

6" Ceiling Loudspeaker

- Flush-mounting in ceiling cavity
- Easy to install



LB10-UC06-L

Angled Cabinet Loudspeaker, Indoor, ABS, White

- Good speech intelligibility and background music reproduction
- ABS construction
- Complies with international installation and safety regulations



PVA-4CR12

PAVIRO Sys. Controller, Audio Processing, Routing and Supervision, Rack Unit 2RU

- Control and routing of 4 simultaneous audio Chs
- One controller supports 12 zones, expandable up-to 492 zones with 24-zone routers



888473-2220

AudioPack Pro amplifier and ceiling speakers kit

- Music and paging solution
- IZA 190-HZ integrated zone amplifier with premium sound
- Four durable FreeSpace FS loudspeakers



888478-2120

AudioPack Pro Amplifier and Surface-Mount Speakers Kit

- Music and paging solution
- IZA 190-HZ integrated zone amplifier with premium sound
- Four durable FreeSpace FS loudspeakers



888475-2220

AudioPack Pro Amplifier and Speakers kit

- Music and paging solution
- IZA 190-HZ integrated zone amplifier with premium sound
- Four durable FreeSpace FS loudspeakers



841151-0310

Passive Outdoor Loudspeaker, Black

- Full-range 2.25" transducer
- Handles the weather
- Maintain consistent tonal quality



841151-0410

Surface-Mount Passive Outdoor Loudspeaker, White,

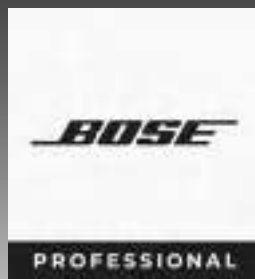
- Maintain consistent tonal quality with shared voicing across all FS models
- Transducers that offer clear voice reproduction and smooth response for background music
- Customise systems



841154-0410

In-Ceiling Passive Loudspeaker

- Handles up to 20W of RMS power
- Hear every detail crisp and clear with a frequency response of 95 Hz-16 kHz
- 16 Ohm impedance extracts maximum power so you will get more output from your speakers



SOUND. SIMPLIFIED.

INTRODUCING **AudioPack Pro**

AudioPack Pro C4W, AudioPack Pro S4B and S4W

Our new AudioPack Pro is a background music and paging solution that brings our signature sound to your business—all in one convenient, ready-to-install package. Inside the box are a Bose Professional amplifier and loudspeakers, perfectly paired and optimized to elevate the customer experience with premium audio. The ideal mix of performance and value, each AudioPack Pro delivers exceptional durability, clean design, and ease of installation.

- FreeSpace FS loudspeakers for durability and performance**
- FreeSpace IZA 190-HZ integrated zone amplifier**
- Quick and easy install to deliver premium audio with confidence**
- Simple instructions via QR code on the box**
- Three different options to meet your specific needs**

BoseProfessional.com





PA, VA and IP Commercial Audio Systems

We've been bringing sound to the worlds most iconic buildings and venues since 1996

www.penton.audio



Our brands



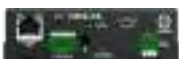
Penton

Our premium loudspeaker range



ATEiS

EN54-16 certified PA & VA systems



TERRACOM

Audio over IP solutions for POE, SIP and VOIP

Network IP Audio

We offer market leading audio-over-IP solutions for maximum flexibility

- ✓ Fully IP directly connects network switch to speaker
- ✓ Semi IP powers multiple passive speakers via PoE amp
- ✓ Hybrid IP combining traditional analogue and IP audio in one

Custom speaker painting options available



31, Oakhurst Business Park,
Wilberforce Way, Southwater,
Horsham RH13 9RT



01903 215315



sales@pentonuk.co.uk



APH30-IP

Network Horn Speaker

- Power over Ethernet (POE or POE+) or external 24VDC power
- Configured, controlled and monitored via web browser interface
- Optional microphone input for hands-free duplex intercom



APH30T/ENC

Weatherproof Horn Loudspeaker, 30w IP66 ABS 108db EN54-24

- Handles up to 30W of RMS power
- Efficient conduction of power with just the right amount of 8 Ohm impedance



CAD10/T

Moulded Sound Projector Speaker, 10w IP66

- Rated power 10W
- Handles up to 10W of RMS power
- Driver impedance 8Ω



CAD20T/ENC

Plastic Weather Speaker

- Handles up to 20W of RMS power
- Hear low subs and soaring vocals with a frequency range of sound from 110 Hz-18 kHz
- 8 Ohm impedance keeps optimal levels



BPA-2060

Bridging Power Amplifier

- Full protection circuitry- troublesome signal (overload, continues RMS), DC input, short circuit, fault reports outputs
- Input gain channel control | Extremely low power consumption in standby mode



CRSC6

Clean Room Speaker Cover

- Versatile cover for various applications
- Converts standard ceiling speakers for clean rooms
- Suitable for damp and humid atmospheres



APC6BT/ENC

Cabinet Speaker

- Rated power 6W
- Handles up to 6W of RMS power
- Listen to deep lows and euphoric highs with a frequency range of sound from 110 Hz-18 kHz



BCM201B

Wired Boundary Microphone, Ceiling Mount

- Designed in high denition, omnidirectional microphone capsule.
- Can be connected to the balanced mic input of TERRA-SAP amp processor



MHS20T/ENC

Grey aluminium housing Stainless Steel U bracket 100V

- Grey aluminium housing
- Stainless Steel U bracket
- 100V

For the messages that matter most

AXIS C17 Network Display Speaker Series

Raise the bar for efficient and effective public address. These **three-in-one communication devices** feature an attention-getting strobe, powerful speaker, and a display for text.

Powerful speakers

- > Preconfigured for great sound
- > Live, pre-recorded, and event-triggered voice messages
- > Sirens, bell signals, and background music
- > Two-way audio

Color display

- > Defaults to date and time
- > Adaptive brightness
- > Wide selection of colors
- > Configurable font style and size
- > Static, scrolling, or rolling text

Strobe bar

- > Multiple color options
- > Configurable strobe patterns

AXIS C1720

Wall or ceiling mounted
Dual-sided for corridors

AXIS C1710

Wall mounted

PIR sensor

- > Motion detection
- > Automatically triggered messages

Ports for additional functionality

- > Two I/O ports – for example, integrate with a duress button
- > Two RCA ports – for example, add an induction loop to transmit sound to hearing aids

Learn more:

www.emea-comms.axis.com/AXIS_C1710_Network_Display_Speaker

AXIS[®]
COMMUNICATIONS



02838-001

Network Mini Speaker

- All-in-one speaker system
- Connects to standard network
- Simple installation with PoE



02813-001

Horn Speaker Outdoor

- All-in-one speaker system
- Connects to standard network
- Simple installation with PoE



02389-001

Network Pendant Speaker

- All-in-one speaker system
- Connects to standard network
- Easy installation with just one network cable (PoE)



02695-001

Network Cabinet Speaker

- Stylish, flexible all-in-one speaker
- Connects to the standard network
- Easy installation with PoE



02380-001

Vandal-resistant Outdoor Network Speaker

- Sleek, vandal-resistant design
- All-in-one, outdoor-ready speaker system
- Connects to standard network



PS1221VDS

Explosion-Protected IP Horn Speaker

- All-in-one standalone device
- Connects to standard network
- Worldwide hazardous area certifications



HD30V

11.5" Heavy Duty Horn Speaker

- IP66 waterproof
- Tilt-adjustable wall bracket
- Tested to extreme temperatures (-55°C to +70°C)



UM60

Mixer Amp 60wr

- Suitable for fixed and mobile PA applications
- Efficient Class-D amplifier design
- Ultra-compact form factor



953.223UK

RM-series 100V Mixer-Amplifier with DAB+

- DAB+/FM radio tuner
- USB/SD audio player
- Bluetooth receiver with unique serial ID



100.898UK

BC Series 60W Stereo Background 2-Way Speakers

- 2-way speakers
- Complete with mounting brackets
- Available in Black and White



PS65-W

Active Pendant Speaker, 2-Way 6.5" Wide Dispersion

- Supplied with 4.5m cable and cable hook for hanging
- Selector for 4 x 100V line tapplings + 8 ohms



BH5V-B

5.25" Outdoor Background Passive Speaker

- Operation: 100V (5/10/20/30W) or 16R (50W rms)
- 2 Way speaker system (5.25" /0.5") with crossover network
- Protective cover for tapping switch and spring terminals



Elevating Sound, Empowering Spaces since 1949

Adastra strives to provide complete and versatile solutions for commercial installations, with specialist products and a comprehensive range of associated products all created with the user in mind.

- Zoning & Paging
- Portable Public Address
- Background Sound Reinforcement
- Noise Pollution Control
- Induction Loop Systems
- Brackets, Racking & Microphones



The Next Generation is Now

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LEA CS124

Connect Series Half Rack Networked Amplifier, 4 Channel x 120W

- Web Browser-based UI: Works on any web browser on any device with no software downloads
- CLOUD CONTROL: Remote control and monitoring from anywhere in the world — no VPN needed.
- DIRECT LOW-Z & HI-Z 70V or 100V: selectable per channel



LEA CS352

Connect Series Networked Amplifier, 2 Channel x 350W

- Web Browser-based UI works on any device with no software to download
- 96kHz Analog Devices DSP with Input Routing, multiple 48dB/Oct crossover filters, 8 Parametric EQ filters, user configurable speaker limiters, and real time load monitoring
- Direct LoZ and HiZ (70V or 100V) selectable per channel



LEA CS354D

Connect Series Networked Amplifier, 8 Channel x 80W with Dante & AES67

- Web Browser-based UI works on any device with no software to download
- 96kHz Analog Devices DSP with Input Routing, multiple 48dB/Oct crossover filters, 8 Parametric EQ filters, user configurable speaker limiters, and real time load monitoring
- Direct LoZ and HiZ (70V or 100V) selectable per channel

Yorkshire Water Control Room LED Wall Upgrade

ADI and LED Studio ensure flawless transition of technology



What was the challenge?

Yorkshire Water, a UK-based water supply and treatment utility company, needed an upgrade from an outdated LCD to a top-of-the-line LED video wall system in their control room. The existing setup included a 3 x 2 configuration of LCD screens, each receiving live CCTV feeds via HDMI extensions from multiple CCTV recorders. The new LED system had to fit precisely within the existing space while enhancing visual quality and operational efficiency.

The installers' main challenge was that the new LED video wall had to fit perfectly into the space vacated by the old LCD system. This required meticulous measurement and planning to ensure a seamless installation without significant modifications to the existing infrastructure.

The new LED system also had to integrate with the current control room's hardware and software. The system had to work flawlessly with the existing CCTV recorders and HDMI extensions to continue providing live feeds.

The upgrade aimed to significantly improve the visual quality and reliability of the

video wall. This required careful selection of LED panels with the right resolution, brightness, and viewing angles.

Given the control room's critical role in monitoring and security, the installation process needed to be completed with minimal disruption to ongoing operations. This required a well-coordinated effort to ensure a swift and efficient transition from the old system to the new one.



Solution

To address these challenges, detailed planning and precise measurements were conducted to ensure the new LED panels fit exactly into the existing wall space. This included considering the dimensions of the new panels and the control room's overall structure.

The ADI team worked closely with the control room's technical staff to integrate the new LED video wall with the existing CCTV infrastructure. This involved configuring the HDMI extensions and ensuring compatibility with the CCTV recorders to maintain existing camera feeds.

ADI helped select top-spec LED panels that offered superior resolution, brightness, and pixel pitch for the viewing distance and room size. This choice was crucial in delivering a significant upgrade in visual performance, enhancing the clarity and detail of the monitored feeds.

The installation was carefully scheduled and executed to minimise downtime. The team dismantled the old LCD panels and swiftly installed the new LED panels, ensuring that the control room's operations could resume as quickly as possible. All of this was completed within 6 hours.





Outcome

The successful installation of the new LED wall markedly improved display quality, with brighter, clearer, and more detailed images. This enhancement significantly improved the control room staff's monitoring capabilities.

The new system integrated smoothly with the existing CCTV recorders and HDMI extensions, ensuring uninterrupted live feeds and consistent performance. The controller used meant only a single HDMI input was needed, which was then sent directly to the display over network cables.

The new LED cabinets fit perfectly into the existing space, demonstrating the effectiveness of the precise planning and measurement efforts.

The well-coordinated installation process resulted in minimal downtime, allowing the control room to maintain its critical monitoring functions with little interruption.

The upgrade from an ageing LCD video wall to a cutting-edge LED system was a complex but successful project. Through careful planning, precise execution, and selecting high-quality components, the installers significantly enhanced the control room's capabilities with a straightforward installation process. This case study highlights the importance of planning and coordination in upgrading critical infrastructure systems.



How did ADI help the customer?

ADI and LED Studio were key in supporting Yorkshire Water by providing thorough support throughout the installation process.

ADI began by initiating detailed discussions with LED Studio to specify the most suitable equipment for the control room. This collaboration ensured that the selected LED panels and associated hardware would meet the high standards required for the control room environment.

Understanding the importance of seamless integration, ADI opened a dialogue with Yorkshire Water's CCTV and Video Management System (VMS) suppliers. This step was crucial to verify that the new LED

system would integrate smoothly with the existing equipment. ADI and LED Studio worked together to address potential compatibility issues, ensuring a flawless transition from the old system to the new one.

Beyond providing essential hardware and equipment, ADI Global offered comprehensive on-site support. Recognising that the installer was new to this type of LED technology, ADI and LED Studio provided hands-on assistance during the installation process. Their expertise was instrumental in setting up the new LED cabinets correctly and efficiently.

Finally, during the installation process, a faulty unit was discovered. Demonstrating a commitment to exceptional customer service, ADI went the extra mile by delivering a replacement unit directly to the site on the same day. This swift response ensured that the installation proceeded without significant delays, highlighting ADI's dedication to supporting their customers beyond the usual expectations.

To discuss your Pro-AV requirements, reach out to our specialist Pro-AV team on proav.uk@adiglobal.com





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- 4" In-Room Satellite Speaker
- Walnut finish for elegant aesthetics
- Supports Dolby Atmos for immersive sound

**ES-RAD-SPKBLNK3BLK****Outdoor Bollard Speaker**

- Sleek thin bezel for a minimalistic finish
- Installer-friendly magnetic design
- Easy one-step painting for customisation

**ES-CORE56-IC-POINT****CORE 5 Series In-Ceiling Point Speaker**

- Tune the speaker to the room with the easily accessible tweeter switch
- Bezel-Less Grille that provides a smooth, clean finish when installed
- Teteron Dome Tweeter - sound clarity

**EA-MINI-5-1D-200****Mini AV Receiver**

- 200W power for robust sound
- Compact design fits behind TV's
- Ideal for small spaces

**ES-HTR-IWLCR-L-6****Home Theater Large In-Wall Speaker**

- Acoustically matched for immersive audio experience | Rigid MDF Cabinets reduce vibration and SPL loss
- Enhance efficiency and response with 3-Way Design

**ES-HTR-IRTWR-6-BLK****Home Theatre In-Room Tower Speaker**

- Available in Gloss Black, White, or Walnut
- Linkwitz-Riley Filters for better efficiency
- Referene level audio with premium components

**EA-DYN-16D-100****16-Channel Class-D Amplifier**

- Premium components for exceptional audio performance
- Audio sensing for power-saving standby
- Bridgable outputs for high-power applications

**ES-LS-SAT-4-BRN****Landscape Series 4" Satellite Speaker**

- Blends into outdoor environments
- Full, natural sound with clear highs
- Flexible mounting options

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**EVEXKVM1****Evolution HDMI Extender with KVM & PoE**

- Transmits audio and video via HDMI as well as complete KVM (Keyboard- Video- Mouse) functionality via USB 2.0 ports over a single Cat5e/6 up to 164ft/50m with POE.
- Power Over Ethernet (PoE)- integrates power into the Cat5e/6 cable- requiring no power supply
- Auto EDID management

**UM60****Evolution 4K HDMI Extender, PoE, Black**

- Allows HDMI audio/video signals to be transmitted using a single Cat5e or Cat6 Cable
- Transmission Range: Extends 4Kat 60Hz, 4:4:4 Chroma up to 164ft/50m and 4Kat 30Hz, 4:4:4 Chroma and HDR up to 130ft/40m over a single Cat5e/6 cable
- Features Power over Ethernet (PoE) Technology

**ICA6-B****6.5" Poly In-Ceiling Angled Speaker with 1" Silk Dome Tweeter, Better**

- 6.5" Poly In-Ceiling Angled Speaker
- 1" Silk Dome Tweeter for Clear Sound
- Innovative Design with Patented Enclosure

**IC8-BSC****8" Kevlar Type Woven Cone In-Ceiling 2-Way Speaker with 0.75" Titanium Dome**

- 2-way speakers
- 0.75" Titanium Dome

**ES-CORE56-IC-POINT****5 Series In-Ceiling Point Speaker, Each, 6"**

- Injection-molded polypropylene cone
- Teteron dome tweeter
- Point Speaker Technology with Angled Baffle

**EVMX44VW****4K 4x4 Seamless Audio and Video Matrix with Video Wall**

- 4K 4x4 Matrix with Video Wall Modes
- Supports up to 4Kat 60Hz and 4:4:4 chroma subsampling
- Features resolution scaling with multiple formats available

“

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AV TECHNOLOGY IN EDUCATION HAS CHANGED DRAMATICALLY OVER THE LAST FEW YEARS, DRIVEN IN PART BY A GROWTH IN REMOTE LEARNING AND INTERACTIVE TABLET TRENDS, AND WE SEE THIS IN CLASSROOMS FROM EARLY YEARS THROUGH TO UNIVERSITIES.

Interactive Displays

In the classroom we see a move away from wipe boards and portable screens to using large format digital displays such as the Vestel IFX series providing a more collaborative and visually engaging learning space. For teaching staff, connectivity is essential and the ability to mirror content from a laptop or remotely connect students is important. In further and higher education the ability for distance and remote working is made easier through the shared experience these displays offer. In junior schools reading time becomes much more of a group experience when teachers can display the book on screen and pupils can read along and use the touchscreen capabilities to be creative and engage in a more interactive experience. These displays are also simple to install and come in a range of sizes, with plug and play installation and wall mounted or freestanding mounts and stands readily available.

Digital Signage

We are now all used to seeing digital signage in retail and hospitality, but what about in further and higher education campuses where sharing information in real-time can add a further communication channel or relay info to students and visitors. It is something we see more of now as we look to cut back

on paper and provide up-to-the-minute information. With digital signage you can connect to software providers like NowSignage which include social media integration and live announcements.

Conferencing Facilities

Every education facility needs a modern way of communicating, whether content sharing, messaging or video conferencing. A university is more like a business environment than ever before so, whether a simple management conferencing set up with dongle, camera and speaker or an auditorium solution where you can control projectors and displays and wired or wireless microphones integrated into wider audio systems, the education system is looking to the future. One of the leading providers is Hall technologies who offer solutions suitable for all sizes.

Audio systems

Sound and information sharing is vital to wellbeing and a conducive learning environment. The school hall is one place that is always going to need a simple to use sound system, if only to shout over the noise. Wider uses for audio systems in education are public address systems that can include both indoor and outdoor speakers, call stations, amplifiers and alarm and alert

systems. For larger multi-buildings you may need more than a standard zonal system and Audio over IP systems like Penton's TERRACOM are a great solution and solve the problems in large facilities, reducing cabling and maintaining sound quality across the site.



At ADI we offer all these education AV solutions and more alongside help and support with projects. Our experienced technical support team can aid product selection, project design and provide post-sales technical support.

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Binary MoIP is a Flexible and Scalable Solution

Binary offers reliable, 4K HDR content to any commercial or residential space.

Developed with the integrator in mind, Binary products alleviate complications and provide a premium experience, allowing you to fit, scale and upgrade to match your client's specific needs.



B8-FIBER2-4KHDR-50
HDMI Cable



B900P4KTX
Media over IP Transmitter



B-900-MOIP-AUDIO-T
Audio Transmitter

**B260ARC****Audio Return Extender**

- Extends audio up to 150 metres via Cat5e or above
- Supports HDMI ARC and S/PDIF for flexible audio solutions
- Simple setup with a single DIP switch

**B900P4KTX****4K Media over OP Transmitter**

- 4K HD video with visually lossless compression
- Compatible with Dolby Atmos and DTS:X audio formats
- Supports HDMI loop-out and audio breakout

**B8-FIBER2-4KHDR-50****High Speed Fiber Optic HDMI Cable**

- 50m length for long-distance connections
- Supports 4K Ultra HD @ 60Hz with HDR
- No external power required

**OG-B5AUD1****B5 Series Analog Audio Cable**

- 3.3' (1m) length for versatile use
- Ultra-flexible jacket for easy wire management
- Low-profile connectors fit in tight spaces

**B900MOIP4****4K Media over IP Controller**

- Operates on cost-effective gigabit Layer 2 PoE switch
- Compatible with HDR 30Hz and HDCP 2.2
- Supports Dolby Atmos and DTS:X multichannel audio

**OG-BX8K1****Ultra HD High Speed HDMI Cable**

- GripTek technology for strong connection
- Durable zinc metal heads for added strength
- 8K Ultra HD video with 48Gbps transmission

**B-960-MOIP-4K-RX****960 Series Media Over IP Video Receiver**

- Highly scalable and flexible IP media system
- OvrC remote management for easy setup
- Fast switching with 10GB compatibility

**OG-B4TOS2****6.5' (2m) Toslink Cable**

- Precision polished optical fiber for clear signal
- Durable, flexible jacket for protection
- Ideal for soundbar and Apple TV's

**B540ESLIM****Slim 4K Ultra HD Extender**

- Premium certified HDMI cables
- Supports Ultra HD 4K at 60 Hz 4:4:4
- 18Gbps bandwidth for advanced video



BT8330 - Menu Board Mounting System

BT8341 - Videowall Mounting System

BT8372 - Bolt-Down Mounting System

BT8587 - Close-to-Window Digital Signage Mount

SYSTEM X

Solutions for:

Menu Boards • Videowalls • Kiosks
dvLED Mounts • Control Rooms

Mounting options include:

Wall Mounted • Ceiling Mounted • Wall-to-Wall
Mobile • Freestanding • Bolt-Down • Curved
Fixed • Tilt • Pop-Out

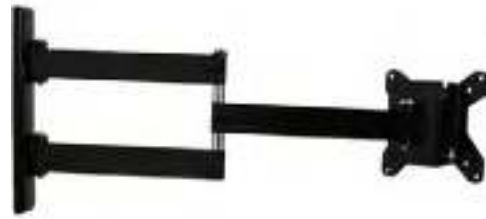
and many, many more...



BT7511-B

Flat Screen Wall Mount with tilt, Load Capacity 20kg

- Easy tilt adjustment
- Compatible with B-Tech System 2 professional range
- Features 'OWLS' On Wall Levelling System



BT7513/PB

Double Arm Flat Screen Wall Mount with Tilt and Swivel, 360° Screen rotation, 15Kg

- Wall Mount offers maximum mounting efficiency with added usability
- Easy tilt adjustment +17° -10°
- Features 3 swivel points: 180° at wall, 360° at central pivot point, 240° at interface



BT7523/PRO

Flat Screen TV Wall Mount with Tilt, Up To 47" Screen, Load Capacity 25Kg

- Fits screens with VESA mounting patterns: 75 x 75mm,
- 100 x 100mm, 200 x 100mm and 200 x 200mm
- Easy tilt adjustment



BT7515/PB

Single Arm Flat Screen Wall Mount with Tilt and Swivel, Load Capacity 25kg

- Wall Mount offers a reliable, convenient mounting solution
- Easy tilt adjustment +/-40°
- Features three swivel points: 180° at wall, 360° at central pivot and 240° at interface



BT7822/B

Heavy Duty Ceiling-Floor Mount for 50mm Poles, Weight Capacity 140kg, Black

- Small ceiling plate with attractive finish
- Cable management
- Cover plate included for smart installation



BT5951/W

NPT Adaptor for 38mm Pole, White

- Attach NPT (1.5") compatible equipment to System V ø38mm poles
- Multiple grub screws allow micro-adjustment of the pole to ensure a perfectly angled drop
- Allows cables to pass through the poles and adaptor



WBXHDMI15V2

HDMI Cable

- With HDMI, transfer high-quality pictures and 3D sound effects simultaneously at a high-speed
- Supports 4k at 60Hz
- 4:2:0 Chroma Sampling



WBXHDMIS4

HDMI Splitter

- 1-to-4 HDMI Splitter for Security Systems
- Maintains image quality on all displays
- Compact design for easy setup



WBXHDME6IR

HDMI Extender with IR Playback

- Supports 3D
- Delivers smooth signal with high data rates (1.65Gbps)
- Supports deep colour (8/10/12 bit) for richer visuals



WBXUSBE1

USB Extender

- Ideal for connecting distant security cameras to recording equipment
- Provides support for any full-speed or low-speed USB device
- Extends USB connectivity for security periph.



WBXMB1332TSS

Monitor Bracket

- Enhanced adjustability with tilting mechanism
- Achieve the perfect view for any location, ensuring clear visibility of critical areas
- Ideal for various surveillance applications



WBXDPHDMI4

Display Port DP 1.2 to HDMI 1.4 Adapter

- Simultaneously connect multiple devices without hassle
- Easy to use, plug & play with compact design | Perfect for connecting DisplayPort-equipped security systems



WBXMB3265TM

Monitor Bracket

- Maximum load capacity of 50kg
- Mounts large screens (32"-65") in security settings
- Ideal for video walls and control centres



WBXMB1330TM

Monitor Bracket

- Maximum VESA size of 100x100
- 0-12° Tilt for adjustments
- Lightweight for easy mounting



WBXHDMI01V2

HDMI Cable

- Features HDMI cable type
- 3D Compatible
- 1 to 15M cable construction 30 AWG, 10M, 15M cable construction 28 & 30 AWG



AVARRO AV solutions deliver professional grade performance engineered for the toughest applications. Offering superior quality and support for residential and commercial installs to ensure a hassle free experience.

AVARROTM

NOWSIGNAGE

NowSignage is a multi-award-winning cloud-based CMS crafted with unique simplicity, flexibility and scalability.

NowSignage is an enterprise Digital Signage Software, working across all sectors to deliver reliable solutions; with features tailored for Retail Media Networks and Quick Service Restaurants.

It offers a comprehensive suite of enterprise features at no additional cost for all clients. These include Ad Booker, Menu Boards, Multi-Zone, Power BI, Screen Sync, and Social Media. All of this comes out of the box, with no hidden fees.



Why choose NowSignage?

Digital Signage Software for any screen anywhere.

All features included out-of-the-box with every license purchase!

Trusted by over 5,000 global brands for its scalability, ease of use, and cost-effectiveness. NowSignage operates across all industry sectors, making multi-screen management easy for all.

The Ad Booker platform enables businesses to monetise their digital signage network with tenancy campaign management and integrations for programmatic advertising. Built for in-store media networks, this feature allows retailers to drive engagement and revenue.

For Quick Service Restaurants (QSRs) and hospitality businesses, NowSignage's Menu Boards feature offers an efficient way to update pricing, promotions, and product listings across multiple locations, while maintaining brand consistency.

Designed for flexibility, the platform is compatible with leading operating systems including Android, BrightSignOS, Amazon, Samsung Tizen, LG WebOS, and Windows. With a user-friendly dashboard and enterprise-level security, NowSignage provides the tools to automate triggers and deliver targeted messaging using audience analytics.



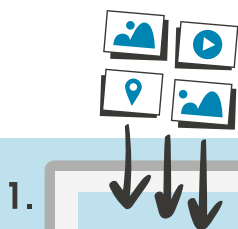
Footasylum, Retail Media Network



Wingstop, Quick Service Restaurant Digital Menu Boards, Window Displays

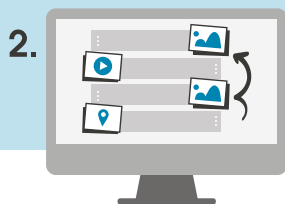
"NowSignage continues to advance their software to provide us with functionality that delivers great results. In the past 6-months they have released screen sync for our digital menu boards, weather-based content triggers for our window displays, and proof-of-play to analyse our content playback."

The 4 Simple Steps of NOWSIGNAGE



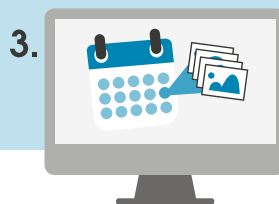
1.

Add your
content



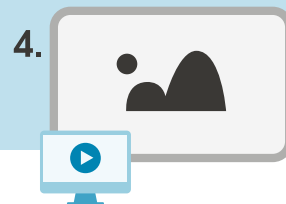
2.

Create your
playlist



3.

Customise
your schedule



4.

Play your
digital signage



Mounts and Racks for Seamless Integration



Designed and built with the custom integrator in mind. Strong makes professional AV equipment easier to install and service, with a variety of mounts and racks to fit any job size.

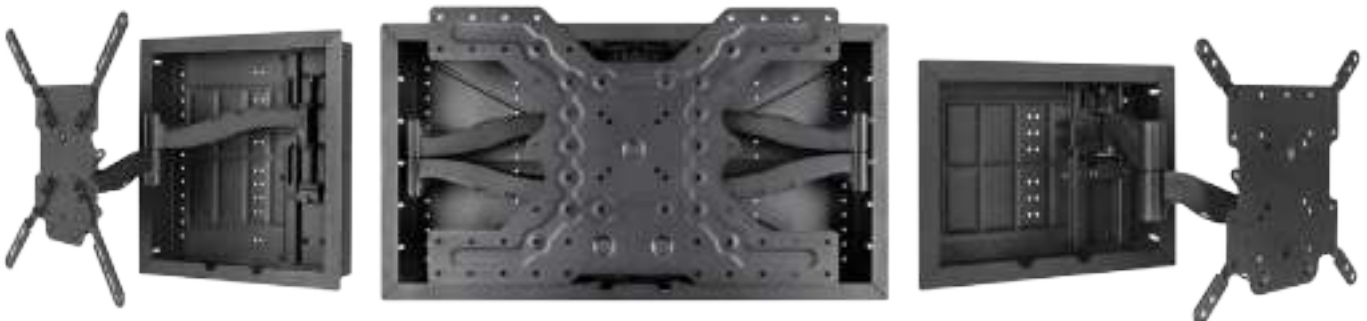
**SR-CAB-SLIDE-10U
In-Cabinet Slide-Out**



**SR-WMS-16U
Wall Racks**



**SM-RBX-14-WH
In-Wall VerasBox™**





SM-RR-T-L

**Razor Series
Tilt Mount**

- Mounts 0.7" off the wall for an ultra-sleek look
- Available in multiple sizes
- LokTight tabs for added security



SR-CUSTOM-21U-24IN

Floor Standing Rack

- Tough Z-lock self-squaring rack rails deliver an easy install
- Customisable accessories to suit every project
- Available in multiple height and depth options



SR-SHELF-5U

Steel Rack Shelf

- Fold Flat™ side flaps for superb ventilation
- Included clamp and brackets
- Supports up to 51 lb, UL Certified



CUST-DOOR-32U-GLS

Glass Rack Door

- No side panels needed - just mount the door
- Front & rear mountable to allow for versatile use
- Lockable with steel construction for security



CUST-DOOR-27U-SLD

Solid Rack Door

- Perfect to keep racks away from harm
- Top and bottom wire management knockouts
- Sleek, flush-mount frame and hidden hinges



CUST-SP-21U-20IN

**Rack Side Panels,
2-Pack**

- Locking side panels added for security
- Power-coated steel for durability
- Smart design for integrated network needs



IT-WIREMGT-VERT-6

Vertical Wire Management

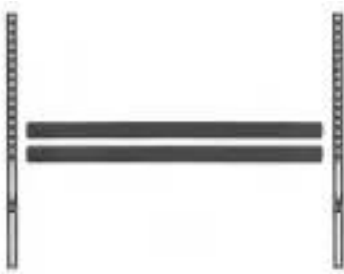
- Versatile L brackets for flexible mounting options
- Universal hinge for easy access to wires
- Durable black finish for a professional look



SM-ADJPOLE-M-WH

**Universal Fit Adjustable
Extension Pole**

- Standard 1.5" NPT threading for a universal fit
- One-handed height adjustment
- Available in black or white, multiple sizes



SM-CB-H-BKT

H-Bracker Adapter

- Easily attaches to the face of the TV plate with included bolts
- Supports 600x400 VESA pattern for wide compatibility | M, L, and XL mounts

PRO-AV Solutions in Retail

Enhancing Retail with AV: Sound, Signage and Displays

Revolutionising Retail with AV Technology: Public Address Systems, Speaker Systems, Digital Signage and Displays

With the rise of e-commerce and shifting consumer expectations, bricks-and-mortar stores must deliver immersive experiences to remain relevant. AV technology has emerged as a cornerstone of this transformation. From public address systems and background music speaker systems to cutting-edge LED and digital signage, AV solutions play a pivotal role in enhancing communication, improving ambience, and driving sales.

The Role of AV in Modern Retail

AV technology serves as a powerful tool to engage customers, deliver information, and create atmospheres that encourage brand loyalty and spending. The integration of Pro-AV technology into retail spaces helps create a cohesive and engaging customer journey.

Public Address Systems: Enhancing Communication and Safety

Public address (PA) systems are integral to retail environments, offering functionality that goes beyond announcements. These systems allow retailers to communicate with shoppers and staff effectively, enhancing both the customer experience and operational efficiency.

- **Efficient Announcements**
PA systems are commonly used for announcements about promotions, flash sales, or important store updates.
- **Safety and Emergency Management**
PA systems also play a crucial role in ensuring safety. Modern PA systems are often integrated with other safety protocols, such as fire alarms and security systems, for seamless operation.
- **Zoning Capabilities**
Advanced PA systems offer zoning features, enabling retailers to target specific areas of the store with tailored messages.

- **Improved Customer Service**

PA systems can enhance customer service by facilitating communication between staff members and ensuring faster responses to customer inquiries or restocking needs.

Retail Background Music Systems - Impact and Advantages of Speaker Systems

Background music systems are an essential feature in retail environments, enhancing the overall shopping experience and influencing customer behaviour. These systems are designed to deliver high-quality audio tailored to the store's ambience and brand identity, creating an inviting atmosphere that keeps customers engaged.

By installing a background music pro speaker system, retailers can elevate their space, improve customer satisfaction, and drive sales. In today's competitive retail landscape, such systems are a strategic investment in creating an appealing and immersive shopping experience.

Types of Background Audio Speaker Systems in Retail

Retailers have a variety of background audio speaker systems to choose from, each tailored

to specific needs and environments. Selecting the right type depends on the store layout, desired audio quality, and branding goals.

- **Ceiling Speakers**
Ceiling speakers are among the most common choices for retail spaces. They provide even audio distribution without taking up floor or wall space.
- **Wall-Mounted Speakers**
Wall-mounted speakers are versatile and suitable for stores with limited ceiling access.
- **Pendant Speakers**
Pendant speakers are suspended from the ceiling and are well-suited for spaces with high ceilings, such as warehouses.
- **In-Wall Speakers**
In-wall speakers are integrated into walls, offering a sleek and minimalist appearance.

LED and Digital Signage: Engaging Visuals for Advertising and Information

LED and digital signage displays are redefining how retailers communicate with their audiences. These visual solutions offer unparalleled versatility and impact:

- **Captivating Advertising Displays**
LED screens are ideal for showcasing vivid, eye-catching advertisements.



- **Interactive Customer Engagement**
These screens allow customers to browse product catalogues, check inventory, or even customise products on the spot.
- **Real-Time Updates**
Digital signage enables retailers to make real-time updates to their displays.
- **Improved Wayfinding**
LED signage is essential for guiding customers in large retail spaces or shopping malls and improving the overall experience.
- **Energy Efficiency and Sustainability**
Modern LED displays are designed to be energy-efficient, aligning with the growing demand for sustainable practices in retail.
- **Data-Driven Insights**
Many digital signage systems are equipped with sensors and analytics tools that provide insights into customer behaviour.

The Synergy of AV Components

While each AV component - PA systems, background music, and digital signage - offers unique benefits, their real power lies in integration. Together, they create a unified and immersive environment that enhances every aspect of the customer journey.

- **Consistency in Branding**
Consistency reinforces brand recognition and loyalty.
- **Dynamic Promotions**
Synchronising PA announcement with background music and LED screen displays maximises the impact of promotions.
- **Enhanced Customer Experience**
Integrated AV systems streamline the

customer experience by seamlessly delivering information, entertainment, and ambience.

- **Operational Efficiency**
Centralised control systems allow retailers to manage all AV components from a single interface.

Challenges and Considerations

While AV technology offers significant advantages, retailers must address certain challenges to maximise its potential.

- **Cost and ROI**
Retailers must carefully evaluate their return on investment (ROI), with proper implementation, these technologies often pay for themselves through increased sales and customer satisfaction.
- **Content Management**
Effective content management is crucial for AV systems to succeed. Retailers must ensure that messaging, music, and visuals remain relevant, engaging, and aligned with their brand.
- **Technical Expertise**
Partnering with experienced providers can help retailers ensure smooth operation.
- **Privacy Concerns**
Advanced technologies raise privacy concerns. Retailers must adhere to legal regulations and communicate transparently with customers about data usage.

The Future of AV in Retail

As technology continues to evolve, the possibilities for AV in retail are virtually limitless. For example:

AR and VR Experiences: Customers could

use AR to visualise how products look in their homes or wear VR headsets to explore virtual store environments.

AI-Driven Personalization: Future AV systems may use AI to deliver hyper-personalised content, from music playlists to tailored promotions based on individual preferences.

Seamless Omni-Channel Integration: AV technology will play a key role in bridging the gap between physical and online shopping experiences.

Conclusion

In the competitive world of retail, AV technology is no longer a luxury - it's a necessity. Public address systems ensure clear communication and safety, background music shapes the shopping atmosphere, and LED and digital display signage delivers impactful advertising and information. These technologies create immersive, engaging, and efficient retail environments that drive customer satisfaction and sales.

By staying ahead of the curve and embracing the latest AV innovations, installers can offer clients the opportunity to transform their spaces into destinations where shoppers not only buy but also experience the essence of the brand. In modern retail, AV technology is the bridge between commerce and connection.

To discuss your Pro-AV requirements, reach out to our specialist Pro-AV team on proav.uk@adiglobal.com





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- Ideal for IP cameras and control touch pads

How to Choose and Install a PA System

Ensure rich audio quality with the right plan and setup

From businesses and schools to churches and music venues, Public Address (PA) systems are the go-to solution for amplifying sound to audiences or building guests. Additionally, these systems are crucial for announcements and emergency notifications in airports, train stations, supermarkets, and stadiums. They efficiently disseminate information, guide passengers, alert customers to sales, and manage crowds. In emergencies, they provide vital instructions, ensuring safety and order. PA systems, typically comprised of microphones, amplifiers, loudspeakers and related equipment, ensure clear and effective communication or immersive entertainment experiences when installed properly.

Knowing how to install a PA system is important not just for AV integrators. Security installers who expand their skillset to include PA systems can earn sizeable revenue from such projects. Recurring revenue may also be earned through the maintenance of such systems. Some customers may also need their PA systems integrated with other security or building management systems, providing an additional opportunity for revenue.

How to choose what kind of PA is needed

The performance of any PA system will be influenced by a multitude of factors, which is why it's important to ask questions and properly scope the project.

To help you determine the best setup for your customer's space or building, we have outlined the most important factors to consider when creating an optimised PA system.

Use: First and foremost, what is the primary use for the system? Will your customer need to amplify speech, music or both? Different applications require varying frequency responses and speaker configurations. For example, a horn speaker is ideal for speech, but not suitable for music.

Audience and room size: Consider the audience and room size as well. This will help determine your speaker coverage, type and where they should be placed. Larger audiences and open spaces, for example, require significantly higher wattage and greater speaker dispersion. Having more speakers at a lower volume is preferable to having fewer speakers at a greater volume, because it results in the sound spreading more evenly.

Sound reflection: Another factor to consider is reflectivity, or sound reflection. If a speaker is placed near a reflective surface like a brick wall, the sound coming from the speaker and the sound being reflected from the wall can reach the listener at different times, causing cancellation. When setting up loudspeakers in a reverberant space, be sure to point your speakers towards

the middle of the room and away from reflective surfaces.

Fixed or portable: Lastly, be sure to find out whether your customer's solution will need to be fixed or portable. A single-musician setup for a small room will require components specifically designed for mobile setups as compared to a large-scale music venue or a school that needs a fixed, robust solution.

What are the components of a public address system?

Perhaps the most critical element when it comes to sound transmission, loudspeakers carry audio to the masses. The three main types of PA speakers — main speakers, subwoofers and stage monitors — are interdependent and each serve a different function.

Main speakers are responsible for a PA's sound, and they come in a variety of forms including ceiling, wall, standalone, surface, flush mount or indoor and outdoor. The space will help dictate what type of speaker you need. Subwoofers allow the system to run more efficiently because the low frequency content is reproduced by the subwoofer instead of the full-range system.

Yet another critical element, amplifiers convert the line level signal from a mixer and bring the sound to a level where it can adjust the speaker to the right volume.



An amplifier can be added on or you can purchase active speakers, which have an amplifier of their own. Passive speakers, on the other hand, don't have an internal amplifier.

Mixing consoles, or mixers, are somewhat like the brains of a larger system. With a set number of channels, mixers are responsible for combining sounds, routing, volume adjustment, tone and the dynamics of audio signals. Some mixing consoles have onboard power amps, which eliminates the need for a separate amplifier.

When dealing with complex installations or larger rooms, consider a DSP, or a digital signal processor. This will help guard against echo and reverberation. DSPs can also automate the prevention of feedback, a very common challenge in PA setups.

Last but not least are microphones. While condenser mics excel in capturing nuanced sounds like music, ambiance or sound effects. Consider wireless mics for convenience or when presenters need to be mobile while on stage.

How to install a PA System

Because PA systems are used for a wide variety of purposes, each configuration will need to be unique to your customer. As a result, we'll cover the basics you need to know when installing a PA system.

The first step in setting up a PA system is to determine the layout of your setup. You'll want to consider speaker placement, mixer location and cable pathways before you get started. It's critical to ensure that you can run cables where necessary, so be prepared to adjust as there will be challenges in most spaces.

Ultimately, your goal is to place the speakers in a location that enables all guests to hear the audio without feedback. While a DSP can help automate feedback prevention, placing the microphone behind the speakers will help as well. However, in larger installations a DSP is ideal as it removes the need to coach your speaker or musician where to stand to prevent feedback.

You'll also want to consider the placement of the mixer. Typically, a mixer is staged right in the middle of the audience so that the sound engineer can hear what the audience is hearing and adjust as needed. In many cases, that may not be possible due to the construction of the room and the best placement is off to one side of the stage. This also eliminates the need to run cables to the middle of the room.

Now you can begin connecting components and you'll want to start with the outputs. Start by connecting the microphones to the mixer using XLR cables. Ensure each microphone is plugged into a different channel. Next,

you'll connect the mixer to the amplifier using the appropriate cables according to the manufacturer's instructions. Using speaker cables, you'll then connect the amplifier to the speakers.

Now, you'll want to fine tune your setup. Gradually turn on the system by increasing the volume at a low level on each component. Speak into the microphone and adjust the gain on the corresponding channel of the mixer in order to achieve clear sound without any feedback. Next, you'll perform a soundcheck by playing audio and use the mixer's equalizer to adjust the sound to your customer's preference.

Conclusion

Installing a successful PA system requires careful planning and equipment choice. By understanding your customer's needs, selecting appropriate components and following best practices, you can ensure clear, impactful audio that engages the audience and amplifies messages effectively. For further assistance with your commercial audiovisual projects and planning, please get in touch with our support services team.

To discuss your Pro-AV requirements, reach out to our specialist Pro-AV team on proav.uk@adiglobal.com





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