

Innovative Production Services uses Lawo mc²36 Console



Innovative Production Services, a provider of cutting-edge event production and OB solutions, has announced the acquisition of the state-of-the-art Lawo mc²36 audio production console for their 4K ONE Outside Broadcasting (OB) Truck. This strategic investment underscores Innovative Production Services' commitment to delivering unparalleled production experiences for live events, concerts, and broadcast productions across Australia.

After extensive market research, Director Jeremy Koch identified Lawo as the premier choice to fulfill the audio production needs of their 4K ONE OB truck. With a reputation for leading IP technology and excellence in audio technology, Lawo emerged as the frontrunner for delivering unmatched quality, flexibility and reliability in the demanding world of live production.

"We're thrilled to partner with Lawo to enhance our audio production capabilities," said Jeremy Koch, Director of Innovative Production Services. "The Lawo mc²36 console is a game-changer for us, offering unparalleled flexibility and sonic precision. It's the perfect fit for our mission to deliver flawless audio experiences to our diverse range of clients."

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The Lawo mc²36 is an all-in-one console at heart, boasting 256 DSP channels, both at 48kHz and 96kHz. It delivers the same superb convenience as its larger siblings: all industry-standard audio inputs and outputs are built-in, with native IP connectivity at its center. Powered by Lawo's A__UHD Core software-defined processing technology, the console delivers all the incredible flexibility offered by IP technology - but with intuitive tools that make setup and management as simple as in baseband days. The console is fully geared to manage any kind of remote application and provides easy deployment for on-site scenarios, including effortless point-to-point connectivity for A__stage IP stageboxes.

Innovative Production Services' new Lawo mc²36 console represents the pinnacle of audio production technology. Featuring 32 faders and a comprehensive suite of advanced processing tools, the new console empowers Innovative Production Services audio engineers with unprecedented control and flexibility, ensuring pristine sound quality in any production environment.



"We're honoured to be selected by Innovative Production Services to provide the audio production backbone for their OB truck," said Keith Prestidge, APAC Sales Director at Lawo. "The mc²36 console is engineered to meet the rigorous demands

of live event production, offering unmatched reliability, scalability, and sonic performance. We're confident that it will elevate the audio production capabilities of Innovative Production Services to new heights."

Professional Audio & Television, Lawo's exclusive distribution partner in Australia and New Zealand, supported and facilitated the acquisition of the Lawo mc²36 console for Innovative Production Services. Providing their own Lawo mc²36 console for testing and various demo sessions, Professional Audio & Television ensured a seamless procurement process and supported Innovative Production Services comprehensive research to evaluate their investment prior to purchase.

"We're proud to have played a role in bringing together Innovative Production Services and Lawo for this exciting collaboration," said Patrick Salloch, Managing Director at Professional Audio & Television. "The Lawo mc²36 console is a testament to the relentless pursuit of excellence in audio technology, and we're confident that it will deliver exceptional results for Innovative Production Services' OB truck."

With the integration of the Lawo mc²36 console into their 4K OB Truck, Innovative Production Services is poised to set new standards of excellence in live event audio production. This strategic investment reaffirms their position as a leader in the Australian event production industry and underscores their commitment to delivering unparalleled quality and innovation to their clients.

Innovative Production Services will show case their 4K ONE OB Truck, including the new Lawo mc²36 console at MET Expo 2024 from March the 5th to March the 7th at Royal Randwick, Sydney. To register visit the first website below.

www.metexpo.com.au

www.lawo.com