

## Press Release

22. Februar 2019

### **Winkler invests in MA Lighting's grandMA3.**

**The latest generation of light consoles from MA Lighting is now available in Winkler's hire portfolio. Winkler decided to invest in the grandMA3 series to stay abreast of the ever-increasing demands made on light technology. The grandMA3 is now available from the warehouse in Wohlen. From now on, Winkler will be focusing on the products of German manufacturer, MA Lighting.**

"We found an amicable solution with menzi ebz ag for our switch to MA Lighting and worked out a highly structured delivery schedule," says Frank Burghardt, Head of Purchasing, Winkler Livecom. Its investment in the new light console series from MA Lighting enables Winkler to offer the widest hire range of the new grandMA3 consoles in Switzerland. The portfolio includes everything from compact to full size versions, along with the relevant notes. This will allow Winkler to fully satisfy the demand for ambitious light installations in the future.

"With the grandMA3, MA Lighting has created a new platform that is extremely diverse and forward looking. This product range lays the foundation for future developments, making it a state-of-the-art product. The grandMA3 concept unlocks new creative opportunities that exploit the potential offered by modern sophisticated spotlights even further," explains Roni Huber, Head of Technical Conception & Creation.

MA Lighting has built on the experience of all the previous grandMA series to create a truly innovative product. The new user-friendly system architecture is impressive, with revolutionary fixture, feature and effect options. Several visionary ideas were incorporated into its development and are reflected in an intuitive user interface and control elements that are intelligently designed, down to the last detail.

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