Global Production Services invests in WPC line array



L-R: Swapnil Mendon, Saurabh Ayare

One of India’s fastest growing live event service providers, Global Production Services (GPS), has added a Martin Audio WPC line array to its inventory. In so doing it has become the first company in India to invest in the company’s market-leading Wavefront Precision Compact line array, with its scalable resolution. The system was supplied, and will be supported by Vardhaman Megatech Pvt Ltd (VMT), Martin Audio’s Indian distributor.

GPS has built a formidable reputation for providing superlative sound reinforcement solutions for live events across the state of Maharashtra over many years, with the company’s portfolio spanning prominent Bollywood music events, award ceremonies, political rallies, corporate functions and more as well as conventional live gigs.

“We have always placed great pride in the quality of technical equipment and expertise that we provide for our shows,” states GPS director Saurabh Ayare. “We’d been wanting to expand our inventory for some time and after experiencing WPC we knew right away that this system would be the perfect addition to our inventory. We were extremely impressed with the quality of sound and SPL that the system is

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capable of delivering, despite its compact form factor - and this helped us double-down on our decision to go ahead with the purchase."

As the first phase of procurement, GPS has acquired eight WPC line array modules, along with four SX218 matching subwoofers and three advanced iK42 four-channel DSP power amplifiers. The rental company wasted no time in deploying its new system at the prestigious 37th Foundation Day Celebrations of Kotak Mahindra Bank, one of India's leading corporate banking and finance institutions, that took place in Mumbai.



"It was great training Saurabh's team at the VMT office in Mumbai," stated Tony Sawyer, Applications Manager of Generation AV, who represent Martin Audio across Asia Pacific. "WPC is supremely compact and lightweight, making it an absolute dream to work with from a logistical point of view. The GPS team is now ready to tackle any challenges put in front of them from a system deployment perspective."

Added Generation AV India director, Prashant Govindan, "GPS is a premier sound rental company, with one of the best teams of technicians and engineers in India. Now, with the inclusion of WPC they have the capacity to really flaunt their technical

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prowess. There is an evident buzz in the market about WPC and we hope to do more to introduce the Indian touring market to small form factor line arrays such as this, by building awareness and education."

"Saurabh and the team at GPS will join a growing network of WPC users," affirms Generation AV managing director, David McKinney. "Martin Audio has become one of the fastest growing brands globally, and along with our rental partners and VMT we are certain to create a strong touring network in India."

VMT are equally positive. Kekul Sheth, head of sales, VMT Distribution, notes that "the team at GPS had the expertise to set-up and deploy the system quickly and correctly on-field [at the launch event]. Therefore it becomes clear that the synergy created by GPS and WPC is head and shoulders above the rest in its class."

And the final word comes from VMT's national sales manager, Jeff Mandot who confirms that following the successful induction of WPC, GPS is now poised to acquire a similar configuration system by early in the year. "This means that by April 2023, they will have a total of 16 WPC line array modules and eight SX218 subwoofers. This will enable GPS to deploy their expanded WPC system for mid-scale music concerts and similar premium live events."

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