

Audio Engineering's slick results with Absen panels



Marcel Bezuidenhout from Audio Engineering

Cape Town based Audio Engineering took delivery of their brand new Absen LED Screens just in time for the Lamborghini Urus launch, followed by the launch of the new Porsche Studio situated at the Cape Town Waterfront.

"We didn't even have a moment to unbox the panels at our offices," smiled Marcel Bezuidenhout, owner of Audio Engineering. The Absen gear, comprising of 84 panels, four senders, two scalers and flying gear, went straight to the Lamborghini dealership in Century City, where DWR Distribution's Bruce Riley and Bradley Bruchhausen were on site to help set it up for the first time. DWR are the distributors of Absen in South Africa.





“Once the Absen was up, everyone was over the moon,” said Marcel. The positive feedback continued at Audio Engineering’s next event, the launch of Porsche’s new home at the V&A Waterfront, and a couple of other corporate productions.

“The training and set-up wet very well,” Bruce from DWR confirms. “It was easy thanks to Marcel’s extensive knowledge in all technical aspects.”



The Audio Engineering crew have found the rigging simple. “And when we did some strange aspect ratios and needed a bit of help to understand, it only took a phone call to Bruce at DWR and we soon had it figured out,” said Marcel. “Absen works on a Novastar system, which is user friendly and powerful. It definitely has more features to what we are used to, which makes it easier and more effective. The quality is fantastic and our clients have been super happy.”

Audio Engineering has supported DWR for many years, owning various brands such as Robe, Prolyte, Quest and DiGiCo. “I said from the start that if ever I bought another LED screen it would be from DWR,” said Marcel. “I have realized that the first thing you need, above anything else, is back-up and service. DWR have that down to the T.”



Said Duncan Riley of DWR, "I agree with Marcel. It's easy to be mates when everything goes well, but you have to have a team that will be there without fail when things go wrong, as they sometimes can. Those moments can be stressful but it's what makes our job worthwhile... being there for great people in the industry. Thank you very much to Audio Engineering for making this big investment, and we hope the panels will work really hard for you."