Press Release

**Adam Hall Group appoints H. ITO & CO.LTD as exclusive Cameo distribution partner in Japan**

**Neu-Anspach - 12 December 2023 - The Adam Hall Group is further expanding its global sales network. With H. ITO & CO., LTD from Tokyo, Japan, the event technology provider headquartered in Neu-Anspach, Hesse, has gained a new partner who will take over the exclusive distribution of Adam Hall Group brand Cameo lighting technology solutions in Japan with immediate effect.**

H. ITO & C.,LTD was founded in Tokyo in 1979 and is one of the most recognised sales and rental providers of professional lighting technology in Japan. In more than 40 years, the company has been able to build up an extensive network of partners and customers as well as constantly expanding its range of services.

"We are excited about the new distribution partnership with the Adam Hall Group," comments Akihiko Sato, President of H. ITO & CO.,LTD. "Cameo's solutions cover all professional lighting requirements and give us the opportunity to offer new, innovative products to the Japanese lighting industry."

Glenn Lin, Business Development Manager, Asia Pacific: "Japan has a long and extraordinary cultural tradition, which is also expressed in the professional theatre and event market. We are delighted to have found an experienced partner in H. ITO & CO.,LTD and are looking forward to seeing where our Cameo spotlights will be used in the near future."

From 14-16 February 2024, H. ITO & CO.,LTD will present the Cameo portfolio at the [ProLight & ProVisual](https://prolight-provisual.jp/) trade fair in Tokyo, Japan.

#Cameo #ForLumenBeings #EventTech #ExperienceEventTechnology

**Further information:**

[h-ito.com](http://www.h-ito.com/)

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

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

**About the Adam Hall Group**

The Adam Hall Group is a leading German manufacturer and distributor of event technology solutions for business customers worldwide. The target groups include retailers, B2B dealers, live event and rental companies, broadcast studios, AV and system integrators, private and public companies and industrial flight case manufacturers. The company offers a wide range of professional audio and lighting technologies as well as stage equipment and flight case hardware under the brands LD Systems®, Cameo®, Gravity®, Defender®, Palmer® and Adam Hall®.

Founded in 1975, the Adam Hall Group has developed into a modern, innovative company for event technology; this includes the Logistics Park with 14,000 square metres of warehouse space at the corporate headquarters site near Frankfurt am Main, Germany. With a focus on value and service orientation, the Adam Hall Group has received a number of international awards for innovative product developments and pioneering product design from prestigious institutions such as the "Red Dot", "German Design Award" and "iF Industrie Forum Design". In collaboration with the design agency "Studio F.A. Porsche", LD Systems® demonstrates the future of pro audio design with the iconic MAUI® P900 column speaker and was recently honoured with the coveted "German Design Award" .

More information about the Adam Hall Group is available on the Internet at www.adamhall.com.