

PALA 2004 PLUS AN AES SEMINAR, A MARRIAGE MADE IN HEAVEN

BY STEVE MOWRY

For the first time in the sixteen-year history of PALA (Professional Audio, Lighting, AV & Project installations Asia), this trade event was held in Kuala Lumpur, Malaysia. Previously, PALA had been held in Singapore for the last fifteen years.

For early arrivers there was the PALA 2004 Golf Charity Tournament held on Wednesday, July 14, 2004 at the Templer Park Country Club. The tropical climate of southern Malaysia provided ideal weather for those who just could not leave their golf clubs behind.

From the opening ceremonies on Thursday, July 15, 2004, which included traditional Malay cultural dance, costume and music, this event could best be described as charming. Within the Mines complex, including the Mines Hotel, the Horses of the Golden Palace Hotel and the ultra modern multi-story Mines shopping mall, was the Mines Exhibition Center (MIECC) within which the PALA exhibition took place from Thursday, July 15, 2004 until closing ceremonies on Sunday, July 18, 2004. Mr. Datuk Mah Siew Keong, Malaysia's Deputy Minister of International Trade & Industry delivered an inspiring and optimistic keynote address at the opening ceremonies. Hundreds of new products and technologies were launched at the PALA exhibitions.

With a river running right through the Mines Complex and a golf course directly across from the Exhibition Center, the scenery could only be described as picturesque. Although small in scale compared to the NAMM in Los Angles (recently moved to Anaheim) or the Musik Messe in Frankfort, the PALA attracted some 6,830 visitors from many countries within Europe, Asia / Australia, North and South America. The promoters, IIR Exhibitions with offices in Singapore, who also promote the CALM show in Beijing, did a splendid job of organizing and implementing this major Southeast Asian trade event for the entertainment, performing arts, project installations & architectural sectors. Its exhibit profile centers on professional audio & lightings, A/V, music, broadcast and project installations. There were some 300 exhibiting companies from 25 countries. The list of exhibitors included but was not limited to the following companies that occupied an exhibit area spanning over 120,000 square feet, 2.75 acres.

Abstract – United Kingdom
Acoustic & Lighting System Sdn Bhd – Malaysia
Acustica Beyma SA – Spain
AD System – Spain
Aiweidy – The Peoples Republic of China
AKG Acoustics – Austria
Amex
Amperes Electronics Sdn Bhd – Malaysia
Amphenol – Australia
Arbiter Advance Tuning
ARC Audio Visual Engineering – Singapore
Architectural Audio – Singapore
Archon – The Peoples Republic of China

Ashley – United Kingdom
Asia Sounds Equipment – Singapore
Association of Italian Manufacturers for Entertainment Industry (APIAS) – Italy
ASY Entertainment – Singapore
Audio Engineering Society – Malaysia
Audio Light Asia – Singapore
Audio-Technica (S.E.A) Pte Ltd – Singapore
Australia Monitor – Australia
Aviom – United States of America
Avolites – United Kingdom
AV Electronics – Malaysia
Arori – Malaysia
Bardl Professional – The Peoples Republic of China
Behringer Holdings P/L – Singapore
Bentley Music Sdn Bhd – Malaysia
Biamp Systems – United States of America
Big Dipper Laser Science – The Peoples Republic of China
Bogen – United States of America
Bosch Security Systems – Singapore
Broadcast & Production – The Peoples Republic of China
BSS Audio – United Kingdom
Belden Wire & Cable – The Netherlands
Bentley – Malaysia
C.I.A.R.E SPA – Italy
Camco – Germany
Celestion – United Kingdom
CES Audio – Taiwan
Chan Lee Prosound – Malaysia
Chiayo – Taiwan
China Theatrical Equipment Association, (CTEA) – The Peoples Republic of China
Chungson Public Address – The Peoples Republic of China
Coda Audio Services Pte Ltd – Singapore
CODE Electronic Co Ltd – The Peoples Republic of China
Coemar – Italy
Control Logic System – Singapore
Crown International – United States of America
Christie Digital – Singapore
CBD Evision – Malaysia
Chungson Public Address – The Peoples Republic of China
D.A.S. Audio S.A. – Spain
d & b audiotechnik S.E.Asia P/L – Singapore
DBX Professional – United States of America
Deliya – The Peoples Republic of China
Denon – Singapore
Deton Professional System – The Peoples Republic of China
Digigram Asia Pte Ltd – Singapore
Digistar Group – Malaysia
DIS – Denmark
DNA Engineering Pte Ltd – Singapore
Do Re Mi Sound & Light – Malaysia

Doughty Engineering – United Kingdom
DTS Illuminazione – Italy
DTR Infoproducts Sdn Bhd – Malaysia
Dynamix Sound & Light – Malaysia
Duran Audio – The Netherlands
Ecen Electronics – Taiwan
Ecler SA – Spain
Electro Systems Industries – Singapore
Electronics & Engineering – Singapore
Electronics & Information Technology Exporters Association of Spain (SECARTYS) – Spain
Enping Aoda Electronic – The Peoples Republic of China
Entertainment Services & Technology Association (ESTA) – United States of America
Entertainment Technology Asia (E-Tech) – Singapore
Equipson SA – Spain
EverPro Asia – Thailand
EVI Distributor (M) Sdn – Malaysia
E-Guide Singapore – Singapore
E-Next Electronics – Malaysia
FBT Electronica Spa – Italy
Fleetwood Group – United States of America
Golden Sea disco Lighting – The Peoples Republic of China
Guitar & Bass – Malaysia
GALA Systems – Canada
Guangzhou Nanshi Lamp Equipment – The Peoples Republic of China
Guangzhou Xinchuangli Lighting – China
Hayamim AVA Sdn Bhd – Malaysia
HB Laser Komponenten – Germany
Hui Hong – The Peoples Republic of China
International College Of Music – Malaysia
InfoAV China – The Peoples Republic of China
INS Asia – Singapore
Inter-M – Korea
IRIS – Malaysia
International Pro-Audio & Lighting (IAL) – Hong Kong
JBL Professional – United States of America
JEM – Denmark
JUICE – Singapore & Malaysia
Ju Sound Audio Trade (Guangzhou) – The Peoples Republic of China
Kietekie Audio Equipment – The Peoples Republic of China
KIND – Italy
Kling & Freitag – Germany
Klotz Cables, Klotz Digital Asia – Malaysia
K.M.E. – Germany
Kontakt International – Singapore
KRK – United States of America
KUPO Co. Ltd – Taiwan
KVC Electric Sdn Bhd – Malaysia
L-ACOUSTICS – France
Laboratory Series Technology – United Kingdom
Lee Bee Huat – Singapore

LEM
Lee Bee Huat – Singapore
Lexicon – United States of America
Lighting Today – Singapore
Li Sound Audio Equipment – The Peoples Republic of China
Lite- Puter – Taiwan
Litho – Lav – Singapore
LOBO Electronics – Germany
Mach – Denmark
Marantz
Martin Audio – United Kingdom
Martin Professional Pte Ltd. – Singapore
Martin Professional A/S – Denmark
MegaStage International/ DJ World – The Peoples Republic of China
Merlaud SA – France
Meyer sound – United States of America
MIPRO Electronics – Taiwan
MONDO – United Kingdom
Nanjing Special Lamp Factory – The Peoples Republic of China
Neo-Neon – The Peoples Republic of China
Neutrik – United Kingdom
NEXO S.A – France
Numark – United States of America
Optimus SA – Spain
Oracle Laser Productions (S) P/L – Singapore
PAL – Malaysia
PAXT – United Kingdom
Peak Fusion – Singapore
Pioneer– Malaysia
Possmedia – Korea
PR lighting – The Peoples Republic of China
Pro Audio Asia – United Kingdom
Professional Lighting and Sound Association (PLASA) – United Kingdom
Prosound – The Peoples Republic of China
Prolyte – The Netherlands
PSE – Germany
Quixotic Systems Sdn Bhd – Malaysia
RAM Audio – Spain
Rane Corporation – United States of America
Rauland Inc
RDL – United States of America
Red Panel Asia – Hong Kong
Robe Show Lighting – Czech Republic
ROTTW – Malaysia
SAE Institute – Malaysia
Salbrennar STAGETEC Media Group – Malaysia
Sam Hyoung Electronics – Korea
SAP Relaxa
Sekaku Electron Industry – Taiwan
Sennheiser Electronic Asia – Singapore

SGM – Italy
ShenZhen Bao Ye Heng Industrial Development Co Ltd – The Peoples Republic of China
Shenzhen Taiden Industrial – The Peoples Republic of China
Shure Asia Limited – Hong Kong
Shure Inc – United States of America
Sindo Export – Singapore
SM Audio Engineering Consulting Co – United States of America
SMX (A Division of Sinamex) – Malaysia
SLS Loudspeakers – United States of America
SMART Electronics – The Peoples Republic of China
Sound Tube – United States of America
Soundcraft, Harman International – United Kingdom
Soundstandard Malaysia Sdn Bhd – Malaysia
Soundtracs
SpeakerCraft Inc – United States of America
SPOTLIGHT S.R. L – Italy
Stardraw.Com – United Kingdom
STK Professional – Korea
Strong Westrex Co. Asia – Hong Kong
Studer Asia – Singapore
Studio Due (Far East) – Hong Kong
Supersonic Sound & Light – Malaysia
Swee Lee – Singapore
Syarikat Instraco – Malaysia
Sycrolite – United States of America
Team 108 – Singapore
Televic N.V. – Belgium
Telex Communication – Singapore
TheatreWorld – India
TL Lighting – The Peoples Republic of China
TMB – United States of America
TOA Corporation – Japan
TOA Electronics – Singapore
Total Concept Projects – Malaysia
Total Production – United Kingdom
Total Solutions Marketing – Singapore
Triple Onda – Spain
Turbosound – United Kingdom
Union of International Fairs (UFI) – France
Unique Areana – Malaysia
Universal Manufacturing (Hong Kong) Co Ltd – Hong Kong
Verlinde S.A. – France
Vestax – Japan
Vishorn Audio Equipment – The Peoples Republic of China
WAW Pro Sound – Malaysia
Wei Fa Stage Roof – The Peoples Republic of China
Wisi
X- Audio Technology – Malaysia
XTA – United Kingdom
Yagang Stage Equipment – The Peoples Republic of China

Yamaha – Malaysia
Yoga Electronics – Taiwan
Zero 88 – United Kingdom
Zomax – The Peoples Republic of China

The organizers also sponsored a Cocktail Party for PALA visitors on Thursday evening, July 15, 2004 at the newly opened discothèque, Zouk, situated next to and in full view of Kuala Lumpur's famous and stunning Petronas Twin Towers, allegedly the tallest building in the world. The nightlife in Kuala Lumpur is second only to Bangkok in Southeast Asia. However, Kuala Lumpur is a clean and modern city with a modest population of 1.44 million people and a charm all of its own.

Supporting organizations included the Malaysia Tourism Promotion Board; AES Malaysia, the local Malaysian chapter of the international Audio Engineering Society; AES Singapore Section within the International Region of AES Sections worldwide that includes Adelaide, Brisbane, Hong Kong, India, Japan, Korea, Malaysia, Melbourne, Philippines, Singapore and Sydney; APIAS, a non-profit association founded in 1983 as an initiative of several veteran companies in the entertainment technology and equipment trade; China Theatrical Equipment Association (CTEA), a national body corporate and plenipotentiary of theatrical equipment industry in the People's Republic of China; ESTA, the Entertainment Services & Technology Association, is a non-profit trade association representing the North American entertainment technology industry; PLASA, a diverse organization operating within the entertainment and installation industries with headquarters in London; School of Audio Engineering, often referred to simply as SAE, a part of an international network of more than 30 colleges in Asia, Australia, Europe and The United States of America; SECARTYS, a voluntary, non-profit association that represents more than 500 electronic, telecommunications and information technology industries throughout Spain; and the Global Association of the Exhibition Industry, UFI.

Supporting media and/or attending press organizations included, the IMAS Publishing Group, e-TECH Asia, eGuide, ROTTW, INS Asia, Technology Exchange Ltd. (TEL), JUICE, Lighting Today (LT), Megastage International + DJ World, MONDO, Pro Audio Asia, Red-Panel Asia, Theatre World, Total Production, and last but not least Audio Amateur Inc. through of the efforts of the author of this report.

However, a high point of this event was clearly the Audio engineering society's Seminar. This was a two-day tutorial seminar that was held concurrently and within PALA 2004. The seminar began on Thursday, July 15, 2004 with the following presentations on day one of the A.E.S. Seminar. The topics being related to "Digital Audio Technologies".

- 1.) THE COMPACT DISC STORY – ITS EVOLUTION by the renowned Professor Kees Schouhamer Immink, President of the Audio engineering society, Inc. and credited with the invention of both the CD and the DVD.
- 2.) THE DYNAMICS OF SOUND REPRODUCTION by Mr. Neville Thiele, the T in the T/S loudspeaker parameters and one of eight Vice Presidents of the Audio engineering society Inc.

- 3.) INFRARED DIGITAL TECHNOLOGY & ITS IMPACT by Mr. Arya Varma, Marketing Manager at Bosch Security Systems Asia Pacific.
- 4.) DIGITAL AUDIO EVOLUTION AND TRANSMISSION OVER ETHERNET by Mr. Paul Lee, Sales Director at Digigram Asia Pte. LTD.

Day two of the A.E.S. Seminar, Friday, July 16, 2004 focused on the topic of "Electro-Acoustic Technologies". The respective industry experts made the following presentations.

- 5.) DIGITAL AUDIO REVOLUTION – ANY SONG, ANY TIME, ANY PLACE by Professor Kees Schouhamer Immink.
- 6.) THIELE – SMALL PARAMETERS FOR MEASURING, SPECIFYING AND DESIGNING LOUDSPEAKERS by Mr. Neville Thiele.
- 7.) STEERING LINE ARRAY SYSTEMS by Mr. Salvador Castaneda, Instructor at Meter Sound.
- 8.) ELECTRODYNAMIC TRANSDUCER LARGE SIGNAL PARAMETER SIMULATION AND IDENTIFICATION by Steve Mowry, President of SM Audio Engineering Consulting Co.

During the A.E.S. Seminar, the six speakers presented at the highest standards of any event of this type and represented a model for other A/V trade events throughout the world, including the C.E.S., the NAMM, Musik Messe and the Hong Kong Electronics Fair, which seem to lack the added dimension of organized technical discussions by experts within their respective fields. As with the PALA in general, the A.E.S. Seminar was an example of quality rather than quantity. This was the first time that the A.E.S. jointly participated in a major consumer electronics tradeshow and hopefully represents a preview and/or an example of things to come in the future.

PALA was not without celebrities and on Saturday, July 17, 2004 at 5:00 PM, Andy Timmons, the legendary rock guitarist from the USA performed for the PALA attendees. Andy has been consistently voted a "Top 20 Favorite Guitarist" in most of Japan's rock music magazine's reader polls, as well as being voted "Musician of the Year" four years in a row in the acclaimed Dallas Observer Music Awards. Just recently, Andy appeared on The Tonight Show and Good Morning America as guitarist for LeeAnn Rimes.

Perhaps due to the scale of PALA there seemed to be a relaxed and calm atmosphere that was far removed from the similar but larger exhibitions periodically held throughout the world. There was a sense of relaxation and serenity surrounding this event and there was little or no invasive searching of bags upon entering the exhibition center and there was no obvious police presence. In spite of the relaxed security there was no evidence of any misbehavior on the part of the attendees nor were there long lines that are so familiar to tradeshow attendees at any of the registration or information counters. IIR Exhibition should be commended for their effective, well-planned and flawless operation of PALA 2004, an event to remember and certainly a pleasure to attend. Please mark your calendars for PALA 2005. Who said business and pleasure do not mix? Obviously not Steve Mowry and the other attendees of PALA 2004!