

ProAVLAsia

LIVESOUND | LIGHTING | RECORDING | INSTALLATION | A/V | BROADCAST | POSTPRODUCTION | November–December 2017

EVERYTHING UNDER ONE ROOF

Touring Our Tampines Hub

CREATING
AUTOTUNE
STUDIOS

ENABLING
DISCUSSION AT BRICS
SNL PRO IN PROFILE
THE NEW KILO
LOUNGE



Singapore: MICA (P) 103/06/2017
PPS 1604/05/2013(022953)

PROBLEM?

$$\delta = mc^2$$

where $m = \mathbf{M}$ (processing) and $c = \mathbf{C}$ (power) and $\delta = ?$



PROBLEM SOLVED.

Delta 80 DSP Processing Power Amplifier



Delta 100 Network Audio Power Amplifier with Dante

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ProAVLAsia

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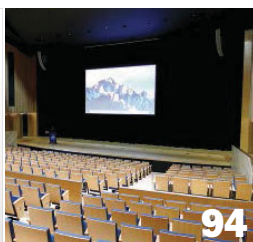
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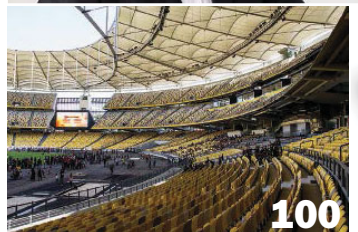
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LEADER



While we pride ourselves on the printed publications we produce here at Blank Canvas, we're not ones to rest on our laurels. As business and communications methods change at an ever-increasing rate, we've been implementing ways in which we can keep pace with developments.

You're no doubt aware that some of our features are not only appearing in the printed word, they're now also being brought to life in video footage shot

while we visit ground-breaking installations across the region. These films have recently been joined by our *Industry Drivers* series of interviews with heads of the industry, which can be viewed on our website, Facebook page and YouTube channel (details below).

October marked another first for *Pro AVL Asia*: our first foray into the world of seminars and training events. We joined forces with co-sponsors Clear-Com, Audinate and Audio-Technica to launch the inaugural event, *AudioNetworking@TheStar*, at The Star Performing Arts Centre in Singapore. A great cross-section of the industry attended, all of whom welcomed the cross pollination that bringing different manufacturers together afforded. In these increasingly integrated times, we believe that providing a platform for discussion is of great value to the industry. You can read the full report as well as see photos of the event on page 40.

Of course, as well as the worlds of digital and live events, the printed word is still proving to be a strong medium for us at Blank Canvas. This issue is full of informative editorial including a look at Kuala Lumpur's revamped National Stadium (page 100), a report on conferencing at this year's BRICS Summit in China (page 92) and Singapore's latest community and lifestyle space, Our Tampines Hub (page 102), plus show reports from BIRTV (page 116), InfoComm India (page 118), Integrate (page 120), IBC (page 122) and Prolight + Sound Shanghai (page 126).

We hope you enjoy our content, however you choose to consume it.

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The Eklektric view

No stranger to the world of live sound, entrepreneur Jim Sides is back and open for business with Eklektric LLC. And he has Asia in his sights, discovers **Simon Luckhurst**

FROM MEYER SOUND TO NEXO

USA, and Apogee Sound to Vue, the enviable credentials of Jim Sides can be claimed by few in the audio industry. When last year he called an end to his full-time involvement with Vue Audiotechnik, the loudspeaker company he co-founded with EAW's Ken Berger back in 2012, many assumed that he had done his time in the industry and would now be off to enjoy the finer things in life. But for Mr Sides, it seems the entrepreneurial spirit never dies.

'I was considering what I wanted to do,' he recalls. 'Did I want to just ride off into the sunset or did I want to do something new and utilise some of the skills I've learnt



CEO of Eklektric Jim Sides

a specific task, which is all well and good, because you need experts when you're building or expanding a business. I felt that one of the things that was missing in our industry was a person or a consultancy that could cover a wide swath of things, from sales – meaning distribution, setting up sales policies and procedures, as well as how to sell products cleverly; marketing – what's your message and how to expand that message globally; business development – how to set up a business, how to operate a business, what are your challenges and what are your opportunities in setting up a business; and also just being a person that the CEO or company executives can talk to on a one-to-one basis, who can really be empathetic to what they're going through.

This departure from Vue has given Mr Sides the opportunity to explore these new horizons, and, like any good entrepreneur, spot the niche in the market. He's since started a new business called Eklektric that draws on a skilled network of experts to provide businesses with advice and consultation on a wide range of matters.

'Looking at the way consultants in our industry work, generally speaking, they're very focused on one discipline,' says Mr Sides. 'One usually hires a consultant for

'Often, especially in entrepreneurial situations, it's lonely at the top and the person running that company can feel pretty isolated. All of these kinds of things crop up running a business, and what Eklektric really offers is help in a broad sense and across many disciplines. That comes from being an entrepreneur myself – I've successfully launched two start-ups that have turned international, and both have done extremely well over the years.'

credentials in building businesses, both in the United States and internationally, that I feel can help people.'

The target for Eklektric is the market Mr Sides knows best: start-up companies and small businesses that lack experience

businesses that are small and these companies really drive this industry. If you take that kind of entrepreneurial spirit and drive – which the Asians have innately just in the way their cultures are geared towards achieving success – I really tap into that.'

'Apogee Sound was one of the pioneers for many technologies that are being used today in loudspeaker systems and designs. We had a terrific impact on the industry'

but possess the drive and flexibility necessary for making constructive changes. 'I'm really specialising in working with smaller companies,' he states. 'Smaller really means anything from US\$10 million turnover to US\$50 to 60 million a year. That's who I really feel most comfortable with because there's a lot more freedom. There are a lot of production companies and

From its base in California, Eklektric has its sights firmly set on the other side of the world, in part because of Mr Sides' own appreciation for the many challenges and opportunities present.

'I'm already really busy just off the back of my reputation, which is brilliant,' he says. 'But I definitely want to expand on that and I'm very keen to do more business in Asia. I've done a lot of work there over the years and it's a market I really like a lot. There are so many possibilities and so many opportunities. It really gives people the ability to reinvent themselves. I guess a comparable time would be back in the 1800s when the gold rush happened here in California. It's similar to what has happened in Asia over the past 30 years. It's definitely a place of opportunities if you know how to take them and move with them.'

For many westerners, the stark contrast between different Asian cultures can be a stumbling block to success, but Mr Sides considers it a strength of his. 'It's what I enjoy,' he explains. 'I enjoy all the various different cultures, I love people and I love the differences between them. Over the years, the change in China, for instance, has just been remarkable. There are such interesting markets and a terrific amount of growth potential.'

Mr Sides undoubtedly possesses an informed and unrivalled view of the industry that keeps calling him back. In an industry experiencing immense and rapid change, it can be useful to have someone on board that can take an eclectic view.



Drumming at ET Live 2005



On stage at the finale of Et Live 2005, where Mr Sides was also the MC

www.eklektric.com