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Reynolds Sound and Lighting becomes 'biggest Venue stockist in India'



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18 May 2011

INDIA: Following its recent purchase of an Avid Venue Profile console, Bangalore-based rental company Reynolds Sound and Lighting has reportedly become the single largest stockist of Avid Venue mixing desks within India. The console was purchased from Avid's Indian distributor Ansata Computer Systems.



Initially founded in 1981, Reynolds Sound and Lighting has continued to invest in Avid consoles since 2008. The company now owns two Venue SC48 consoles, a Venue D Show console and the newly acquired Profile. The D Show was recently used at the Art of Living concert in Chennai. Founder and managing director Felix Remedios has attributed India's gradual switchover from analogue to digital mixing as the key reason for his company's loyalty to the Avid brand.

'The Venue consoles are a very easy change-over from the analogue platform to digital, so my team found it very easy to quickly feel comfortable using the console,' Mr Remedios explained. 'The console's dependability on the field has played a big role in the success of the business. We needed something rider-friendly and with the Venue we found that we had a console that was acceptable to almost every touring act, so it's been a good add-on to our inventory.'

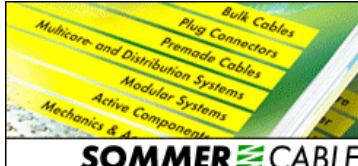
Mr Remedios was also quick to praise distributor Ansata Computer Systems. 'Ansata's support has been world class – be it after-sales training and support or networking us directly with the factory. This has reflected in us buying not one, but four consoles in a short period of time.'

Alongside the Avid consoles Reynolds holds brands including Meyer Sound, Shure, Clay Paky, MA Lighting and Extron.

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