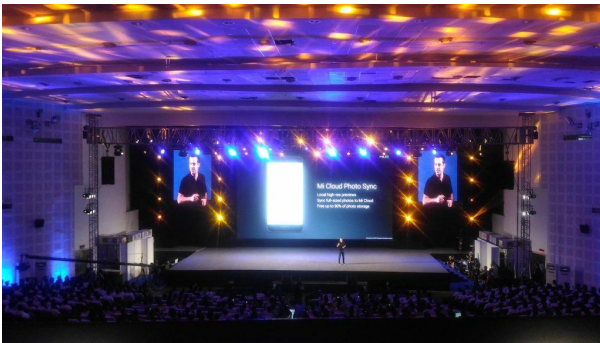


Mi Max launched with grandMA2: New smartphone gains much attention during the event

Mi Max launched with grandMA2: New smartphone gains much attention during the event

Posted on November 15, 2016



Xiaomi, a privately owned Chinese electronics company headquartered in Beijing, recently launched its new smartphone Mi Max with a big event in New Delhi's Nehru Stadium, India. The company sold over 60 million smartphones in 2014 and has over 8,000 employees, mainly in mainland China, India, Malaysia and Singapore.

Lighting designer Dinesh Verma used 1 x grandMA2 light for the event in New Delhi. "My design idea was to reflect the brand and its image and create a buzz for the new smartphone by combining the LED wall, lighting and sound to get a whole experience for the audience."

Sahil Wadhwa, owner of Modern Stage Service, MA's exclusive distributor in India, who provided the lighting and truss equipment for the event, commented: "Modern Stage Service has been a pioneer in the field of lighting and designing stagecraft equipment. Because of the intrinsic quality and superior performance our equipment has been in constant demand by the event companies, lighting designers, experts, theatre architects and others who are familiar with our performance. Especially MA products are highly sought after and perform as we expect them to. All our customers are very satisfied with these products."