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Pro Audio Producciones Makes A Pointe

Pro Audio Producciones del Norte is a busy and high profile full production solutions provider based in Monterrey in the northeast of Mexico, headed by the charismatic and interesting Victor Gutierrez. The company provides lighting, audio, video, rigging, staging, generators and power for a wide variety of tours, festivals and events. It is known for its excellent service and great attention to detail.

Recently Pro Audio has invested in 24 Pointe moving lights, their first investment in Robe products, which were supplied by Mexico City based distributor, Vari Internacional.

The company was started by Victor 25 years ago in Tampico a buzzing port city near the Gulf of Mexico. There's still a facility there in addition to the head office in Monterrey, a commercial hub, the ninth largest - and the second wealthiest - city in Mexico. Currently there are 25 people working for Pro Audio in Monterrey and 10 in Tampico, and they are involved with supplying kit and crew to between 15 and 20 projects of different sizes per month.

"I bought Pointes because they are definitely coming onto the radar! We are seeing them - along with other Robe fixtures - appearing on numerous riders as the first choice of moving light". He adds - with a big smile - that Alberto Garcia from Vari who looks after his account ... has also been extremely persistent!

"As soon as a fixture starts getting requested ... it's time to buy!" he continues, "and also that's when you know a brand is on the up!"

The Pointe has been a particularly popular fixture in the Mexican market - it's well priced and genuinely versatile and useful for all types of shows. A lot of LDs are now using them and that is having a knock-on effect with the rental companies.

Pro Audio's Pointes are out all the time on an assortment of music shows.

Forty - Pro Audio's 24 plus some cross rentals - were supplied to a large Romeo Santos show, spec'd by LD Jorge Caraballo, they have also been used on several EDM festivals last year, together with the 2015 Machaca Rock Fest event ... and numerous others.

The crews all love them because they are so lightweight and easy to handle.

Victor has been so pleased with his investment that he bought another four Pointes for the upcoming Sasha, Benny y Erik tour, specified by LD Alain Cortout.

With the help of an adapter kit and handles, these four will be used as follow spots - the iris and pan/tilt are disabled and the intensity is activated from the console, so all the operator has to do is follow their target!

Now he has started buying Pointes, Victor is also looking at the various other luminaires that Robe has to offer.

Victor has been in the industry all his life initially as a musician and bass player in bands during the 1980s when still a teenager.

With the writing already on the wall ... he studied both Business Administration and Music, and plays piano and drums in addition to bass guitar. He started purchasing - initially speakers and audio kit - for the band, which sparked his interest in production and realisation in the importance of high production values.

Although kept fully occupied running Pro Audio, Victor still finds a little bit of time to gig with his band DTNT, which has been going since 1986.

