AJR Audio Invests in L-Acoustics and Unilumin

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The AJR team with their new L-Acoustics sound system and Unilumin LED screens. Drikus Du Plessis, Anton Chichongu, Trust Dombo, Anre Jacobs and Altus Janse van Rensburg.

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There is a buzz of excitement at the AJR Audio warehouse in Centurion, South Africa, where a passionate team continues to grow its technical capabilities with new investments in world-class audio and visual technology.

The company’s latest acquisitions include additional components for its L-Acoustics K3 system, namely four K3 enclosures, four KS28 subwoofers, one LA12X amplified controller, and all the necessary chariots, dollies, and protective covers. AJR Audio has also invested in five Unilumin UTV SC07S LED display units, mounted on roller wheels for easy deployment, all supplied by DWR Distribution.



Altus Janse van Rensburg, owner of AJR Audio.

L-Acoustics: A Long-Term Investment

“We wanted to expand our K3 system,” says Altus Janse van Rensburg, owner of AJR Audio. “The

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plan is to eventually have nine boxes per side. We have eight per side now, and I believe nine will be the magic number. Together with the KS28s, it will give us that extra low-end impact."

AJR Audio has been a loyal L-Acoustics user for more than a decade. Altus recalls his first purchase in 2014, an ARCS WiFo system with SB18m subwoofers and X12 and X8 loudspeakers, acquired through Richard Smith, who was a partner at Sound Harmonics at the time.

In 2019, AJR Audio added the Syva system to its inventory, which remains Altus's favourite L-Acoustics product to date. "I may buy another Syva soon," he says. Then in 2024, AJR Audio became the first rental and production company in South Africa to purchase the L-Acoustics K3 system.

"With L-Acoustics, there is always a return on investment," says Altus. "When it comes to sound quality and aesthetics, nothing else compares. We invest in professional equipment so that our team never has to worry about reliability. Every time we deploy a system, it simply works. Nothing breaks, nothing rattles, and we greatly appreciate the support we receive from DWR."

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Exploring New Opportunities with Unilumin

Another exciting addition to the AJR Audio inventory is the Unilumin UTV SC07S LED display range. Designed as a plug-and-play solution, these units feature integrated hinges that allow multiple panels to be connected seamlessly, creating larger display configurations.

The AJR team had been considering LED poster panels when they discovered the Unilumin range on the DWR Distribution stand at Mediatech. To ensure safe transportation, Case Connection was commissioned to design custom flight cases for the displays.

“Our clients really like them,” says Altus. “What stands out is their versatility. You can use a single panel or connect two, three, or even more screens together. Many corporate clients are moving away from traditional televisions and prefer LED displays.”

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He adds, “By connecting all five panels, we can create a 16:9 display that works perfectly on a small stage. For clients who don’t have the budget for a large LED wall, this gives us the ability to create an effective and professional presentation area at a much lower cost.”

Ease of use has also impressed the team. “From physically connecting the units to uploading content, it is one of the simplest systems we have worked with,” he says. “Now that we have the displays available, we are already seeing positive interest from the market.”

People Make the Difference

Corporate events remain AJR Audio’s largest market segment, complemented by a substantial amount of dry-hire work. While investing in quality equipment is essential, Altus is quick to acknowledge the people behind the company’s success.

“Having the right equipment makes a huge difference, but we are most grateful for the team we have. We have exceptional people, and without them, none of this would be possible.”

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