Multi-Media opens the year with an investment in Absen

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Schalk Botha hands over 480 panels of Absen Polaris LED to Chris de Lancey of Multi-Media

Multi-Media AV, a leading technical solutions provider in South Africa, has recently taken delivery of 480 Absen Polaris 2.9mm LED panels, increasing the company's inhouse LED inventory up to 220m^2 (880 panels) of 2.9mm LED screen. The acquisition is the largest single order of Absen's award-winning Polaris LED series that local distributor, DWR Distribution has delivered on to date.

"We have had Absen's now discontinued D2V series LED screens in our inventory for a number of years and have been very impressed with the quality and performance of the units," says Chris de Lancey, director of innovation at Multi-Media. "When looking ahead at bookings for the month

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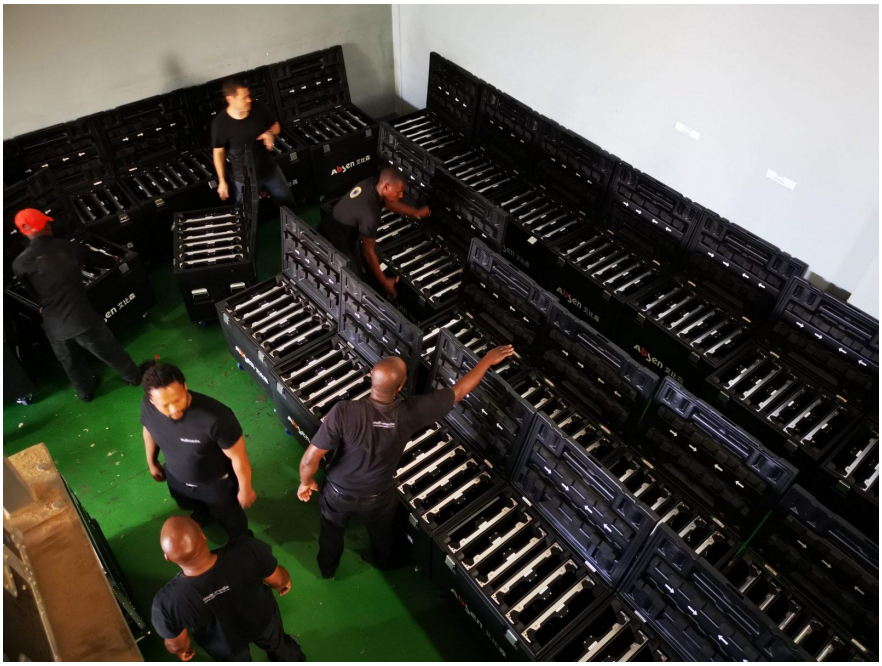
of March, we realised that we would need to hire in an enormous amount of LED panels to meet demand. After analysing the cost of renting versus purchasing additional gear, we decided that it would be a good business decision to increase our inhouse LED offering, as there is no indication of demand for LED slowing in the future."

Chris goes on to state that the demand for LED screens is on the increase in South Africa, largely because clients have come to rely on the enormous advantages that LED screens offer over alternatives such as projection. "While projection technology is still very popular in Europe, the South African market has embraced the creativity and flexibility that modular LED displays bring to the table," says Chris. "When using a LED panel, you are not restricted to darkened indoor venues or standardised aspect ratios to display your content. Absen's LED panels guarantee a very high-quality picture with exceptional brightness and contrast, no matter the ambient lighting in your venue. The panels can be curved and built in whatever configuration suits the client's venue, brand and message, which is a real game-changer for clients in the corporate events, entertainment and broadcast markets."



Absen Polaris LED panels at Multi-Media in Johannesburg

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Chris is confident that the company will see a swift return on their investment, as evidenced by the fact that every panel in their warehouse will be out in the field, only days after taking delivery.

When asked about the company’s decision to further invest in Absen’s range, Chris points to the exceptional aftersales service and maintenance offered by DWR Distribution. “There are a lot of options available on the market when it comes to LED screens. However, Multi-Media has established its reputation as an industry leader by being a dependable provider of high-end technology solutions and services some of the highest-profile events in the country, where failure is not an option. We rely on the exceptional support offered by DWR Distribution to ensure that we are always in a position to deliver on our commitments,” says Chris.

“We look forward to deploying our new Absen Polaris LED screens at a range of high-profile events across the country in the months and years to come, and are confident that the quality that Absen offers together with DWR’s exceptional service and support will result in many successful years’ with our new inventory” he concludes.

https://youtu.be/ImF6oIOwi48

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