Press Release

**New business vertical: Adam Hall Integrated Systems at ISE 2023**

**Neu-Anspach, Germany – January 19, 2023 – Adam Hall, the German event technology giants, have announced the creation of *Adam Hall Integrated Systems* – a new business vertical dedicated to serving the installed AVL market sector.**

With its own product team headed up by Gabriel Alonso Calvillo, *Adam Hall Integrated Systems* will act as a resource for AVL professionals – be they consultants, integrators and even end users – to easily find and specify the products they need for their projects. All Adam Hall installation-friendly products are brought under one roof and application experts are on hand to offers expert advice and support at every stage of the project, from tendering to system design through to training and commissioning.

“We have been working on the development of our integrated systems portfolio for a few years now; and with the new solutions we are presenting at ISE, I am proud to claim that we can offer a comprehensive product range to cover most commercial audio applications,” says Calvillo. “It therefore makes complete sense to create a proper home for our installation range with its own distinct identity that will be both more visible and accessible for our customers and the world at large.”

According to Adam Hall Group CEO Alexander Pietschmann, the timing is perfect for such a move. “From humble beginnings in 1975, we have grown to be one of the top three audio and lighting manufacturers in Europe as well as a highly successful international distributor,” he says. “We have an extremely strong heritage in live event technology which was where it all started for us. However, we have in fact been developing products for AVL for a number of years due to the increasingly high demand from our customers for reliable, user-friendly products in this sector. As the AVL side of the business continues to flourish, it was a natural step for us to create a dedicated department with its own staff to better serve this important market.”

Beside Gabriel Alonso Calvillo leading the product team, Nik Gledic, the Global Sales Director at Adam Hall Group, is building up a dedicated Sales & Business Development team for the new business vertical. “The times at Adam Hall Group are super exciting and the potential is great for us,” reveals Nik Gledic. “We have started creating a dedicated installed sales team and are currently looking for more passionate people to join us. Our aim is to build a team of AV experts and become as successful in the installed market as we are with the other established verticals. In addition to the job opportunities, we are also expanding our partner & distribution network and so are looking forward to connecting with new potential clients during the ISE.”

Adam Hall’s installation portfolio offers a wide range of loudspeakers, amplifiers, mixer amps, microphones, and signal processing as well as a huge selection of cabling and accessories plus LED lighting and control. Adam Hall Integrated Systems brands include LD Systems, Palmer, Cameo, Gravity, Defender and offer comprehensive solutions for applications including venues, retail, education, corporate, hospitality and public places.

For further information on how Adam Hall Integrated Systems can benefit your next project, please visit <https://www.adamhall.com/integrated-systems-applications> or visit us at ISE 2023, stand #7C850, or at our Barcelona showroom (shuttles available from ISE) to experience our latest products. Product presentations will take place every day on the stand.

Further information:

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

#AdamHallGroup #AdamHallIntegratedSystems #EventTech #ExperienceEventTechnology

**About Adam Hall Group**

Adam Hall Group is a leading German manufacturer and distributor offering event technology solutions to business partners around the world. Target groups include retailers, B2B dealers, 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, lighting, stage equipment **and** flight case hardware under its **LD Systems®, Cameo®, Gravity®, Palmer® and Adam Hall®** brands. Founded in 1975, the Adam Hall Group has evolved into a modern, innovative event technology company with over 14,000 m² of warehouse space in its Logistics Park at its corporate headquarters near Frankfurt am Main. Thanks to its focus on value creation and service, the Adam Hall Group has already been awarded a whole series of international prizes for its innovative product developments and forward-looking product design by renowned institutions such as "Red Dot", "German Design Award" and "iF Industrie Forum Design". LD Systems®, in cooperation with the design agency F. A. Porsche, shows the future of pro audio design with its iconic MAUI® P900 loudspeaker column and was accordingly recently honoured with the coveted German Design Award. More information about the Adam Hall Group can be found online at

<http://www.adamhall.com/>