

## grandMA3 in Ghana!



Sampson Oppong of Highend Production and his new grandMA3 light.

Sampson Oppong of Highend Production based in Ghana has taken ownership of a grandMA3 light console supplied by DWR Distribution.

With a zest to work hard and a love for the entertainment industry, Sampson is in a league of his own. Having studied Electrical Engineering at Accra Technical University, he soon became involved in the live events industry and by 2015 established Highend Production, a company specialising in lighting, trussing and special effects. Word of mouth has been his greatest marketing tool as he also travels to countries like Liberia and Togo, covering anything from live shows, conferences, and fashion shows to elaborate weddings. When he has downtime, he watches tutorials on YouTube for new ideas.



Joining the MA Lighting family is a momentous step. Sampson initially became familiar with the brand when attending training at DWR Distribution in 2018, and he then joined MA Lighting's E-learning platform in 2021, an interactive guided online learning environment for all MA products and providing users with the opportunity to study at their own time, free of charge.

In April this year, Sampson took ownership of a grandMA3 light, the workhorse of the grandMA3 series that offers the perfect combination of performance and size. The console is suitable for any kind of application and is the right choice for demanding productions, making it one of the most versatile consoles on the market. With 60 physical playbacks, 16 assignable x-keys and a dedicated master area, the grandMA3 light offers a multitude of playback possibilities.



When asked what made him decide on MA Lighting, Sampson answered, “The future is grandMA3!” With the console still being very new to him, his favourite feature so far, is the 3D window showing a 3D visualisation of the virtual space where fixtures can be positioned and rotated. The fixtures project a light beam that moves and changes colour when the values for the fixtures are changed. All the fixtures and other stage objects can be positioned and rotated in the Patch, Live Patch, or using this window.

“This is a big deal!” said Duncan Riley of DWR Distribution. “Sampson has worked hard at his craft, and his creativity and determination is inspiring. MA Lighting’s grandMA3 is an investment and Sampson has chosen gear that will walk the road with him. DWR’s just a phone call away for any support and we look forward to our journey together. Thank you, Sampson, for this opportunity.”

As with countries throughout the world, events in Ghana took a knock with the Covid-19 pandemic, but Sampson’s seeing productions come back, and he is ready! “Working in this industry has always been my passion,” he ends. “Taking ownership of a grandMA3 is a proud moment for me and, yes, dreams do come true!”