

SA welcomes LumenRadio

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Duncan Riley (DWR) with Anders Ardstål (LumenRadio) and Miranda Oliver at Glen Afric.

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LumenRadio, leaders in wireless lighting controls with their reputation of delivering on their promise, is taking the world by storm. VPO, Anders Ardstål, visited South Africa for the first time in January and it was Duncan Riley's pleasure to introduce him to rental companies in Johannesburg, Cape Town and Durban.

Anders is a bit of an adventure seeker and sport enthusiast at home (Sweden) and DWR Distribution enjoyed his passion and enjoyment of our country. We asked him to answer a few questions about his visit.



MJ Event Gear's Francois and Johnny in a demo with Anders.

Please could you describe what your travel schedule is generally like. You mentioned something like being away 250 days a year? Was that right? Have you travelled to most countries in the world or are there specific destinations you attend on a regular basis?

In 2010 I was away for 180 days, but in prior years I have travelled on an average of 220 days a year. I've travelled around in the whole of Europe, fewer parts in Asia and North America. Now days I rarely go to new places, it's more often re-visits to places I've already been to. Though January was my first time in Africa.



Anders with Marcel from Audio Engineering

This was your first visit to South Africa. What was your opinion of the country?

I think your country is amazing! All the people I met were very friendly and helpful. The environment with the mountains, seaside and all the beautiful animal life fascinated me and I brought memories for life. I will definitely come back for both business and private purpose. SA is a country with high potential and it seems like the development is going in the right direction



Anders and Martin from CES

You met with many rental companies in SA. Any feedback on that?

My feeling is that SA has a wide range of rental companies covering more gigs than I thought. They also have a common view on investing in high quality products and see the value of receiving high level technical support. This is my understanding of DWR Distribution becoming the most important supplier to that market. Initially I expected them to be more passive on new technologies since their environment is constantly changing depending on where the gig is done. What I met was amazing people showing high interest to understand how new technologies can support them.



Bradley and Henning from C & S Audio with Anders.

What was their response to LumenRadio / the demo or information you provided them with?

My impression was a very good response. Since we were able to demonstrate the LumenRadio system in their own environment they received an immediate feeling of what the impact would be for them. Introducing the RDM technology together with Robe gave them insight on how time could be saved, extended flexibility could be gained and also proven reliability.



DWR Distribution internal training

How has LumenRadio been met across the world? Are you finding companies making that change, going wireless and being really excited about this?

We have been well accepted on the global market and our market shares are increasing heavily. I believe this is a result of customers becoming comfortable with our equipment and starting to feel confident with wireless technologies. Based on a history of prior systems with limitations this

is now the time when customers see the new technology that will make them feel secure while running a show. Winning the PLASA Innovation Award 2009 and 2010 has given us a proof of concept and also provided the customer with understanding of the reliability we can provide



Anders with Tim (Multimedia Staging) and Robert (DWR)

Any feedback you may want to add regarding your visit or how you see the future of LumenRadio in our country?

I'm very positive regarding the development of LumenRadio in the SA market. Together with the people at DWR and their product portfolio I have a strong belief that the LumenRadio brand will grow strong. Since Robe support RDM and that is one differentiation to our competitors that can

give your customers immediate impact in their day to day life. All together, in SA there are the right people, the right product combination portfolio creating a solid system and that is a impressive foundation for market growth.



Anders and Vimal from Insane Sound.



With the team at Gearhouse Cape Town



Anders with JP from Unfazed Productions



Finding time to relax

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Hope to see you soon!