

## Lawo Announces Partnership with ShowCraft; Expands Russian Distribution for Live Performance Solutions



ShowCraft Team Members (left to right): Slava Meshalkin (Service/Support), Anton Krasovsky (Marketing), Anton Luksha (Director), Tatiana Razina (Finances), Mikhail Burko (Sales). Picture Credit: Showcraft.

Moscow-based ShowCraft, distributor of professional audio, video and lighting systems in Russia, Belarus, Kazakhstan and Kirgizia has signed a partnership agreement with Lawo, the German manufacturer of IP network, audio, video, control and monitoring solutions.

Complementing Lawo's existing distribution partnerships for broadcast customers, this appointment grants ShowCraft exclusive distribution rights for Russia's live performance, theater and opera house spaces, strengthening Lawo's presence with a powerful and experienced partner.

"ShowCraft is thrilled to leverage the combined experience of all our employees to serve the live performance, theater and opera house landscape with cutting-edge, highly innovative and future-proof solutions for 21st-century operations," says Anton Luksha, ShowCraft's Commercial Director. "With our know-how and Lawo's enviable track record on a global scale, we are confident that Lawo will be a significant player in the live stage scene of Russia, Belarus, Kazakhstan and Kirgizia in the very near future."

With top-quality IP-based and cloud-ready solutions rapidly gaining ground in the live sector due to the pandemic, this new partnership is perfectly timed to bring customers superbly flexible and agile workflows and excellent audio experiences based on next-generation technology, so that audiences can relish live art performances even more.



Philipp Hey, Lawo Sales Director.

“With ShowCraft, Lawo has found a valuable partner to focus attention on our progressive audio production solutions with Russian live application customers,” says Philipp Hey, Sales Director at Lawo. “ShowCraft’s expertise, combined with our technically advanced IP-based platform and flexible workflow capabilities, will prove to performance venues in Russia that our flexible concepts fit the requirements of theaters and opera houses like a glove.”

Hey adds: “I’m looking forward to this partnership, which is bound to create more opportunities for the entire Lawo family of products - and will also provide a giant leap in workflow efficiency for customers, and in audio quality for audiences!”

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