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AV Unlimited with Robe!

Products Involved

LEDBeam 350™

We mean that literally, of course ... as Robe's LEDBeam 350 unlocks some cool creativity for the team at rental company AV Unlimited in Johannesburg, South Africa! The busy rental production and technical specialist has added 12 x Robe LEDBeam 350s to the lighting inventory that join its existing stock of Robe fixtures.

Founded originally as a video company in 1991, AV Unlimited delivers state-of-the-art production, imaginative designs, and innovative equipment solutions - video, lighting, sound - for a broad base of corporate, business, and industrial events as well as some television productions, throughout South Africa and in many other African countries.

AV Unlimited's operations director, Guillaume Ducray, explained that the first Robe lights in the company after the lighting division started were LEDWash 600s, which are still used on 99% of their shows. Their Pointes and LEDBeam 100s are also out constantly.

When making purchasing decisions, Guillaume relies on feedback from their own crew and technicians about the best options as well as inviting the opinions of key freelancers. "The basic factors for any luminaires are usually brightness, flexibility and reliability, and that's why we decided on LEDBeam 350s," he elucidated.

The process typically starts after an informal chat with the crew about what's hot and what's not on the market, what LDs are specifying and chatting about, etc., and following that, the company will source 3 or 4 of the products discussed and put them in front of their technicians and designers to test more thoroughly ... and see what they would prefer.

As Guillaume does not program or operate lightshows himself, this intel is invaluable, and the LEDBeam 350 had great recommendations from all consulted!

The fixtures had all the functionality that people wanted and were at the right price point for AV Unlimited's finance department, so the deal was completed and the lights delivered by Robe's South

African distributor, DWR.

In addition to all the above reasons, Guillaume mentions that as several other South African rental companies also have LEDBeam 350s, it makes perfect sense from a cross-rental perspective – both for leveraging extra business opportunities and for being able to boost their own stock if needed for specific shows.

Guillaume further highlights the “fantastic” backup, after-sales support and expertise that they know AV Unlimited can expect from DWR with their commitment to offering the best brands and support, which has assisted in Robe’s success across the region.

Photo Credit: Chris Duys



