

Philips joins DWR for successful Mediatech Africa 2015



Philips' Martin Palmer supported the DWR team on stand to offer visitors in-depth product knowledge and demos. © The Fifth Estate Ltd

Johannesburg, South Africa – Philips' entertainment lighting brands Vari-Lite and Strand Lighting, along with the Showline product range, have enjoyed three jam-packed and successful days at a buzzing Mediatech Africa show in Johannesburg.

Joining valued partner and leading lighting supplier for South Africa DWR Distribution on stand, Philips exhibited the award-winning new Vari-Lite VL4000 Series, industry-standard Strand Lighting NEO and 500ML Consoles and the Showline SL NITRO 510 and 510C LED strobes.

The DWR team reported a high level of interest in the Philips range, with Nick Britz, product manager for the stand, saying:

"The SL NITRO 510 strobe is extremely popular in South Africa, thanks to its versatility – it acts as both a flood and strobe light and can be pixel mapped. We saw a lot of people coming up to discuss its wide range of features and wanting to see a demo."

Martin Palmer, regional sales manager for Philips, supported the DWR team on stand to offer visitors in-depth product advice.

"It was a privilege to have Martin Palmer on stand with us," says Sherryn Riley of DWR. "He was very friendly and made clients feel comfortable yet at the same time had the necessary product knowledge."

"Mediatech Africa is a fantastic platform for Philips to connect with our valued partners and customers in southern Africa," says Palmer. "It is definitely on the up and up, the atmosphere felt very fresh and exciting and we were delighted to get some great feedback on our products. I'd like to thank DWR for all their support in making it such a successful show."

Taking place at The Dome at Northgate, Mediatech Africa is the largest media and entertainment technology trade show for southern Africa. The show brings together professionals for three days of networking, knowledge sharing and a chance to get to grips with the latest equipment worldwide.