

L-Acoustics K3 a great fit for AJR Audio

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Happy news as AJR take ownership of an L-Acoustics K3 system from DWR. Seen here Berto Reynders, Anton Chichongue, Richard Smith, Drikus Du Plessis, Altus Janse van Rensburg, Duncan Riley and Anre Jacobs.

AJR Audio has achieved a significant milestone by investing in an L-Acoustics K3 audio system, becoming the first technical supply company in South Africa to do so. Though the company is well-acquainted with L-Acoustics, this new investment perfectly positions them for the future,

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enabling them to meet audio specifications for larger events. This move further strengthens their position to provide gear for dry hire to assist other prominent rental companies when it comes to large scale shows. The

system has arrived just in time for the University of Pretoria's Choose UP!

"We've always wanted a K Series system, and it's becoming increasingly relevant as we grow," says Altus Janse van Rensburg, owner of AJR, who founded the company in 2005. "Having the K3, the ultimate L-Acoustics box for us, in our inventory it is a dream come true and helps us prepare for the future. It's a pleasure to be part of a team that works so well together, and then to have the opportunity to work with such a renowned brand is simply wonderful."



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AJR has built a strong relationship with its distributor, DWR Distribution. They initially took ownership of an L-Acoustics ARCS WIFO with SB18m Subs, X12 and X8 speakers and over the years became the first in the country to buy a Syva system. “We commend Altus for the way he conducts business - his passion for getting things right and delivering a top-quality end product. He never rushes into a purchase; every decision is well thought out. So when he buys gear, it’s always an honour to serve him,” said Richard Smith from DWR.

K3 is a compact full-range line source that can be deployed on its own or combined with the KS28 subwoofer to address medium scale mobile and touring applications. Ideally dimensioned to keep sightlines clear, K3 integrates easily in venues with space restrictions or complements larger K1 or K2 systems in sport facilities, festivals or large concert venues. AJR’s new system comprises of 12 K3 Long Throw Line Source boxes and uses 4 KS28 Subs already in the inventory.

Discussions about acquiring the K3 system began in 2022, but were postponed due to the purchase of Absen LED panels and Robe lighting fixtures consisting of Robe iBeam 350s and Robe iESPRITEs. All the while, Altus recognized the need for a larger format PA system for the shows they were working on.



AJR's Berto Reynders, Anton Chichongue, Drikus Du Plessis, Altus Janse van Rensburg, and Anre Jacobs.

"Because we used the KARA system extensively, often collaborating with companies who already own KARA, we realized we had to hang a lot more boxes and subs to achieve the same audio levels," said Altus. "The K3 system allows us to use fewer subs and to avoid extra flying and rigging points, making it a compact system ideal for audiences of 5,000 people or less, without the need for 12 or 14 subs in front of the stage every time."

It's exciting times as AJR is currently in a league of its own, and while there isn't a sub-rental market opportunity as yet, they hope that the larger rental companies will take notice of their PA and utilize it. "This system is the ultimate solution for us and fits perfectly with the profile of work we do, particularly for outdoor shows with audiences of up to 5,000 people, because as soon as you go over that it's a whole new threshold you have to look at."

This investment is a breakthrough—a system that is small enough to be stackable, easy for two people to handle and set up, yet powerful enough to deliver top-quality sound. "We've had fantastic results with our ARCS system, even after ten years, with minimal repairs and issues. There aren't many brands that can claim that, and the support we receive from DWR's Richard Smith, Jaco Beukes, and Duncan Riley is incredible. That's one of the reasons we're confident in taking this brand even further," Altus explains.

The enthusiasm from the AJR team makes this purchase even more meaningful. "Anré Jacobs, who's been with me since 2010, has always dreamed of having a system like this. While Drikus Du Plessis, our LED screen specialist who could probably build LED screens in his sleep, is just as thrilled as the rest of the team. They've got experience with KARA and other K Series systems, so having this new system, along with the opportunity for training and empowerment, is all about preparing for the future and what lies ahead."

AJR Audio is at the forefront of delivering outstanding technical services and equipment for events and productions, positioning itself as a leader in the sound, lighting and equipment rental industry in South Africa.