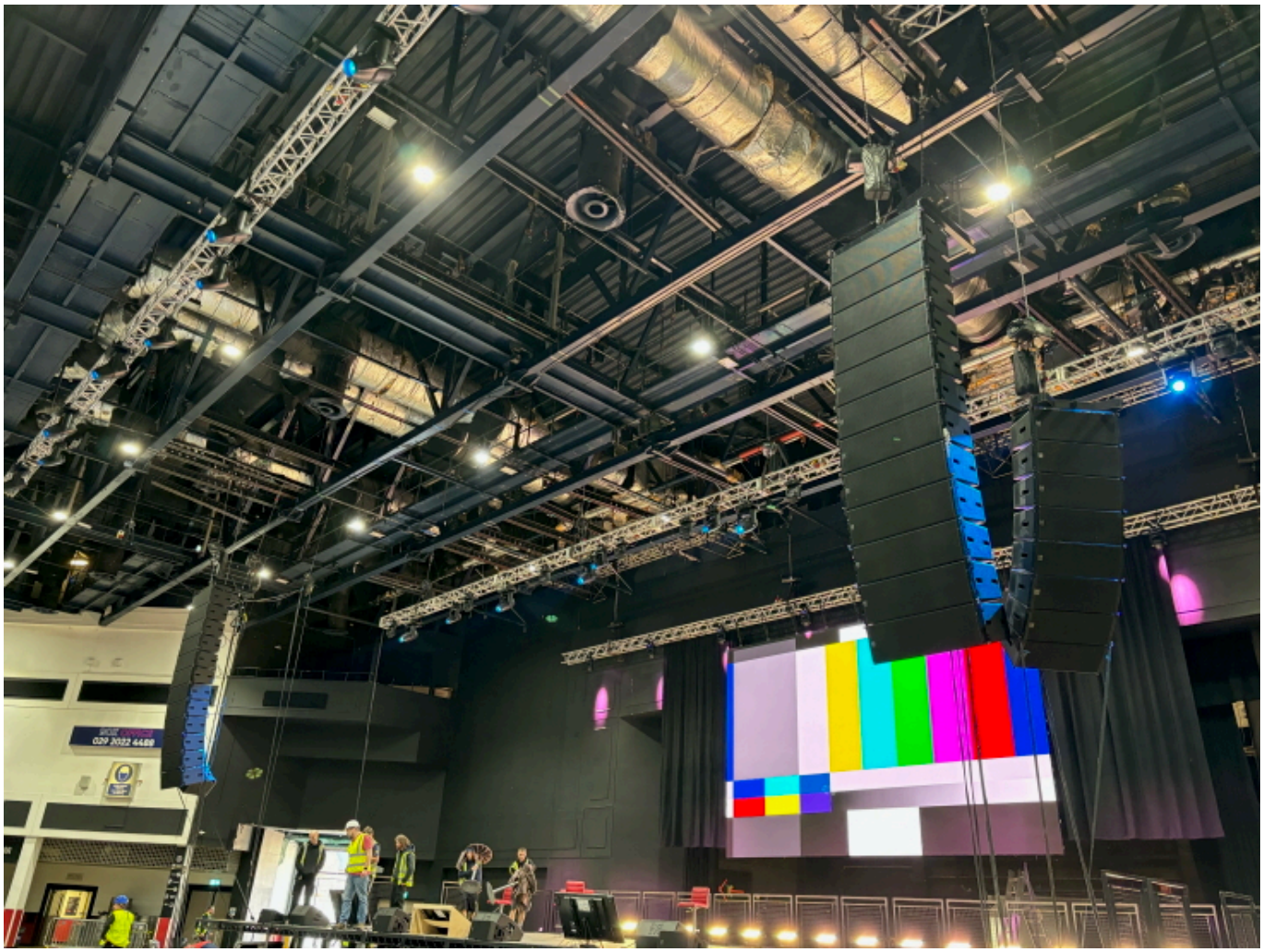
Martin Audio Magnum PA Ltd & SR Productions Partnership



Cardiff-based Magnum PA Ltd and SR Productions enjoy an ongoing strategic partnership, with Martin Audio’s cutting-edge Wavefront Precision series line array at the heart of it. While Magnum PA carries the flagship WPL in its inventory, SR supports the extremely versatile WPC in its hire fleet - so that between the two companies, the Martin Audio box count exceeds 150. To further strengthen the offering, both companies frequently partner with Bristol-based SWG Events, offering a formidable collective inventory.

Long-standing SR Productions client Orchard Media and Events Group recently required a solution to cover delegates for Admiral Group’s annual staff general meeting at Utilita Arena Cardiff. A main hang of 12 WPL per side was supported by an outfill of eight WPC per side, while centre fill duties were carried out by four TORUS T820 and monitors by four LE200s. This created an end-to-end Martin Audio solution.

Orchard Media and Events Group’s Martyn Davis commented, “The coverage and clarity of the system deployed by Alistair and his team at the Arena was amazing;

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it’s a difficult room but the system made it sound so controlled.” Alistair Brick, Operations Director, SR Productions, commented: “Martin Audio continues to be the ideal choice for our projects, and we continue to invest in the brand. Our alignment with partner companies in Cardiff and Bristol means there is a very strong hire network, and our freelancers have a shared understanding of the capabilities of the system.” Phil Hughes, MD, Magnum PA Ltd, added: “The scalable resolution of WPL makes it so versatile for our client projects; we’re glad to be part of a valuable rental network in Wales and the Southwest.”

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