

AV and Beyond invest in L-Acoustics to cement their growth in the market

AV and Beyond, a leading full-service technical events supplier in South Africa, has recently invested in an L-Acoustics Kara professional sound system, purchased from DWR Distribution, the L-Acoustics Certified Provider Distributor in the region.



Richard Smith and Duncan Riley (DWR) with the team from AV and Beyond

Founded in 2013, AV and Beyond have quickly established themselves as a service provider of choice for the eventing industry in South Africa. Over the past six years, the AV and Beyond team have successfully serviced a wide range of corporate and entertainment events for an impressive list of high-profile clients, establishing a reputation for excellence, customer service and creative brilliance in the process.

Company founder and MD, Warren Freidin, explains that AV and Beyond aim to provide clients with comprehensive turn-key technical solutions for their events. The company has built its service offering around the client's needs and has all of the skills and resources at hand so that clientele can use a single service

provider for a seamless eventing experience.

“AV and Beyond is a rapidly growing company and, having come from a smaller ecosystem, we have found in the past that we could leverage our service offering by bringing in additional gear as needed for our events. However, we have reached a point in the company’s growth path where it is increasingly clear that it would be in our interests to invest in more of our own gear to ensure that we are in the best position possible to deliver on projects moving forward,” Warren explains.

Duncan Riley, director of DWR Distribution, recognised the technical and creative talent driving AV and Beyond early on in the company’s development, and has enjoyed fostering a mutually beneficial relationship with Warren and his team. “Coming from a production background, Warren and his team bring a refreshing level of creativity to the table and are uniquely positioned to deliver on both the technical and creative side of events for their clients. I have enjoyed watching the company mature and look forward to partnering with them in the years ahead, as I believe that they will continue to take the industry by storm.”

In line with the company’s strategy, Warren and his team decided to invest in a high-end PA system to ensure that they always have the gear they need for their events. “We did a lot of market research leading up to this acquisition, and demo’ed a number of PAs in the process. In the end, we decided to go with the L-Acoustics Kara system for two reasons. Firstly, L-Acoustics is recognised as the industry leader in professional audio around the world, and we wanted to align ourselves with the brand. Secondly, we have enormous faith in DWR as a company, and we know that when we invest in products supported by DWR, we will receive the highest level of customer support and after-sales service available in the country.”

Duncan adds, “I am very excited to welcome AV and Beyond into the local L-Acoustics user group that we support at DWR. The rental companies that have invested in L-Acoustics systems in South Africa generally hold to the same high standards, outstanding work ethic and comply with ethical business practices. I am confident that AV and Beyond will fit right in, and will be able to leverage the relationships that they develop with other L-Acoustics users in the region to further their impressive growth, placing the company firmly in the local rental company ‘A-Team’.”