



Bob Schacherl

(Vice President of Worldwide Sales & Marketing, Philips Vari-Lite), Duncan Riley (DWR) and George Masek (Product Marketing Manager, Philips Vari-Lite)

South Africa's leading professional lighting sales operation, DWR Distribution, enjoyed an exceptionally successful Mediatech Africa 2011 exhibition, the country's biennial trade show for the professional live events and production technology industry.

It is the third time that DWR has participated in the 3 day exhibition, for the second time staged at the Coca Cola Dome venue in Northgate, Johannesburg. The show presented a diverse set of related seminars and discussions running in parallel, and on the Thursday evening, the annual TPSA Awards, presented by South Africa's Technical Production Services Association.

DWR won a Mediatech Platinum Award for the Best Booth Design, with the panel of independent judges hand-picked from international media attendees noting that they had made very efficient use of the space, creating an action-packed environment that highlighted the latest technologies available from their impressive list of premium brands.

This includes Robe lighting, Philips Vari\*lite, Avolites, MA Lighting, LTM, Le Maitre, MDG, Philips Selecon & Strand and many more. Taking the theme "It's all about the people" that is so central to the company's heart and beliefs, DWR co-ordinated 15 international brand representatives to be present on the stand for the duration of the show.



DWR Distribution

stand. Explains Duncan, “A lot of people in Africa do not get to travel as much as we do, but we think it's essential when the opportunity arises that people should have access and direct contact with the manufacturers. Mediatech is the perfect forum for this to happen”.

The other consequence of this was that DWR had the chance to highlight the many attributes and enormous energy, specifically in this industry, on offer in South Africa first hand to their guests, many of whom were visiting for the first time.

Duncan was also instrumental in arranging and co-ordinating one of the star international guest speakers, Swedish and US-based production manager, Ola Melzig. Melzig gave two keynote presentations, one on the Eurovision production phenomenon, and one on the 2010 Commonwealth Games Opening and Closing ceremonies. Melzig also introduced the TPSA Awards, and his massive personality, considerable style and razor-sharp wit was appreciated by all.

The DWR booth was busy and buzzing for all three days of the show – right up to closing time on Day 3. Duncan reckons that the footfall was similar in numbers to 2009, but noted that the quality and seriousness of visitors had gone up a few notches. It gave DWR an invaluable chance to meet potential new business contacts as well as catch up and touch base with the many existing familiar faces, “Overall, it was a great networking opportunity. It's important to have a presence and utilise the time for making face-to-face contact and taking advantage of being able to show attendees the latest technologies,” comments Duncan.



Duncan Riley

(DWR) with Simon Stuart (HSL) and Ola Melzig. He adds that they saw people from Namibia, Ghana, Nigeria and Botswana as well as from all regions of South Africa.

DWR distributed products attracting the most attention included the new Robe lighting MMX Spot – the first of a completely new generation of 1200 type moving light fixture, super-bright, featuring a unique Dual Graphic Wheel and utilising the Philips Platinum 35 lamp, with a very short arc, consuming just 800 Watts of power.

The Robe ROBIN 600 LEDWash – arguably the best LED wash light currently on the market and Robe's biggest selling fixture for a decade was also very popular, along with their smaller, brighter, lighter ROBIN 300 range of Spot, Wash and Beam fixtures. Robe was represented by their sales director, Harry von den Stemmen.

The new range of VARI\*LITE 'Little Ones' – the 440, 770 and 880 Spot luminaires, which are small, lightweight and fast with impressive outputs and zoom ranges – were also of great interest, together with their new VLX3 LED wash which offers all the reliability and quality associated with the prestigious name.





Jean-Claude du

Plessis (DWR Distribution) with visitors The award winning booth design was a combination of ideas and ingenuity from Duncan Riley, Nic Britz from DWR technical support and Francois van der Merwe from MJ Event Gear, who supplied the trussing and structural elements. Dream Sets and MGG Productions and Blond Productions also contributed time, ideas and equipment.

Others making it rock for DWR at Mediatech 2011 included sales manager Robert Izzett, office manager Nicolette Britz, Bruce Riley also from technical support & service and marketing & communications, Sherryn Riley.



Duncan

concludes, "It was an amazing team effort and bonding experience that united all of us, our international guests and our locally based industry friends in a special synergy. The technology is a vital factor, but the bottom line is that it really is all about the people – their imaginations, aspirations, skills and individual personalities – and how we can all learn from each other".