Neutrik Unveils New Dante Interface

BOOTH 6361 Neutrik is unveiling the new two-in, two-out NA2-IO-DPRO Dante interface. The NA2-IO-DPRO features two inputs switchable between mic, line and AES/EBU signals, plus two outputs switchable between analog line and AES/EBU. Two Dante ports provide for either redundancy or device daisy chaining.

Neutrik's NA2-IO-DPRO Dante interface

With its small size, metal construction and removable rubber protector, the NA2-IO-DPRO offers a rugged, reliable solution that is well suited to a wide range of applications.

The NA2-IO-DPRO front panel provides two latching XLR inputs plus two XLR outputs. AES/EBU operation is seamlessly and independently auto detected for inputs and outputs. Using Neutrik's free DPRO controller software for Mac or PC, +48 V phantom power can be applied; microphone preamplifier gain, pad and high-pass filtering can be set per channel; and input channels can be linked for matched operation. Output channels can be muted or unmuted within the software.

AURORA MULTIMEDIA, BOOTH 1931 Aurora Multimedia is at InfoComm 2019 with several new products, including its SDVoE AV over IP transceiver box and wall plates, better known as the IPX-TC3 Series. The IPX-TC3 and IPX-TC3 Pro 10Gbps SDVoE transceivers boast redundant fiber version and selectable copper fiber in a single unit. The SDVoE wall plate, model IPX-TC3-WP, allows a complete in-room experience unmatched by in-box solutions. Aurora CEO Paul Harris, shown here, was at the company booth yesterday ready and eager to hold forth on the virtues of the IPX-TC3 Series, especially the IPX-TC3-WP wall plate he embraced as one of his own.

PEERLESS-AV, BOOTH 3429 With a focus on functionality and aesthetics, Peerless-AV's Smart City Kiosk is designed to be modern, approachable, practical and strong enough to endure the rigors of everyday use when unattended. The new all-weather-rated solution is ideal for sharing community information, travel and weather details, as well as wayfinding, advertising, entertainment and more. A Smart City kiosk demands a smart mind to explain it, and so it was that Peerless-AV Director of Emerging Technologies Todd Mares emerged on the show floor yesterday to do precisely that for curious onlookers.

Razzle Dazzle Retail

By Anthony Savona

Retailers have figured out how to attract customers back to their physical stores and away from the convenience of shopping online — by using experiential AV. As a result, this is a booming vertical for the AV industry. According to AVIXA's *Industry Outlook and Trends Analysis (IOTA)* report, the global market for pro-AV products and services in retail is forecast to reach $20.3 billion in 2019 and grow at a compound annual growth rate (CAGR) of 5.5 percent through 2023.

Perch Interactive CEO Trevor Sumner

To support integrators in taking advantage of this growth, AVIXA has partnered with retail customer experience research firm PSFK and media platform *VMSD (Visual Merchandising and Store Design)* to provide a number of educational tracks and sessions devoted to retail.

At yesterday's "Interactive Content and Experiences in Retail," presented by PSFK, CEO of Perch Interactive Trevor Sumner described the need to find what engages shoppers and what creates sales growth. "There is a real sea change in retail," he said, which was powered by many forces, including the move to the experience economy to comply with the preferences of millennial and Gen Z shoppers.

Sumner's session covered the ROI for brands when deploying responsive displays that engage customers and enhance the shopping experience to increase overall sales, offering many examples such as Jo Malone, Johnson & Johnson and Macy's.

Educational opportunities continue today through Friday, covering topics such as using visualization technologies to increase sales, customizing content for customers, using artificial intelligence and virtual reality to enhance shopping environments, and much more.

There are also a host of products on the floor that can add a wow factor to any retail environment. Examples of technology that is changing the retail landscape can be seen throughout InfoComm, with a heavy concentration in the Digital Signage Pavilion.