Press release

**Successful LD SYSTEMS DAY - First MAILA presentation in Dubai**

**Neu-Anspach, Germany - 20. September 2023 - The Adam Hall Group looks back on a successful LD SYSTEMS DAY in Dubai. Together with the LD Systems sales partner PRO LAB, the global event technology manufacturer invited to a one-day partner and customer event at the PRO LAB headquarters on 7 September. The highlight was the first hands-on demonstration of the LD Systems MAILA system in the United Arab Emirates.**

After an introduction of the Adam Hall Group and its long history in the field of event technology, Viktor Wiesner, Senior Product Manager, Pro Audio, guided the numerous attendees through the constantly growing LD Systems portfolio, followed by a detailed product demonstration of the MAILA (Modular All-Round Intelligent Line-Array) system by LD Systems Field Application Engineer Jens Kleinhuis. In close exchange with the experienced live sound engineer, the participants of the LD SYSTEMS DAY were able to convince themselves of the flexibility, the electro-acoustic design and the innovative features of the groundbreaking sound reinforcement system in a hands-on session.

In general, LD Systems and PRO LAB placed a lot of emphasis on the intensive exchange between existing customers and potential interested parties and the LD Systems team from product management, product development and technical support.

After the MAILA live sound and touring solution, the focus was on LD Integrated Systems products for the AV fixed installation sector. In addition to the QUESTRA planning and management software, visitors were given a detailed overview of the constantly growing LD Systems Install portfolio of loudspeakers, mixing amplifiers and matrix processors. The LD SYSTEMS DAY was rounded off by the accompanying audio tools and stand solutions from Palmer and Gravity.

"The LD Systems Day was a complete success," explains Markus Jahnel, COO Adam Hall Group. "Together with our sales partner PRO LAB, we created an all-round successful event for our partners, customers and interested parties in the GCC region. We were particularly pleased that we were able to demonstrate our MAILA system in detail for the first time in Dubai. The reactions were positive throughout and we are very excited to see and hear about MAILA in Dubai and the region in the near future. At this point, we would like to thank the entire PRO LAB team and all visitors of the LD Systems Day. We are already looking forward to the next edition!"

#LDSystems #YourSoundOurMission #ProAudio #EventTech #ExperienceEventTechnology

**Further information:**

[ld-systems.com](https://www.ld-systems.com/)

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

[adamhall.com](https://www.adamhall.com/)  
[blog.adamhall.com](https://blog.adamhall.com/)

**About the 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 manufacturers of industrial flight cases. 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 developed into a modern, innovative company for event technology and has over 14,000 m² of storage space in its Logistics Park at its group 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 speaker column and was accordingly recently honoured with the coveted German Design Award. You can find more information about the Adam Hall Group online at

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