New L-Acoustics Middle East Application Team



L-Acoustics debuted its recently formed Middle East, Africa & Eurasia Application Team at an exclusive technology showcase on November 5 at Dubai's Theater of Digital Art. The event marked the first major regional appearance for the dedicated three-person team, reflecting the company's strategic commitment to delivering world-class technical support in one of its fastest-growing markets. The picture above shows Luke James Brookes, Application Engineer, Middle East & India; Mehdi Khelil, Head of Application; and Adriaan van der Walt, Application Engineer for L-ISA.

The Dubai event brought together more than 125 industry professionals for hands-on demonstrations of L-Acoustics' L2 line source array and L-ISA immersive audio technology across multiple vertical markets, from live events and sports venues to themed entertainment, hospitality, and house of worship applications. Attendees experienced interactive demos, including live L-ISA DJ performances and technical workshops led by the new regional application team. The new team structure is led by Mehdi Khelil, appointed Head of Application, Middle East, Africa & Eurasia, reporting to Vikram Kirby, Global Director of Application Operations. Supporting Mehdi are two expert Application Engineers: Adriaan van der Walt (Application Engineer, Middle East - L-ISA) and Luke James Brookes (Application Engineer, Middle East & India).

The team brings exceptional collective expertise to the region. Mehdi Khelil draws on more than 15 years of hands-on experience in live events and audiovisual technology across the Middle East's entertainment and events sector, most recently serving as Senior Operations Manager at Etihad Arena in Abu Dhabi. Adriaan van

Phoca PDF

der Walt is an L-ISA specialist with FOH mixing experience including four years on The Voice. Luke James Brookes, a two-time TPI Award nominee for System Designer of the Year, previously led audio operations at Dubai's Coca-Cola Arena.

"The establishment of this dedicated application team represents our commitment to meeting the evolving technical demands of the Middle East, Africa & Eurasia markets," said Kirby. "With Mehdi's leadership and the combined expertise of Adriaan and Luke, we're positioned to deliver exceptional technical support and drive innovation in immersive audio experiences across the region." The November 5 event featured comprehensive presentations on L-Acoustics' L2 line array system and L-ISA immersive audio technology, with real-world case studies spanning sports venues (including projects in Doha and Munich), themed entertainment spaces (Al Wasl, Ephesos, ARTECHOUSE NYC), nightclubs, hospitality, and corporate environments.

Interactive sessions allowed attendees to experience L-ISA technology firsthand through live DJ demonstrations and technical workshops. The application team also presented Creative Live Support Services, including CAD drafting, consultant masterclasses, and design support offerings tailored to regional market needs. The new application team will focus on technical project support, system design consultation, and advancing L-Acoustics technology adoption throughout the region - from major live events and permanent installations to luxury residential projects and next-generation entertainment venues.

This strategic expansion follows the recent restructuring of L-Acoustics' sales team under Director of Sales EMEA Tim Völker, with Chris Mead serving as Head of Sales, Middle East, India, Africa & Eurasia. Both Völker and Mead will participate in the Dubai event alongside the application team. The company has experienced unprecedented growth, with a 30% increase in workforce over the past two years, driven by exceptional performance across all market sectors. "Our expanded application capabilities in the Middle East reflect the region's growing importance in the global entertainment and events landscape," added Khelil. "The Dubai event is an ideal opportunity to bring our combined expertise directly to our clients and partners, demonstrating the technical support and innovation that L-Acoustics is known for worldwide."

www.l-acoustics.com

Phoca PDF