

Theatrixx appoint DWR Distribution



Dylan Jones from DWR Distribution looks forward to assisting clients with the Theatrixx range.

South African-based DWR Distribution is delighted to expand its AV range to include high-quality and robust converters, rack mount modules and signal processors from Theatrixx Technologies.

“Catch!” said Jacques Tessier, President at Theatrixx Technologies sitting opposite Duncan Riley of DWR at Prolight + Sound tradeshow held in Frankfurt. He threw a Gigabit Network Switch across the room, and while Duncan may be a runner, he was slow on the uptake in catching the unit, and it fell hard to the floor as Jaques knew it would! It was all part of demonstrating the beauty of Theatrixx; products made to handle the knocks and bruises that go hand in hand with rental and touring markets.

While Theatrixx offers a wide range of products, DWR looks forward to selling and promoting its innovative and highly popular hardware based xPressCue media player, their exemplary video converters available as ruggedized standalone units or rack mountable modules, and of course working with Erik Guertin, the Territory Manager for Theatrixx Technologies. A unique feature sees the units magnetized enabling them to stick together to become one body. Magnets ensure the modules stay securely in place.

“Given the importance of signal flow, we decided to bring in these units because of their stability, how robust they are, and because a lot relies on them,” commented Bruce Riley, who heads technical support and the workshop at DWR. “This is a very important piece of equipment and one often overlooked. It eliminates the need for unreliable IEC connectors and 12 Volt jack power supply connectors as the units plug in directly with truecon plugs and have “loop throughs”™ to link power to each other. In addition, the rack mount units have built-in redundancy power.” While crew often plug in multiple devices together to make a system work, Theatrixx has come up with a better solution to eliminate an unreliable system.

DWR currently has Theatrixx standalone Converters as well as the Rack Modular Converters in stock, with the product range overseen by Dylan Jones who is happy to demonstrate the units to anyone interested. “We will be selling both the Theatrixx rack mount modules and their standalone equivalent,” said Dylan. “The standalone converter is a unit that allows the AV conversion of a signal type example HDMI to DVI, STI to HDMI or fibre converters.”

Over 32 different standalone converter versions are available. “The selling point is that the units are very rugged with safety measures for protection, and it’s really about providing a system that will keep working in even really bad conditions. Units also neatly stack together to become one body thanks to the magnets.”

The rackmount modules, in turn, share the same functions as the standalone units but in a modular system where you can take the conversion you would like and put it into a rack mount enclosure. “This means you can have multiple units as one solution or in one box, and you can send, receive or change the signal type,” Dylan adds.

The frosting on the cake is working with the fantastic Theatrixx team. “The guys from Theatrixx have been great and Erik Guertin is very helpful in answering all our questions,” said Dylan. “Thank you for the opportunity to expand our AV range with high-quality products. Theatrixx Technologies has a strong name and was definitely a good move for us.”