



Duncan Riley

(DWR) with Anders Ardstål (LumenRadio) and Miranda Oliver at Glen Afric. 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 a 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?



of 220 days a year. I've
ow days I rarely go to new
s 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

The environment with the memories for life. I will definitely like it and it seems like the



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.



to that market. Initially I was constantly changing my interest to understand how

Bradley and Honning from C

& S. Audio with Anders. What was their response to LumenRadio / the demo or information you provided to demonstrate the LumenRadio impact would be for them. The impact could be saved, extended



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. When customers see the PLASA Innovation Award with understanding of the



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 I think we have a great chance of building a strong business here. DWR is a very strong company with a long history in the industry. Since Robe has had a positive impact on our customers immediate impact in the market, the combination portfolio creating



Anders and Vimal from

Insane Sound.



With the team at Gearhouse



Cape Town

Anders with JP

from Unfazed Productions



Finding time to



relax

Hope to



see you soon!