

## Adam Hall Group Showcases USA Premieres at INFOCOMM 2017

BOOTH 6781

Orlando, Florida – June 14, 2017 – At this year's INFOCOMM Show (June 14<sup>th</sup> to 16<sup>th</sup>) in Orlando, the Adam Hall Group – a manufacturer and distributor of event technology solutions – will unveil several world premieres in Booth 6781 of the Audio Pavilion. At the same time, the German company will announce its collaboration with the legendary Porsche Design Studio.

At the start of the exhibition, our **pro audio brand, LD Systems®**, will unveil its near-production concept for a future-oriented sound product, which has been developed in collaboration with **Porsche Design Studio**. "Our development team, together with the designers from the Porsche Design Studio, have done a first-class job. We are introducing a brand new kind of design into the industry. I am really looking forward to seeing the reactions in the market," says Alexander Pietschmann, CEO of the Adam Hall Group.

"This integrative design has never been seen before on the market and makes no compromises on sound quality, but is technically unique," says Porsche Design Studio designer Jörg Tragatschnig, who has worked with his team on the design. And these could be ideal conditions for a new status quo in professional music reproduction. **More information at [www.adamhall.com/2017-premiere](http://www.adamhall.com/2017-premiere).**

**Cameo®**, the professional lighting equipment brand, will present its **ZENIT®** series to the public for the first time. It comprises several products and accessories, and is aimed at the professional installation and rental market. Designed to be the **perfect all-round spotlights** for numerous applications, the ZENIT® series includes mains- and battery-powered lighting products for indoor and outdoor applications, as well as zoom spots and high-quality diffusers. Their compact housings are equipped with high-quality components from brand manufacturers. The series comprises the already well-known PAR lights ZENIT® Z 120 (with zoom and IP65 rating) and the ZENIT® P 130 and ZENIT® P 40 (each with light shaping diffuser and IP65 rating).

New additions to the ZENIT® series are the **ZENIT® B 60 battery-operated, IP 65-rated PAR lights** (black or chrome housing). Not least due to their specially developed high-performance batteries, they provide great freedom to lighting design. The **iDMX® App-Controller** and the **iDMX®**

**Core Wi-Fi to W-DMX™ connectorbox** enable absolute mobility. For safe transport, Cameo® has included **atouring case** for six ZENIT® B 60s in its range. The spotlights can not only be conveniently stored in the German-manufactured case, but also charged, as it features a charging system.

The ZENIT® series is rounded off by the **ZENIT® W 600 LED washer**, a completely new Cameo® development, with IP65 rating and a new design, which is indicative of the future direction for Cameo® designs. The ZENIT® W 600 washer offers great versatility and user-friendly application, with flexible control options via iDMX® core and W-DMX™ technology.

**Gravity®**, the stands and accessories brand with an extensive portfolio covering almost all of the classic areas of application, has recently been nominated for the German Brand Award. Now the multiple award-winning premium brand is extending its range. Further possible future design prize-winning innovations such as a revolutionary laptop stand or a highly flexible keyboard table should not go unmentioned here, as well as **products from the lifestyle sector**, which already hint at the Gravity® brand's future direction.

#EventTech #ProAudio #ProLighting #StageManagement #Porschedesignstudio #InfoComm17

### Further information:

[www.ld-systems.com](http://www.ld-systems.com)

[www.gravitystands.com](http://www.gravitystands.com)

[www.cameolight.com](http://www.cameolight.com)

### Information about the Adam Hall Group and US Distributors, Musical Distributors Group:

[www.adamhall.com](http://www.adamhall.com)

[blog.adamhall.com](http://blog.adamhall.com)

[www.musicaldistributors.com](http://www.musicaldistributors.com)

### About the Adam Hall Group

The Adam Hall Group is a leading German manufacturer and distribution company that provides event technology solutions to business customers worldwide. Its target groups include retailers, dealers, live event and rental companies, broadcast studios

and AV and system integrators in both the private and public sector, as well as industrial manufacturers. The company offers a wide range of professional audio and lighting technology as well as stage equipment and flight case hardware under its own brands **LD Systems®**, **Cameo®**, **Gravity®**, **Defender®**, **Palmer®** and **Adam Hall®**.

Founded in 1975, the Adam Hall Group has developed into a collection of modern, innovative event technology companies. This includes an 8,000-square-metre warehouse and logistics centre at its corporate headquarters near Frankfurt am Main, Germany. Through its focus on value and service orientation, the Adam Hall Group has been presented with a number of international awards for innovative product developments and pioneering product design from prestigious institutions such as "Red Dot", "German Design Award" and "iF Industrie Forum Design": In particular for the patented, first portable array system with high-definition sound, LD Systems CURV 500®, the radio microphone series LD Systems U500®, and the premium microphone stands from the brand Gravity®. Further information on the Adam Hall Group can be found online at [www.adamhall.com](http://www.adamhall.com).

#### **About the Porsche Design Studio**

Porsche Design GmbH, with its headquarters in Zell am See, Austria, forms part of the Porsche Lizenz- und Handelsgesellschaft mbH & Co. KG (Porsche Design Group) with headquarters in Ludwigsburg. It is a majority-owned subsidiary of Porsche AG. In 1972, Professor F. A. Porsche founded the Porsche Design Studio in Stuttgart. Two years later, he relocated to Zell am See in Austria. In the decades to follow, a wide range of classic men accessories such as watches, glasses and writing instruments were sold worldwide under the brand "Porsche Design". But a large range of industrial products, household appliances and consumer goods for internationally known customers was also developed under the brand name "Design by F. A. Porsche". Roland Heiler has been Managing Director at the studio in Zell am See since 2004.

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