

## DWR announces the arrival of Luminex



Kyle Robson, Duncan Riley, Jaques Pretorius and Dylan Jones of DWR are delighted about their appointment as distributors for Luminex.

DWR Distribution is pleased to announce the arrival of their latest product range, Luminex Network Intelligence, which is currently en route to South Africa. This is the time SA has been waiting for to catch up with international trends.

“We are confident that the enthusiasm of the entire DWR team, along with the complementary range of products, will make our collaboration a success and that this partnership will allow Luminex to grow in South Africa as we are doing around the world,” said Gerald Delen, Luminex Global Sales Manager. “We are very pleased to welcome DWR into our circle of official distributors.”

Thanks to the collaboration, DWR is in a position to offer full Luminex solutions. Luminex will now be more accessible with improved availability, allowing clients access to advanced data distribution equipment for professional lighting, audio and video applications in the entertainment industry.

Kyle Robson, Dylan Jones and Jaques Pretorius from DWR will take care of the brand. “As more of our equipment and control is moving into the network world, it is crucial that the backbone for our events is reliable, versatile, and specifically designed for the demanding needs we are faced with,” said Kyle Robson. “Luminex ticks all the right boxes and I’m extremely excited we will be able to offer solutions to clients in our industry.”

Duncan Riley of DWR agrees, “We look forward to putting in the leg work from sales, support and backup to make networking easier. DWR has also placed a large stock order to ensure full product availability.”

Based in Belgium, Luminex provides an impressive lineup of reliable and robust network switches, nodes, and splitters. Their technology is known for its ease of deployment and innovative design, enabling AV designers and technicians to build complete data distribution systems for events and venues of any size.

“This is a game changer!” said Dylan Jones. “Adding Luminex to our lineup means we can finally provide our customers a way to bridge the connection of both the IT and the AV world as they get closer to one another by the day.”

The journey of Luminex is a remarkable story of creativity and determination. It all started in 2002 in a humble apartment in Eksel, Belgium. CEO Bart Swinnen and co-founder Jan Renckens, both veterans in the lighting and audio realms, gathered a team of enthusiastic experts in electronics and software development. Their mission was clear: to craft innovative technology for professional lighting applications.

Initially operating as Luminex Lighting Control Equipment, the company was dedicated to pioneering advanced lighting control solutions for the entertainment industry. Their breakthrough came in 2004 with the release of the Ethernet-DMX8 node, which swiftly earned acclaim and was instrumental in managing 32 DMX lines at the Paralympic Games in Athens. Building on this success, Luminex continued to innovate and expand, establishing a significant presence in nearly 60 countries, from Australia to Canada and Croatia!

Duncan Riley, Dylan Jones, Kyle Robson, and Jaques Pretorius of DWR are delighted about their appointment as distributors for Luminex.