SSL appoints Beamcast as Middle Eastern Region Broadcast Distributor

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Beamcast New SSL Middle Eastern Broadcast Distributor

Solid State Logic announces the appointment of Beamcast as its new broadcast distributor in the Middle East. Effective immediately, Beamcast will provide local reach delivering sales and technical support to customers and systems integrators on behalf of SSL in the following countries: UAE, Kingdom of Saudi Arabia, Qatar, Kuwait, Oman, and Jordan.

Beamcast and SSL will also be exhibiting together at CABSAT (booth S1-G45 Shk Saeed Hall) the Middle East and Africa's premier tradeshow event for the content, broadcast, satellite, media & entertainment industry, between May 21st and May 23rd next month. The exhibition will feature the debut of SSL System T Tempest Control App and Cloud and S400 broadcast console for the first time in the Middle Eastern region.

BeamCast stands as a beacon of excellence in the GCC and MEA region, renowned for its commitment to delivering cutting-edge broadcast and Pro AV solutions. As a prominent distributor, BeamCast offers a comprehensive range of top-quality equipment tailored to meet the diverse needs of professionals across the industry. From state-of-the-art audio and lighting gear to robust broadcast solutions, BeamCast ensures that clients receive not only superior products but also unparalleled support.

"Our broadcast solutions have gained an immaculate reputation around the world, with over 500 systems in daily use. SSL System T solutions are now familiar to

major system integrators and end users across the Middle Eastern region," said Rob Davidson, Vice President of Consoles Sales for SSL. "We are thrilled to collaborate with?Beamcast, who will help us deliver a full range of services to this market such as training in Arabic language, local skilled and rapid technical support, and full commercial abilities to support customers and major System Integrators."

"We look forward to partnering with SSL as the company looks to expand the presence of its broadcast products into the Middle Eastern region," said Sama Eid, Marketing Manager of Beamcast. "Most immediately, we are excited to be playing an important role in the regional launch of SSL's System T Cloud solution, an unprecedented innovation in broadcast audio. We look forward to becoming acquainted with both new and existing customers of SSL and supporting them with SSL's suite of IP-based broadcast solutions."

www.beamcast.net
www.solidstatelogic.com