

**MADRIX® Welcomes Procom As Distributor For The Middle East**

July 18, 2017

inoage® is pleased to announce that Procom is now the official distributor of MADRIX® in the Middle East.

After several years of close collaboration and top-notch projects in the region, Procom and Prolites are now the official distributors for MADRIX® for the Middle East. With this move, MADRIX® has expanded the distribution rights from Lebanon to all Middle East countries.



NEW DISTRIBUTOR MIDDLE EAST



"We are very proud of the trust that MADRIX® has put into us in expanding our distribution role. This is a great opportunity but also a responsibility to support the thriving MADRIX® community. We are committed to offer the best support for MADRIX® users in the Middle East", said Rami Harfouch, Business Development Manager at Procom.

With the expanding popularity of LEDs for entertainment and architectural applications and the increasing need for a superior level of artistic control, MADRIX® stands out as the only solution. While pixel mapping was limited to a 2D level, MADRIX® has led the way into 3D pixel mapping and the creation of three-dimensional structures. This has allowed for stunning LED setups all around the world. The MADRIX® product catalog includes both hardware devices and software. Its strength and uniqueness originate from its ability to create content via its internal effects generator.

"While there is a strong brand recognition of MADRIX®, we believe there is room to increase the awareness about the full potential of the MADRIX® software and hardware and emphasize its role in creating robust, trouble-free solutions with superior levels of control", said Wiam Boutine, the MADRIX® product expert at Procom. Most recently, Procom and Prolites have supported the delivery of two premier pixel mapping projects powered by MADRIX®, the legendary Garten club in Lebanon as well as club VII in Dubai.

"We are incredibly excited to announce this cooperation. We at MADRIX® believe that the best way for our clients to select and purchase MADRIX® products is only from authorized MADRIX® distribution partners and dealers. MADRIX® takes great care to ensure that authorized dealers offer the right tools for the each project and the very best customer service. Together with Procom, we are now eager to offer our LED lighting control products proudly made in Germany to the entire region.", says Christian Hertel, Sales Manager for MADRIX.

Procom will showcase MADRIX® at the upcoming Prolight and Sound Middle East exhibition in Dubai and host a training on the software. Meanwhile, you can reach out to Procom for sales and technical inquiries or visit the showroom.

**About MADRIX<sup>®</sup>**

For more information, visit [www.madrix.com](http://www.madrix.com)

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