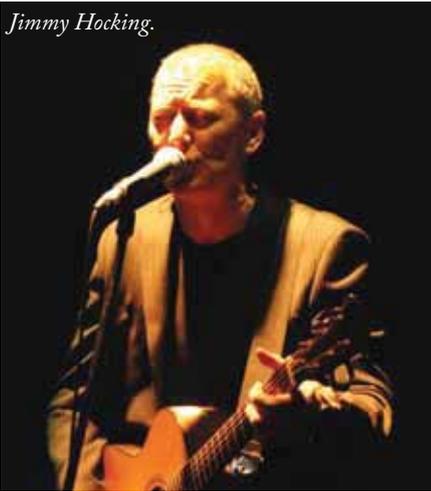


# GROUP TECHNOLOGIES CELEBRATES LAUNCH OF NEW FACILITY

*July 25<sup>th</sup> saw the launch of Group Technologies' new product demonstration facility at their head office in Pascoe Vale, VIC. CX was lucky enough to score an invite to the launch party.*

*Jimmy Hocking.*



*Frank opens the proceedings.*

Group Technologies are the Australian distributors for a range of products from manufacturers including Nexo, DiGiCo, Camco, RCF, and Quest. These products have found widespread acceptance in the marketplace due in part to their own merits, but also a strong dealership network.

The new demonstration room is spacious and comfortable. It boasts three permanent motorised trusses to allow serious PA systems to be set-up and tested. Acoustic treatment was developed in-house by Guillaume Boda, who works in the R&D department for Quest Engineering. The time put into this has certainly paid off – the room sounds good. There's been more work going on elsewhere behind the scenes, with construction of an in-house anechoic

type measurement chamber. The R&D commitment appears quite strong, as evidenced by an extensive measurement and testing setup as well as prototyping facilities.

CX arrived at the party around 7:30pm to find things already in swing. Attendees comprised primarily dealers and users of the products distributed by Group Technologies. Also in attendance were manufacturer representatives, Group Technologies staff, and media. The invite was extended to partners too, which was a nice touch.

The lavish surroundings and well stocked bar made for a relaxed and comfortable environment – people seemed at ease talking to each other. The night was officially opened by Frank Andrewartha who welcomed everyone

and introduced the first performance of the evening, Jimmy Hocking. Subsequent entertainment included a DJ as well as some cool cabaret performances.

Frank explained to me that the night wasn't about sales, but more about doing something for the dealers. Audio on the evening was a combination of Nexo, DiGiCo, and Camco gear, though nothing about it was overstated and there was no sales pitch. The night really wasn't about product so much as it was about people. It's excellent when manufacturers get together with the end users of their product – it's a great way to refine and better understand the products we use. Hats off to Group Tech for facilitating such a forum. Thanks also to Peter Thom for the invite, and Nick Kesidis for assistance with photos. CX