Beamcast New DirectOut Middle East & North Africa Distributor



L-R: George Zakaria, Lorenzo Sassi, Tareq Eid

DirectOut introduces Beamcast as its official distributor for the broadcast market in the Middle East and North Africa. This strategic partnership promises to strengthen DirectOut's presence in the region and take customer service to a new level. Beamcast, known for its outstanding expertise and commitment to cutting-edge broadcast and pro-AV solutions, will help DirectOut to better serve the needs of professionals in the industry.

“We have had excellent relationships with many system integrators in the region for years, yet we have consistently struggled to secure a permanent distributor capable of enhancing the region's knowledge of our audio solutions for broadcast,” states

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Lorenzo Sassi, Business Development Manager at DirectOut. “With Beamcast, we now have a partner who not only understands the market, but also the technologies we support, and how to match them with the needs of the customers.”

Beamcast will now offer comprehensive support and training services. This includes seminars, provision of demo and loan equipment, and the ability to ship products directly from a regional warehouse in the Middle East. This will enable DirectOut to offer customers short lead times and efficient procurement processes.

Ms Sama Eid, Business Development Manager at Beamcast, expresses her excitement about the partnership: "We are delighted to be working with DirectOut and to be able to offer their exceptional range of audio solutions to our customers in the Middle East region. We look forward to a successful partnership that will drive innovation and excellence in the broadcast industry.”

DirectOut and Beamcast are confident that this collaboration will lead to improved market coverage and increased customer value.

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