

Lucidity's first lighting investment



Paul Newman from Lucidity with Duncan Riley of DWR.

Technical production and equipment rental company Lucidity recently made their first lighting purchase comprising of an Avolites Tiger Touch, 6 Robe Pointes, 6 Robin 300 LEDWash fixtures, data and cabling. This augments their current stock of LEDForce 18 RGBW, Source 4 Profiles and Parcans.

"We've always focused more on AV and sound, smiles Paul Newman, owner of Lucidity. "I'm a noise boy at heart not a lighting guy and so emphasis has always been on the audio and AV side, however it was time to finally invest in lighting and so we wanted a fixture that would be versatile in both the corporate and live event environment."

The Robin Pointes were put straight to work at the recent Oracle Partner Network Event at Vodaworld. "It has been interesting," says Paul. "We have had a lot of reaction from colleagues and competitors alike and they've all said it was a fantastic purchase. For me that's great to hear."

The new equipment was used for the South African Institute of International Auditors (SAIIA) Conference and gala dinner for 2000 guests hosted at the Sandton Convention Centre. It was also used at The Crime Stoppers Conference and gala dinner at the CTICC and at the Emerald Cup Concert at the Vaal Race Course – all of which were said to be their best events to date.

Paul established Lucidity in 2000 after gaining experience as a sound technician and production manager both locally and abroad.

"In the back of my mind I had always wanted to start my own company," he says. Then on one particular cold morning in July, Paul knew it was the right time to start on his own. "I had to make it work, I had bills to pay which is always a great motivator."

The company grew steadily year on year increasing its equipment inventory to cater for the demand but the core and success of the company has always been the service and relationships formed with clients. "A projector is a

projector, a light is a light. I am certain clients are not too concerned about the gear as long as it looks good and it works, but there must be service.”

Lucidity has always bought premium brand products preferring quality over quantity.

With a passion for people and the ability to deliver an exceptional experience, Lucidity has built a great reputation, longstanding clients and a minimal staff turnover.