

Deltawaves training empowers Riyadh's pro audio community

Saudi Arabia: Venuetech recently conducted a comprehensive training roadshow on the Sennheiser EW-DX wireless microphone system and the Neumann MCM 114 miniature clip mic system across multiple client locations in Riyadh. Alice Macaluso, audio brand manager of Sennheiser from Venuetech, led the sessions, bringing her expertise directly to the premises of some of Riyadh's leading production companies.



The Hilights Group

The training roadshow covered various aspects of the Sennheiser EW-DX system and demonstrated the application of the Neumann MCM 114 in both live performances and studio settings. Participants were guided through everything from system setup and frequency management to advanced troubleshooting techniques, to empower them to deliver flawless audio experiences in their respective domains. Macaluso noted that the integration of the MCM 114 into these sessions provided valuable insights into achieving enhanced sound quality for instrumental performances.



The Eventtec team

Each session was tailored to the specific needs of the clients, offering hands-on experience and addressing real-world scenarios that the professionals encounter daily. Among the clients who benefited from this initiative were Eventtec, known for its dynamic event production services; The Audiolab Event, a company with rich expertise in high-profile events; Hwadi Company, which specializes in audiovisual installations; and Hilights Group, a prominent establishment in the lighting and sound industry. As key players in the region's entertainment and event production landscape, the companies benefited from the training sessions which offered them valuable insights into maximising the potential of both the EW-DX and MCM 114 systems.



The Hwadi Company training

"Saudi Arabia's entertainment scene is thriving, and our Neumann MCM and Sennheiser EW-DX products are well received among rental companies, catering to the country's numerous concerts, theatre performances and festivals," remarked Ryan Burr, Sennheiser's head of technical sales and application engineering in UAE. "Thanks to our distributor, Venuetech, for educating the market on these products and to audio brand manager Alice Macaluso for her dedicated efforts in facilitating the roadshow."

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