

04 / 12 / 2014

Matrix AVE Makes a Pointe with Robe

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Matrix AVE were the first technical solutions company in Dubai to invest in Robe's Pointes shortly after the fixture's launch last year... which certainly set the ball rolling for a run of sales on the immensely popular multi-purpose luminaire in the region, delivered via Robe's Middle East operation headed by Elie Battah.

Matrix AVE, currently based in Dubai Investment Park (DIP1) was founded 16 years ago by Rajesh Pereira and specialises in producing themed events - for which they have built up a great reputation and a thriving business. They also supply technical production for a number of other corporate events, conferences and social events.

Besides providing lighting, audio, video, staging and rigging for the events, in many cases, Matrix AVE also creates the concept and even books and manages the entertainment elements - which sets them apart from being just an equipment rental company.

Their clients can literally have one point-of-contact for absolutely everything needed to stage a successful event, which in turn makes the overall organisation that much more streamlined and efficient as well as cost-effective.

Rajesh made his first investment in Robe eight years ago, purchasing ColorSpot and ColorWash 575E ATs which were a solid industry standard at the time. He wanted a premium brand on-board and followed up with lots of ColorSpot and ColorWash 250E ATs which were also a best-seller for Robe in their day. All of these original fixtures are still working hard and looking good for Matrix AVE.

The 16 x Pointes were delivered after the PALME Middle East expo last year and have been in constant use ever since.

"We needed beam lights at the time," explains Rajesh, "And as soon as we saw the Pointes in action we realised they were effectively four-in-one as they can be used for wash, spot and effects as well - and perform equally as impressively in each different mode".

So, it was an extremely expedient purchase.

He appreciates the speed of the fixtures and the fact they are small and very portable, "You can do so much more with just 8 Pointes on a show ... than you can with any other moving light".

The company now has around 100 Robe units in its rental stock. There are 40 full time employees and it services around 60 - 70 events per month throughout The Season (September to May). These vary in

size and complexity – from a single DJ or a small presentation / conference / meeting right up to sophisticated parties and gala dinners for hundreds of people ... and everything in between! Rajesh says that Robe's Middle East HQ, opened in Dubai last year, has signalled a big commitment by the brand in the region. This and the excellent support offered by Elie Battah and his team – not that he needs much on the service side as the kit rarely breaks – has further boosted Robe's presence in the UAE.

Matrix AVE has its own fleet of vehicles for their event production, and they have also invested in quality audio brands like JBL and RCF.

