# Acoustic & Lighting System New Arbane Groupe Distributor




Arbane Groupe has officially appointed Acoustic & Lighting System Vietnam as its distribution partner for Active Audio across Vietnam, covering sales, service, channel development and market expansion. The agreement was concluded during a visit by Arbane Groupe to Vietnam in October, and it gives the French manufacturer a route into a market where the distributor’s existing focus sits squarely on public infrastructure. The picture above shows Eric Grandmougin (Arbane Groupe) and Thu Xuyen (Acoustic & Lighting System Vietnam).

Acoustic & Lighting System Vietnam, known as A&L Vietnam, is part of the regional A&L Group established in Kuala Lumpur in 1990, which now operates across Malaysia, Singapore, Thailand, Indonesia, Myanmar, Cambodia and Vietnam with more than 200 staff. The Vietnam branch opened in 2020 and has built itself into a provider of professional audio, visual and performance lighting, delivering AVL integration across multiple market verticals. The wider business runs beyond distribution into systems integration and engineering, creative design, service and maintenance, and venue management.

“We are very excited about the new opportunities to approach current and new market verticals where we have deep knowledge and experience,” says Thu Xuyen of the Acoustic & Lighting System Vietnam team.



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Those verticals are government and transportation, and they are the reason this particular pairing makes sense. Public buildings and transport infrastructure are not judged on how loud a system goes. They are judged on whether an announcement can be understood by someone standing at the far end of a concourse, in a room with hard surfaces, competing with crowd noise.

That is the problem Active Audio was built to solve. The company has developed solutions for reproducing the spoken word with high intelligibility since 2002, working on controlled directivity and performance in acoustically difficult spaces rather than on raw output. In a train station, an airport terminal or a government assembly hall, that distinction makes all the difference. Its patented DGRC technology, for Digital and Geometric Radiation Control, lets column loudspeakers adapt their directivity electrically or mechanically to the space they are covering.

The distributor has strengths in exactly that territory. Its integration division has completed more than 500 projects across Southeast Asia over three decades, spanning transportation, government, broadcasting, healthcare, hospitality and education, with work including rail transit infrastructure in the Klang Valley and broadcast facilities for Radio Televisyen Malaysia.

"A distributor can carry a brand or it can understand it, and these are not the same thing," says Eric Grandmougin, marketing and sales director, Arbane Groupe. "Acoustic & Lighting System came to us already working in government and transportation, which are precisely the environments Active Audio was engineered for. That is a much better starting point than a partner who has to be persuaded where the products belong."

The partnership has already moved past paperwork. Arbane Groupe ran a training session for the A&L Vietnam team in country, with Arbane Academy certificates issued to those who completed it. “Beyond the product capabilities, what truly attracted us to Arbane Groupe was the people and the strong relationship built with their team, especially Eric,” says Xuyen.

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