

South Africa blown away by L-Acoustics A Series

Posted on September 1, 2023



DWR's demo room in Johannesburg

DWR Distribution recently hosted L-Acoustics A Series Demonstrations in South Africa's three major cities and was grateful for the welcome turnout from an industry eager to experience exceptional audio technology and to meet up with like-minded individuals.

South Africa blown away by L-Acoustics A Series



The roadshow, held at the Roxy Revue Bar at the GrandWest Casino and Entertainment World in Cape Town, the Olive Tree Church in Durban, and at DWR's offices in Johannesburg, was headed by DWR's Richard Smith and Jaco Beukes. "The A Series was launched around the time of Covid-19, which made it difficult to physically get people to hear it," Richard explains. "We sold some just before lockdown, but things slowed during the pandemic. More recently, we felt that it would be a nice opportunity for the industry to hear the system firsthand and to have a bit of a social gathering!"

South Africa blown away by L-Acoustics A Series



The Cape Town leg of the L-Acoustics A Series demonstration

The L-Acoustics A Series, which caters for both the rental and installation markets, is available in brown, white and RAL Colours. The A-series are 2-way passive enclosures, the A10 with a 10" LF driver, and the A15 has a 15" LF. There are two variants of vertical coverage in each range; the Focus (10 degrees) and Wide (30 Degrees.)

South Africa blown away by L-Acoustics A Series



Some of the discussions during the visit to Durban.

“A couple of things make the system special. The first is that it’s extremely versatile,” comments Richard. “It’s designed to be scalable, which suits our market very well because not everyone is a massive rental house. This also means users can start small and build up, while on the other hand, if you own a fair quantity, it can be used on an everyday basis for different situations by breaking it up into smaller systems. So, it’s very adaptable from a physical and deployment point of view. From a sound perspective, it’s incredibly powerful. Both the 10” and 15” versions punch way above their weight in terms of power. You can scale the system to cater for anything from 50 people to roughly 5 000 people. We gave guests attending the demo a taste of that, just to hear different configurations and how the system sounded.

South Africa blown away by L-Acoustics A Series



Great response in JHB

Visitors were introduced to rigging the system and shown how different configurations look. There was also a chance for them to meet the DWR team which also included Johnny Scholtz, Jaques Pretorius, and Michael Taylor-Broderick.

South Africa blown away by L-Acoustics A Series



“I was very happy that so many people attended all three events,” Richard concludes. “Many old friends came by, some of whom I haven’t seen for many years, which was great. Lots of rental companies, Houses of Worship, theatre clients, and a good cross-section of the industry came to have a listen. Everyone was blown away, and I don’t think that there was a single person who walked out who was not impressed.”

South Africa blown away by L-Acoustics A Series



On behalf of DWR, thank you very much to everyone for joining us. A heartfelt thanks also extends to the venues for your kind assistance, and for making the day a success.