



DWR Distribution

enjoyed a wonderful Mediatech 2013 at the Coca Cola Dome recently. A big thank you to Simon Robinson and his team. We received an all round positive response from international guests and suppliers who attended the show. Kindly find their feedback below. Thank you to everyone who visited Mediatech and to all the fantastic people who assisted us with our stand. What a show! Thank you for being there. *Photos courtesy Lee Baldock and Sarah Rushton-Read* **Avolites Ltd.**

Aziz Adilkhodjaev

Sales Engineer

It was my first time at Mediatech – and I found it very interesting. Having probably the best company on the local market as our distributor [DWR Distribution] helped a lot to demonstrate our products at their best. We had a lot of interest from local professionals. They all wanted to learn something new and see what Avolites was working on. Looking forward for next Mediatech in 2 years time. Oh no, it's 1 year and 50 weeks now.



Nick Britz (DWR Distribution) and Aziz Adilkhodjaev (Avolites)

### **Clay Paky**

Pio Nahum, Massimo Bolandrina and Marco Zucchinali comment:

Mediatech in Johannesburg is a very interesting and growing exhibition. It's the first time we have taken part, and we noticed a lot of interest among the industry players, as well as a high level of professionalism. Our products definitely have what it takes to penetrate the market, there are many concerts and events throughout the country, with internationally renowned artists. In this last year we have had very good results in South Africa thanks to the professionalism and constant widespread presence of our distributor DWR".



Clay Paky's Pio Nahum, Massimo Bolandrina & Marco Zucchinali with Martin Michaud (MDG).

### **Doughty Engineering**

Julian Chiverton

Sales Director

As a first time visitor to Mediatech Julian Chiverton the Sales Director of Doughty Engineering said he was pleasantly surprised by the number of high quality visitor to the exhibition. It was nice to experience the positive attitude of both the DWR staff and the visitors to their stand. Congratulations to all involved!



Julian Chiverton (Doughty Engineering)

### **The Fifth Estate Ltd**

PR – Copy Writing – Video – Photography

Sarah Rushton-Read

Creative Director

This was my first year at Mediatech and I was delighted to report that every one my clients reported that they had a very positive show. Many of them are represented by DWR Distribution. The company's staff could not have done more to ensure everyone was made welcome. DWR representatives kept busy making sure that each client was introduced to relevant buying customers and everyone has reported excellent results. For me, Mediatech was a great show made better by the people, the holistic approach to business and the generosity and hospitality of Duncan and Sherry Riley and their highly professional team – thank-you.





Lee Baldock (Lighting & Sound International) and Sarah Rushton-Read (The Fifth Estate)

## **Le Maitre Ltd**

Elaine Peake

Head of Sales

Mediatech 2013 was a fabulous show for Le Maitre with a variety of attendees. The DWR stand was outstanding, clearly the best stand at a very well organised exhibition. We launched our new HAZEMASTER which was very well received, there was a great deal of interest for this unit and of course the ever popular MVS. All in all a great exhibition in a beautiful country.



Elaine Peake busy on the stand.

### **Lighting&Sound International**

Lee Baldock

Editor

Mediatech was a very positive experience – even more so than 2011. It felt busy almost throughout; the exhibitors I spoke to were very happy with the quality of visitors and the levels of business. The commitment from exhibitors was also impressive – they presented a very professional face to the African industry.

### **LumenRadio AB**

Peter Kirkup

VP of Entertainment

LumenRadio were extremely pleased to be part of the DWR Mediatech presence this year. As always the DWR

team made us feel extremely welcome in South Africa and it was great to meet so many of their customers. The fantastic light show and eye catching displays at such an



Peter Kirkup (LumenRadio), Martin Michaud (MDG) and Ludwig Lepage (Robert Juliat)

## MA Lighting International

Michael Strathmann “Qincy”

Technical Sales and Support

A great mixture of sound, light and broadcast equipment in one hall with visitors that are interested, and a team at DWR that is simply outstanding – is what makes Mediatech my favourite exhibition!



"Qincy" from MA Lighting and Paul-Erik Haseloop (Prolyte)

## **MDG**

Martin Michaud

Président

I really want to thank you for the wonderful time in Johannesburg. As you know, it was my first trip to South Africa. I truly hope it's certainly not my last.

## **Phase 3 UK Limited**

Louise Cameron

Director

From the moment of arriving at Mediatech I was immediately impressed by the DWR stand. As an overseas visitor I could not have been made more welcome. I was impressed by how passionate all the DWR Team are to their services and products. The design and layout was eye-catching and delivered all the information regarding DWR's presence in the event industry. They showed a wide range of products and shared their knowledge with





nd were also exhibited

On arriving in South

Africa, Pio Nahum (Clay Paky) with Phase 3's Ray Anderson and Louise Cameron. **Prolyte Group**

Paul-Erik Haseloop

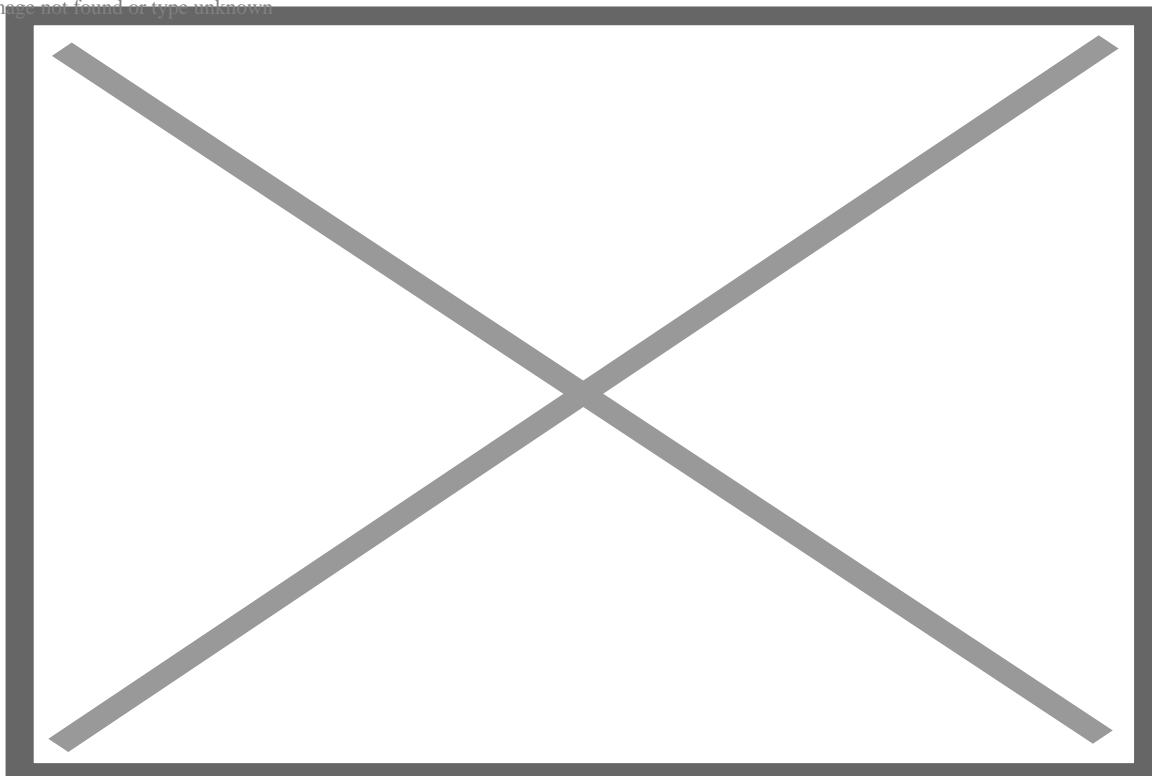
Major accounts / New Business

We (my daughter Renate and I) were impressed by the show.

For me, having attended the show for quite a few years, it was a joy to see the improvement of the exhibitors as well as the customers over the last 4 shows.

The impression DWR gave to its suppliers as well as their customers and prospects from the surrounding countries was incredible and shows good business opportunities for the future. To say it in short, it was a great experience.

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Paul-Erik Haseloop (Prolyte) and Renate Haseloop

**Philips Entertainment**

Brad Schiller

Product Marketing Manager

I found MediaTech to be a very good show. There was a constant stream of very interested and passionate people to look at the products. I was pleased to see the large interest in Entertainment lighting in South Africa. I also was very impressed with the entire DWR staff and abilities.



Alan Jesse "AJ"

from ESP Vision with Brad Schiller and Grant Bales-Smith from Philips Entertainment.

**ROBE Lighting s.r.o.**

Harry von den Stemmen

Sales Director



Harry von den Stemmen (Robe) Mediatech, right from its beginnings,

has been a really good show to attend, and I am saying this expressly, because as manufacturers, we usually have a problem every day: too many shows, no exciting results, too much travel...not so with Mediatech.

Hats off to the organizers for their efforts. The show is professional, the organization and the venue is really good. We consider the exhibition as a gateway into Africa. That said, Robe has a position in South Africa, which is a result of long term passionate work of the DWR team, and what they've delivered this time was absolutely state-of-the art! The booth was fantastic, the show, created by Joshua Cutts, was superb and the whole booth was one big networking area. I did not know whose hands to shake first, so many DWR customers and friends showed up, plus many new faces, too...It makes me proud to say, that Robe is also in this position, because we have a good product mix to offer, and though constant innovation we have come to global recognition and have been able to set some industry standards recently.

The hype about the Robin "Pointe" was incredible, everybody came to see it, but it was of course not the only product on display. I am very pleased with the fact that different companies use different Robe products for their needs, I think our industry is diverse and different tools for different applications is what we need. That's why we had very nice individual demos and conversations on our little adjacent Robe booth as well, where we could look at the DL series, the MMX series and the MiniMe as well. The support from the DWR guys was awesome, and the get togethers and meetings over the 3 days were really funny, exciting and stimulating. I did not envy the DWR shuttle drivers, transporting all the folks across Jo'burg every day.

DWR have made a statement at MediaTech. I was blown away. And just slowly, the sound track, played on the booth every half hour for 3 days in a row, fades in my memory...;-).



**Robert Juliat**

Ludwig LEPAGE

Product Manager

In addition to my sincere thanks for the wonderful treatment I received during my South African experience, I would like to recognise the perfect organisation, professionalism and skills of people at DWR who made Mediatech a successful event for Robert Juliat, amongst others!

**ULA Group**

Justin Knox

Manager Products & Compliance

A big thank you to Duncan Riley, Nick Britz and all the DWR team. It was great to meet everyone, and be part of a family atmosphere. Thank you for all the care and kindness – certainly looking forward to the next time I am able to come to South Africa! The response at MediaTech was brilliant, so prospects are excellent.



DWR Distribution were proud to receive a Mediatech Platinum Award. Pictured here: Joshua Cutts from Visual Fronteir who did a fantastic job as lighting designer along with DWR's Bruce Riley, Nick Britz, Robert Izzett and Duncan Riley. Well done!

