Press release

**Market launch in Colombia – Cameo distributor Control Lumínico Electrónico at PROVENCO 2025**

**Neu-Anspach – 17 June 2025 – The Adam Hall Group is expanding its international market presence. Together with exclusive Cameo distribution partner Control Lumínico Electrónico, it is about to launch the lighting brand on the Colombian market. At the PROVENCO trade fair for event technology (21-23 July) in Cartagena de Indias, Control Lumínico Electrónico will be presenting Cameo’s lighting technology solutions for the first time.**

The Cameo highlights at the CLE stand at PROVENCO include the OPUS X4 PROFILE (Spot Profile Moving Head), AZOR SP2 IP (IP65 Spot Profile Moving Head), ORON H2 (IP65 Hybrid Phosphor Laser Moving Head), the OTOS WASH models W3, W6 and W12, the PIXBAR G2 LED bars, the P6 LED profile spotlight and the ROOT BAR LED bars.

Founded in 2006, Control Lumínico Electrónico (CLE), headed by Juan Balsero, has developed into a comprehensive technology and production partner for live events, theatre, film and TV studios. CLE customers include Colombia’s national theatre (Teatro Colón), a private university and various TV stations, some of which have an international reach. In addition, Control Lumínico has provided technical solutions for the shows of national and international artists performing at the Estéreo Picnic Festival. Control Lumínico Electrónico offers its customers exceptional service in its in-house product showroom at the company’s headquarters in the Colombian capital Bogotá.

“Colombia has developed into an extremely attractive production market in recent years, which is reflected, for example, in a growing number of events, concerts and festivals,” explains Juan Balsero, Managing Director of Control Lumínico Electrónico. “The biggest international stars now come to Colombia as a matter of course on their world tours. We see this as an ideal springboard for Cameo lighting solutions, which have impressed us with their quality right from the start. What I personally find particularly inspiring is the brand’s mindset – the will to assert itself in a tough market with professional products and to grow step by step. The success of Cameo speaks for itself.”

Markus Jahnel, CRO Adam Hall Group adds: “Control Lumínico Electrónico was our absolute favourite solution for the Colombian market. Juan Balsero and his team have built up a strong reputation over the years and have continuously expanded their services. We are delighted to be writing a joint success story from now on and are looking forward to the market launch of Cameo in Colombia at PROVENCO 2025.”

**Control Lumínico Electrónico at PROVENCO 2025:**

Booth #123, #124, #125

#AdamHallGroup #Distribution #Cameo #ForLumenBeings #EventTech #ExperienceEventTechnology

**Further information:**[controlluminico.com](https://www.controlluminico.com/)

[provenco.co](https://www.provenco.co/)

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

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

**About the Adam Hall Group**

The Adam Hall Group is a leading German manufacturer and distribution company providing event technology solutions to business customers worldwide. Its target groups include retailers, B2B dealers, live event and rental companies, broadcast studios, and AV and system integrators in both the private and public sectors, and industrial flight case manufacturers. The company offers a wide range of professional audio and lighting technology as well as stage accessories 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 the logistics park with 14,000 square metres of warehouse space 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 collaboration with the design agency “Studio F.A. Porsche”, LD Systems® shows the future of pro audio design with the iconic MAUI® P900 column loudspeaker and was recently honoured with the coveted “German Design Award”.

Further information on the Adam Hall Group can be found online at [www.adamhall.com](https://www.adamhall.com/de-de).