

# AV Electronics Marketing Sdn Bhd

## *DTS Lighting Sole Distributor in MALAYSIA*

DTS Lighting has appointed AV Electronics Marketing Sdn Bhd as its sole distributor for Malaysia. After some time of collaboration on some projects in Malaysia, DTS and AVEM decided to take the relationship to a new level and make it official.

Mr Franco Zaghini, VP of Sales for DTS Illuminazione srl, met up with representatives of AVEM at PALME Singapore in July 2009 to discuss details of the distributorship. "We have been working with AVEM on a few projects in Malaysia recently, and with AVEM's established distribution network, 12 years market experience in the pro-audio and lighting industry, and strong technical support, we found them to be the best company to represent DTS in Malaysia", said Mr Zaghini.

Mr Chia Kah Leong, Senior SI Manager of AVEM looked forward to the collaboration. "DTS has recently come up with some really exciting products, especially their latest moving heads, and we are confident these new products will break new ground into the Malaysian stage and effects lighting market and give the traditional competitors a run for their money. Recent developments in the Malaysian pro-audio and

lighting market have revealed more potential demand for high end effects lighting, and together with DTS, we are here to fulfill the market demand," said Mr Chia.

Mr P. K. Kiat, the main person in charge of DTS Lighting in AVEM, sees huge potential in the DTS brand as the innovative design, performance and quality of DTS has elevated the brand to new heights, up there with the other high end brands, but without the pocket burning high end prices. With the latest series of 700w moving head (Wash, Spot and Beam series), it is definitely perfect to apply for theatre usage, thanks to the "Silent Mode" implemented. Besides the 700w series, DTS Lighting has released model of 300w Beam, where by awarded in Plasa 2009 – **Winner of the PLASA/09 Awards for Innovation**, with limitless pan and tilt rotation in either directions.

AVEM has been in the industry for the last 12 years, and while traditionally strong in the pro-audio segment, has recently been enjoying new success in the lighting segment.

AVEM got into contact with DTS Lighting back in 2007-2008, and has worked on several projects



such as UUM (Kedah, Malaysia), Luna Bar (Pacific Regency, Malaysia), Naga World Hotel (Phnom Penh, Cambodia) and so on. AVEM has been able to penetrate the Malaysian market with DTS products because of DTS's unique blend of advance Italian design and innovation, made-in-Italy quality, and yet competitive price points.

In the recent years, AVEM has been expanding its operations to effectively cover more areas in the Malaysian market, and now has branch offices in Penang, Johor Bahru, Kuantan and Kuching. AVEM is aiming to get closer to the various areas in the Malaysian market by offering faster and closer localized service and support for its customers.



DTS Delta R, Delta B and newest 700w Spot moving head are landed in AVEM Kuala Lumpur office.



From left to right K. L. Chia (AVEM, Malaysia), Kit Wong (AVEM, Malaysia), Franco Zaghini (DTS, Italy), Alan Tham (DTS, Singapore), P. K. Kiat (AVEM, Malaysia).

## AV Electronics Marketing Sdn Bhd, Malaysia



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