

ADAM HALL GROUP OPENS DOORS TO ITS NEW EXPERIENCE CENTER WITH GRAND OPENING CELEBRATION

Adam Hall Group created a new Experience Center at its headquarters which is in the Hessian town of **Neu-Anspach** near Frankfurt, **Germany**. The opening of this brand-new center was celebrated with an exclusive celebration for customers, industry partners and employees worldwide.

The Experience Center is another component in the overall concept of the event technology solutions company that aims to enable more people to realize their creative ideas for the amplifying of emotions and sharing of great moments together. Using the theme **Come Together**, the benchmark was set from the onset by a fantastical sound-and-light show with pyrotechnics. Special guests and famous music acts provided a world-class level. Speeches by company founder **David Kirby** and managing directors **Alexander Pietschmann** and **Markus Jahnel** rounded out the extravagant house-warming party.

More than 20 million euros has been invested in the construction of two new building complexes, the **Experience Center** and the expanded **Logistics Park** to provide an excellent service to the professionals worldwide.

The new Experience Center at the equally new Adam Hall-Str. 1 has been specially designed for business customers, partners, organisations and employees and, as an architectural hallmark of the **Adam Hall Group**, includes a fully-equipped product showroom, a large theatre auditorium for live shows and demonstrations,

educational facilities for the newly-founded Adam Hall Academy, which as of June 18th offers a full seminar programme for the industry in conjunction with DEA plus, the German Event Academy organisation and the company restaurant coined "Come Together". The integrated R&D and engineering department in the other half of the Experience Center houses an anechoic measuring room, various endurance and climatic test rigs, a photometric laboratory and ample space for modeling and 3D prototyping.

EVENTS – THE ORIGINAL "SOCIAL NETWORK"

"The dynamic markets of our time require courage, mobility, innovation and high customer orientation", remarks CEO **Alexander Pietschmann** on the implementation of the new Experience Center, which will serve "as open space for inspiration and creativity" for employees, customers, and partners. "The repositioning of the company underlines the identity of the Adam Hall Group and clearly defines our motivation and goals. The focus is on the wishes and requirements of our customers. We would like to create ideal conditions for professional users with innovative, user-friendly and powerful event technology solutions and give more people the opportunity to realize their creative ideas."

"After over 40 years in the entertainment industry, we are proud to state that the Adam Hall name is well established amongst event professionals," says COO **Markus Jahnel**. "Over the last ten years, in



particular, the company has grown considerably, continually developing to become a manufacturer and full-service provider for event technology, a fact which is once again emphasized by our comprehensive product portfolio for the pro audio, LED lighting, stage equipment, and flight case hardware sectors."

PRIORITY ONE: CUSTOMER EXPERIENCE AND TRANSFER OF SKILLS

In addition to the new Experience Center, the Adam Hall Group also has modern showrooms in Singapore, Barcelona, Poland and the United States. In this way, sales partners receive optimum support because they can use the premises for product demos and customer training.

The new Experience Center at the company's German headquarters also accommodates the newly founded Adam Hall Academy, which is also equipped with the latest technology,

making it perfect for theoretical and practical training courses. Among other things, this features various computer-based workstations and an auditorium for up to 800 people, with fully configurable sound and lighting systems as well as stage technology. In conjunction with DEA plus (German Event Academy GmbH), the Adam Hall Academy offers a wide range of manufacturer-independent seminars, workshops, and training in the areas of light, sound, rigging, video and media technology. Between June and December 2018 alone, there are already approximately 50 training days scheduled in both German and English. Reportedly, they are available to anyone interested in gaining a deeper insight into the industry and in developing their knowledge in the field of professional event technology.

STUDIOMASTER PROFESSIONAL LAUNCHES THE XR 20 WIRELESS MICROPHONE SYSTEM

Studiomaster Professional has announced the availability of the XR 20 wireless microphone system. Inspired by the immensely popular and well received XR series, the XR 20 is a compact, lightweight, powerful, vigorously propelled, high-performance professional UHF wireless microphone system. With a focus on versatility, the XR 20 comes in three variants – the XR 20C (conference), the XR 20H (handheld) and the XR 20L (lapel).

All microphones in the XR series boasts of a superior vocal reproduction and have a tailored frequency response of 50Hz -16Khz to optimize performance and reduce feedback. The built in LCD displays operating frequency of the connected transmitters. Over the years, wireless microphone systems from the house of Studiomaster Professional have been well received by the Indian market owing to the brands impeccable track record in the

segment. With plug-n-play approach and stable performance the XR 20 is sure to find its place in restaurants, clubs, educational institutions & is the perfect choice for PA applications, stage and auditoriums, training rooms, seminar halls, places of worship and recreational centres. For

more details you can visit your nearest local authorized Studiomaster Professional dealer.



YAMAHA UNIFIED COMMUNICATIONS ANNOUNCES NEW PARTNER PROGRAM

Program offers Sales, Marketing, and Technical Support

Yamaha Unified Communications has announced a new partner program. Now open for registration, the channel partner program is available to authorized Yamaha Unified Communication partners in North America, Europe, the Middle East, Africa, and Asia. Program members that work directly with Yamaha UC will have access to critical tools, resources, and expertise designed to increase

business recognition and growth.

"With this new program available to our UC partners, they will be able to leverage the Yamaha name to differentiate their business from the competition while tapping into the best tools and resources that will help build their knowledge, grow their business quickly, and fast-track their ROI in the growing UC field," said **Ashley Nguyen**, global channel marketing manager, Yamaha Unified Communications.

The Yamaha UC Global Partner Program recognizes three partnerships: Basic, Emerging, and Prime, providing partners with additional benefits and incentives at each level. Basic level provides dealer registration, demo program, special discounts, welcome kit, product training, and post-sales technical support. Partners achieving Emerging and Prime levels are recognized as "Club Partners," and given volume incentive rebates

and additional marketing support to increase customer base and sales opportunities including market development funds. With these funds, partners can grow their sales presence and use funds for online and print advertising; social opportunities such as tradeshow, lunch and learns, roundtables, and other events; whitepapers or other content assets; webinars; or microsite developments.

STUDIOMASTER PROFESSIONAL LAUNCHES MULTI-PORT ACTIVE SUBWOOFERS, THE A12 SUB & THE A15 SUB

Studiomaster Professional recently launched new multi-port active subwoofers, the A12 and the A15 Sub.

The A12 integrates a high quality 12", 400W LF driver with a 2.5" voice coil. The speaker boasts of a frequency response of 40Hz-150Hz and max SPL of a whopping 127dB to deliver an amazing experience.

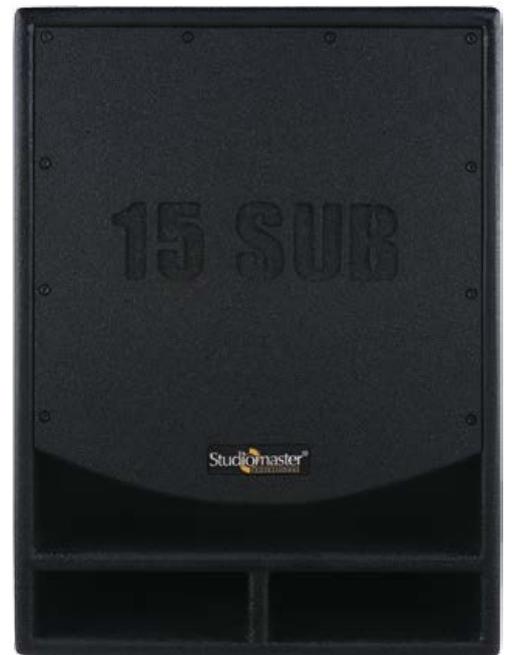
While the A15 features an impressive high quality 15", 800W LF driver, 3" voice coil, frequency response of 40Hz-120Hz and a thunderous 133dB max SPL to deliver a powerful punch and to ensure solid

sound reproduction.

Designed to produce the key elements of power, portability and exceptional sound, these two models are made of rugged and durable wooden enclosures which are well braced internally and attractively paint finished externally. Both enclosures come with heavy duty handles for easy handling and integrated stand adapter for pole mounting.

With line outputs for easy integration of additional satellite speakers, high output & high sensitivity, crossover frequency selection switch, the A Sub series

is perfectly crafted to suit the stage for a professional & reliable performance with an amazingly- deep, chest-pounding bass. With the addition of the A Sub Series, Studiomaster Professional is set to cater to a whole wide range of applications ranging from rental companies, installations, Dj's and any kind of premium sound reinforcement requirements.



MACKIE LAUNCHES DL32S AND DL16S DIGITAL MIXERS AND MASTER FADER 5.0

Mackie has announced the launch of its two all-new DL Series digital mixers, the 16-channel DL16S and 32-channel DL32S Digital Mixers.

stagebox form factor with built-in WiFi.

This all-new stage- and rack-friendly design is perfect for bands, venues, clubs, and anyone that needs

back into each channel for an effortless virtual sound check. Not only is this great for recording performances, it works great in the studio whenever a high number of inputs for recording is needed. "This is the next evolution of the DL Series," remarks Mackie Product Manager, **Matt Herrin**. "With rock-solid, great-sounding hardware and the most proven control app, Master Fader 5.0 – Mackie is continuing to bring professional quality and intuitive control to price points that makes sense for users of all levels." With Master Fader 5.0, users now have more choices than ever on how they can control their DL Series mixer on up to 20 devices simultaneously.

Popular among DL32R users, DL16S and DL32S feature full multi-track recording via USB to create stunning live recordings and even play them

Delivering the proven performance and intuitive control that the DL Series is known for, the DL16S and DL32S offer an all-new affordable, Built-Like-A-Tank

the benefits of a digital mixer in a versatile form factor that won't break the bank.

Both models make it easier than ever to get mixing right out of the

Mackie DL32S and DL16S Digital Mixers



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