

MagiCo decide on Absen



While MagiCo SA was only established three years ago, the rental company, based in Vereeniging in the Vaal, is taking confident strides to invest in professional gear, the latest being a PL3.9W Absen LED panel indoor/outdoor screen purchased from DWR Distribution.

“When we recently purchased a Bose sound system and DiGiCo consoles to take our events to the next level, we realised that we would be able to offer our clients a full package if we acquired screens,” said Ruan Vermaak, owner of MagiCo.

Schalk Botha of DWR expands, “Ruan and I had been discussing LED panels for a while and the need for MagiCo to have a rental partner became key. The turning point came when a large quantity of PL3.9W came into the market and enabled Ruan to invest in the same batch, adding to the rental pool. It’s always good to have friends in the industry who you can depend on when you need quantity.” A great selling point is that DWR’s Bruce Riley and Derek Kruger are able to do repairs locally.



The screens were used on either side of an outdoor stage at Emerald Resort and Casino’s 21st birthday celebrations where the line-up included Dr Victor and the Rusta Rebels, and for a similar setup, at the Alberton Day Festival. At the Vaal Mall’s Bridal Expo, the screens formed the background for the bridal couture fashion show.



“The Absen PL3.9W panels work really well for outdoor events, and we have successfully used

them at concerts and festivals,” said Ruan. “The curve feature included, considering the price of the panels, is great.” He adds that rigging has been made simple compared to other screens with which he has worked.

The Absen PL3.9W pixel pitch LED display is an ideal product for the live events market. The benefits of being scalable to any size or shape with no seams ensures that content can be showcased perfectly. The panels are thin and lightweight, allowing for quick maintenance. The panels offer high brightness and contrast, delivering a beautiful image.



Schalk concludes, “Ruan is a brilliant businessman who knows what he wants and always strives for absolute perfection. Thank you very much for the support.”