Media Mania trusts in Lawo IP Solutions

Media Mania, a UAE-based production company specializing in OB van construction and broadcast services, has recently integrated the Lawo mc²56 MkIII audio production console, accompanied by Lawo stageboxes, into their latest ultra-high-definition (UHD) outside broadcast (OB) truck. This technological advancement reinforces Media Mania's position as a pioneering company in the Gulf and Middle East regions, catering to a diverse range of production needs.

Under the leadership of Roland Daou, Founder and CEO of Media Mania, the company prides itself on being one of the few entities in the MENA and Gulf states region that possesses the capabilities to design, coach build, install, and operate their own OB vans. "We are committed to serving the broadcast and streaming sectors in the Gulf and MENA region, be it TV stations or private clients," stated Daou.

Recognizing the increasing prominence of the region in hosting high-end sports events and attracting high-profile clients, Media Mania proactively embraces technological advancements. In anticipation of the imminent transition to 4K high

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dynamic range (HDR) standards in the production world, they have developed and deployed 4K HDR OB vans and 4K portable production units (PPU). Emphasizing the essential attributes of stability, redundancy, and reliability in OB van equipment, Daou emphasized the criticality of selecting reputable equipment manufacturers. For the audio component, Lawo, for him, was an obvious and ideal choice.

Waddah Thabit, the Chief Technology Officer at Media Mania, expressed excitement about the advanced workflows offered by the Lawo mc²56 audio production console. Thabit noted, "The mc²56 boasts an extensive array of features meticulously designed to enhance workflow efficiency, increase productivity, and provide ergonomic and intuitive operation. Users can confidently operate the console even in high-pressure situations." The Lawo mc²56 MkIII console provides sound engineers with the option for two-person operation, featuring decentralized control of all parameters, including bank and layer selection, EQ operation, and dynamics control. Moreover, the console's touch operation optimizes operating sequences for VCA and bus assignment, meter pickup/mode selection, and N-1 configuration. Advanced functionality is further exemplified by the "Button Glow" feature, facilitating channel strip color coding, and backlit rotary encoders, ensuring enhanced visibility and user guidance even in low-light environments.”

The mc²56 console's exceptional monitoring and metering capabilities have garnered significant praise from users, with the console providing permanent metering of the central 16 faders. Integrated local I/Os provide abundant connectivity. To further enhance workflow efficiency, users can seamlessly connect required third-party devices directly to the console whenever monitoring, metering, headphones, or command inputs are necessary. Additionally, the newly integrated Reveal Panel within the console's overbridge streamlines tasks such as identifying surround channels assigned to a fader in a 5.1 surround mix.

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For optimized performance within IP video production environments, there is full support for native ST2110, AES67, RAVENNA and DANTE, while Lawo’s revolutionary LiveView feature enables thumbnail previews of video streams directly in the fader labeling displays. Best-in-class performance in networking applications has been taken to the next level with the addition of unique capabilities such as IP Easy™ simplified network setup and DSCA Dynamic Surface to Core Allocation. All of this and more, simply reinforces this console’s place as the number one choice within complex IP-based production infrastructures.

Daou emphasizes the profound impact of this state-of-the-art technology in their OB vans, stating, "With our advanced technology, we not only cater to the discerning local market that demands top-notch quality but also provide flagship results for clients worldwide in their production endeavors." Media Mania's enduring loyalty to Lawo over the years – based on their experience with mc² audio systems, AV devices and VSM broadcast control – and their commitment to continuing this partnership in the future is a testament to the shared pursuit of excellence.

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