

PXL Media invests in Martin Audio



PXL Media, a company with expertise in large format LED screen rentals, recently forayed into the professional touring audio domain by adding Martin Audio's Wavefront Precision (WPL) line array to its inventory. In so doing, they have become India's first WPL users.

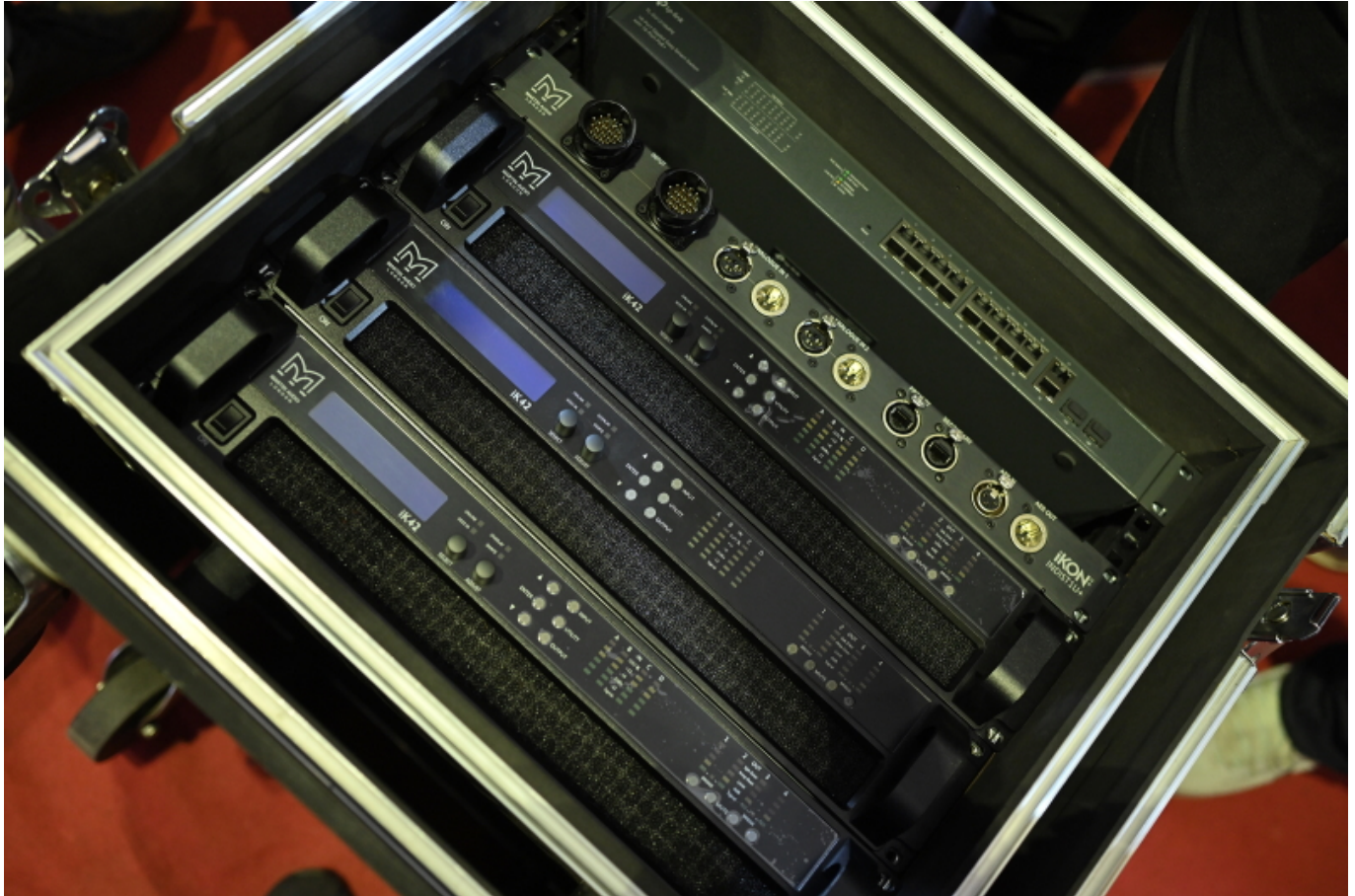
A production house known across South India for its prowess in LED screens, PXL Media launched SXL - a division centred around providing exceptional touring audio systems to audiences. "Together with VXL (Video) and LXL (Lights) we can provide a complete solution to our customers," says Pratheesh Michael, CEO, PXL Media. This purchase also helps Pixel Media make its mark as a significant player in the touring industry in Kerala, one of the fastest growing events and touring markets in India. "We will quickly expand into all of South India soon," promises Pratheesh.

"PXL Media believes in investing in top-level gear to match international standards. Martin Audio's reputation in the market is exemplary. We are proud to be associated as their first WPL users. We wanted to invest in a system that delivers top-notch performance, is rider friendly, ensures efficiency and functionality, while being flexible and scalable," says Sachin Babu, Sound Engineer, PXL Media. "Martin Audio was perfect for this."

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The system inventory for Pixel Media includes the WPL 3-way bi-amp, 2 x 12" large format line-array elements, with the globally renowned dual 18" horn-loaded SXH 218 subwoofers. The system is powered by two racks consisting of Martin Audio's iKON iK42 amplifiers, network switches, signal and power distros.



Tony Sawyer, Applications Manager at Generation AV, Martin Audio's APAC sales representative, conducted the initial software and rigging training at the PXL warehouse in Kochi. "Martin Audio has always prioritised training and support. We ensure that our touring partners are taken care of and that their purchase is protected. The team at PXL are exceptional learners and will soon be a force to reckon with," continues Sawyer.

Prashant Govindan, Director, Generation AV India, agrees. "Pixel Media has big plans and has taken a bold first step by launching with the WPL. We are excited by the possibilities that this opens up for them, and all at Martin Audio and Generation AV are here to support and help them with their growth. The team at VMT [Martin Audio's Indian distribution partner] is highly approachable and supportive. They go out of their way to help us, whether industry related or not. Their pricing structure is business friendly and allows us to plan our growth systematically."

"It was great working with the PXL team throughout the sale, and we continue to back them with all the support. Pratheesh, Biju, Sachin, Kiran and team have a long

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way to go and team VMT wishes them all the luck with their current system and the many more systems to come,” says Jeff Mandot, National Sales Manager, VMT.

“We are very happy to have team PXL onboard with us. With VMT, we are building a strong sales and support network for Martin Audio in India, that will offer the best in the touring and installation sound markets,” says David McKinney, Managing Director, Generation AV.

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