

Sounds Gr8 Audio sounds even better with a new DiGiCo S31 and S21!

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Paul Dos Santos, owner Sounds gr8 Audio with Kyle Robson from DWR.

Paul Dos Santos, owner Sounds gr8 Audio based in Johannesburg, has invested in a rider-friendly

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DiGiCo S31 and an S21 from DWR Distribution after experiencing an exceptionally busy 2022 and to accommodate upcoming festivals taking place this year.

When Paul tells his story, it's like watching a movie where the little guy wins or where a shepherd boy kills a giant with five stones.

"I've been the music guy since I was three years old," Paul shares. "I started a band when I was 13, we called ourselves Night Stars; and then moved over to do DJ work. From there I started growing and buying gear, then buying larger gear, trussing and staging, and over the past twenty years, just tried to build the brand."

Like most people in the live events industry, Covid-19 was hard on Paul, his company very nearly facing liquidation. He had just bought a warehouse back in December 2019 and by March, the live events industry was shut down. "I had to sell my car, my gear and other assets to keep afloat," he says. "I nearly sold the warehouse but thank goodness I didn't. I think the Man above is still looking after me. A lot of people gave us hands and if it wasn't for companies like West Pack, we would have been gone. I was literally selling sanitiser and there were days when we didn't have bread on the table."

Since the end of last year, however, Paul has enjoyed more work than he has in his entire career. "It has been a blessing and hopefully we can grow the company again."

Usually, when it comes to large corporate events or music shows, Paul hires audio engineers to assist, who often suggest he invest in the DiGiCo platform. "I've always wanted something good that people can also hire from us, and that's what made me look at DiGiCo," Paul comments. "I understand it's a product often specified on tech riders and I see people hiring in these consoles more and more. I thought it was a good way to go. Having a product that people know just makes work easier. It's the right thing to do."

Paul had a longstanding relationship with DWR's Robert Izzett and visited the offices, where he was shown around by Jaco Beukes. "Paul was interested in the DiGiCo consoles and had a good idea of what he wanted," says Jaco. While a bit cautious about moving over to the digital market he is finding more and more work where customers want the S consoles, especially local acts who specify the units on their riders. It just made sense to go this route."

Agrees Kyle Robson from DWR, "I think this is certainly a step in the right direction, especially with more shows requesting DiGiCo. It's definitely a growing series in the product range right

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across the globe. Paul has joined the DiGiCo family and we look forward to seeing his company grow.”

The console will be put to work at the Portuguese Festa 2023, to be held in March at the Royal Elephant Hotel, Centurion where the live entertainment includes a range of DJs, singers and performances by folk groups.

Sounds Gr8’s next large event is pencilled in for May, where an expected 20 000 people will enjoy a show that features Burna Boy.

“We look forward to walking this journey with Paul, which will include in-depth training and continued support” Kyle ends.