

## Avolites Expert Pro controls live visuals at rooftop club WHITE Dubai



UAE – Exclusive rooftop bar WHITE Dubai has invested in an Avolites Expert Pro and Touch Wing as part of the club's entertainment technology system.

WHITE Dubai is a large open-air venue and caters to the Middle East's partying elite. The club, which is located above the city's famous Meydan Racecourse, offers guests the latest in live audio-visual technology, aiming to immerse guests in visual environments that vary from event to event.

Dubai-based professional lighting, sound, video and rigging company Procom ME worked with concept designers Addmind, the creative brains behind WHITE Beirut, to design and supply the club's impressive video and lighting package.



"Many visit WHITE Dubai to experience the distinctive live lighting, sound and video display," explains Rami Harfouch, Business Development Manager at Procom ME. "So synchronisation, originality and avoiding repetition are challenging but crucial considerations when choosing equipment. Our decision to use the Avolites Expert Pro as the club's in-house desk was based in part on the console's large number of submasters. These

allow the club's resident lighting operator to create countless mixes which are deliberately orchestrated to accommodate the club's diverse event and music styles."

In order to cater for such a wide range of events WHITE Dubai is the proud owner of a wide arsenal of lighting equipment including various moving head fixtures, washes, beams, LED equipment, screens and lasers all of which are controlled live by the Avolites Expert Pro and Touch Wing.



"With such a large amount of elements to control, the addition of the easy-to-connect Touch Wing means the lighting operator has even faster, easier access to the different components of the mixer," says George Germanos, Technical Manager at Procom ME. "This is particularly important for a live operated show at WHITE Dubai."

Despite the huge feature set of the Expert Pro and Touch Wing, both pieces of equipment are designed to be lightweight, which is important for clubs where equipment is not installed and in use all year round.



"The Expert Pro and the Touch Wing are both portable," continues Germanos. "This is a very convenient feature for clubs that need to seasonally close or relocate, like WHITE Dubai during the hot summer months."

In addition to the technological benefits of Avolites products, Harfouch also cites Avolites' customer support as a key component in working with the Avolites brand.

“Club managers often have no time to spare for dealing with technical matters such as lighting control troubleshoots and breakdowns,” explains Harfouch. “Avolites’ commitment to training and supporting its users makes Avolites the console of choice for club professionals. In the Middle East, Procom, the long-standing Avolites partner, offers round the clock support, even after hours. With Avolites you are guaranteed top quality machinery and a fantastic technical support team that will be reliably available in case of troubleshoots.”

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As part of Procom ME’s offering as official Avolites partner in the Middle-East the company regularly organises Avolites training sessions on product and software updates providing a solid safety net for Avolites users in the region.

WHITE Dubai has already hosted the likes of Jason Derulo and Berlin DJ/Producer Thomas Gold, with many more big names scheduled for the 2014 season.