

## LAMP available from DWR

23 September 2010



Christiaan Ballot from Blond Productions used LAMP for Big Brother All Stars, 2010. DWR Distribution are pleased to offer the industry LAMP full colour video LED display units.

Local rental companies became familiar with the brand three years ago and owners of LAMP include Complete Event Solutions, C & S, Eventech and Blond Productions.

"I started with Lamp Technologies Holdings LTD in 2007 and was set with the task of establishing the product in South Africa", commented Bruce Gerber. It took some time to change the mindset people have of China, but they soon realized that this was an excellent product, priced right which included back up and support. "The two years free parts policy and the supply of 3% of the clients total order in spare parts shipped along with the order, made it perfect for rental companies to invest in."

He did a fantastic job of establishing the brand. "We achieved a level of service and support that exceeds other products in the market, but I needed more bodies and an extra infrastructure," said Bruce.

For over a year he had been looking and preparing to hand over LAMP. "However, finding the right company with the same principles and levels of service and support that we strive to deliver was difficult," said Bruce. One

of his clients, Christiaan Ballot from Blond Productions, who had purchased a LAMP PH 12 for Big Brother All Stars, suggested that Bruce chat with Duncan Riley from DWR Distribution.

“After meeting with Duncan on the installation of Big Brother and talking to my clients about it we decided to meet up and talk more seriously,” said Bruce. “I believe it is a step in the right direction as lighting and LED are fitting more and more into the same department.”

It was important for DWR Distribution to do their homework. Duncan travelled to China , along with Bruce, to meet with the manufacturers and to visit the LAMP factory. He also had to ensure that the current South African users were satisfied with the product.



Duncan Riley and Bruce Gerber in China

Dylan Bridle from Complete Event Solutions was one of the first LAMP users in South Africa and currently has 138 panels in stock. “The product is brilliant,” he commented. “We’ve had screens for three years now and besides small things like power supplies, we’ve never had any problems.”

In Cape Town, C & S’s Donald Clark purchased a LAMP product two years ago. “We are looking forward to the technical support DWR Distribution will offer,” says Donald. The screen has never had any issues but on the creative side the technical training will be welcome. “LAMP initially configured it as a 6 x 6 screen, which until



this past weekend, we've never used in that way. We either use small screens or as in Skouspel, where screens are individually placed on the set or in small clusters."



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Big Brother All

Stars, 2010 Christiaan says the units are awesome. "Our panel's are .768 x .768m and we have purchased 24. Henry Jenkins from Eventech has another 24 and for us that was a selling point. Together we have 48 panels!"

The panels are built in such a way that components are easy to change or fix on site. LAMP also send additional spares with the purchase.

The appearance is impressive. "It's clean, neat and the sizes are versatile," says Christiaan. "In addition LAMP works on a king pin system, which allows the units to interlock and be flown or stacked on the ground. The strength of the units come from the panels locking into each other."

For now, Bruce Gerber's believes his work in South Africa is done and he has achieved what he set out to do. There is talk of the product being launched in America but that will happen when the time is right and the company is ready. "Right now the short straw is mine and travelling around Africa looking after our clients will become more of a priority," says Bruce. "My best wishes to Duncan and his staff in the future. Good things always take time and come to those that deserve them."