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Venuetech New Elation Professional Distributor for the Middle East

Elation Professional is pleased to announce that Venuetech Audiovisual & Lighting Systems (www.venuetechnology.com) has been appointed the exclusive distributor for Elation Professional products in the Middle East.

Venuetech has been a leading provider of professional products and services to the entertainment industry in the Middle East since 2003 and has seen immense growth since its founding. Headed by one of the Middle East market's most experienced and esteemed personalities, Nour Assafiri, Venuetech's team of industry professionals is focused on all aspects of the audio, video and lighting market, from sales to technical support.



"The major target has always been to be able to provide a complete solution for our clientele, therefore we see Elation as the missing piece of the puzzle," said Nour Assafiri. "We believe that our experience in entertainment lighting along with Elation's strength and reputation, as well as their continuous production of innovative products, will open doors for a strong relationship and the proper share in the market."

Venuetech has just wrapped up a successful Prolight + Sound Middle East show at the Dubai International Convention Center, where they represented Elation products for the first time. Supporting the Venuetech team at their stand was Elation Sales and Marketing Director, Eric Loader, as well as Elation Key Account Manager, Frederik Afif. "We are excited to have Venuetech join the Elation team and grow the Elation success in the GCC region," Eric Loader stated. "I've known Nour for many years and value the relationships and experience he and his team have in the region. We look forward to the opportunities this partnership will open up and to supporting Venuetech in expanding the Elation brand in the Middle East."

About Elation Professional

Elation Professional is one of the world's leading lighting and visual solutions providers and is the global brand of Elation Lighting. Founded in 1992 and headquartered in Los Angeles, with European sales, distribution and support based in The Netherlands, Elation designs and manufactures a comprehensive range of innovative yet affordable lighting and video products that are distributed through a global network of dealers and distributors. Made up of a spirited team of dedicated personnel, Elation is setting new efficiency and performance standards in Platinum lamp and LED technology and is acknowledged for a comprehensive commitment to Total Support. As a company in expansion with a presence in



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a growing variety of market segments, chances are you've experienced Elation lighting at a concert, special event, TV, theater, late night venue, House of Worship, theme park, cruise ship, exhibition, architectural space or elsewhere. For more information, please visit www.elationlighting.com

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