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Dimension Audio Bolsters Live Sound Offering With Avid VENUE | S6L

Leading UK rental company makes another 'sound' investment in Avid solutions, taking customers to the next level in live audio production

BURLINGTON, Mass., Aug. 10, 2016 (GLOBE NEWSWIRE) -- [Avid®](#) today announced that [Dimension Audio](#), a UK-based rental company that supports various areas of the live sound market — from touring and festivals to corporate and theatre work — is the latest customer to add two [Avid VENUE | S6L](#) award-winning live sound systems to its product offering.

A long-time supplier of Avid solutions, Dimension Audio's decision to invest in two VENUE | S6L consoles was based on previous positive experiences with the Avid VENUE family of live sound solutions. Now, the company's varied customer base will benefit from the next level of live sound production and the ability to handle the world's most demanding events and tours with ease.

"Avid live sound solutions make any kind of event easy, and after a demo of VENUE | S6L, I was convinced it would be our new desk of choice," said Mark Boden, director at Dimension Audio. "It's vital for us to offer the right solutions to our clients, and to me, Avid solutions mean longevity. I'm confident VENUE | S6L will perform to meet any criteria in a live situation, resulting in a solid return on investment, along with customer satisfaction all round."

With the groundbreaking [VENUE | E6L](#) engine the central processing component of the S6L live sound console, Dimension Audio's customers will benefit from two powerhouse technologies working in unison. The real-time processing engine handles all routing, channel, and mixing functions for maximum stability and power, while the HDX-powered DSP engine manages all AAX plug-in processing, enabling bigger, better sounding mixes with ease.

"By adding two powerful VENUE | S6L systems to its inventory, Dimension Audio joins an elite league of rental companies supplying the industry's most trusted and powerful live sound console for modern live sound workflows," said Tom Cordiner, vice president of international sales at Avid.

Headquartered in Crawley, Greater London, Dimension Audio is a specialist audio and live sound unit within the audio-visual company, Creative Technology. It provides the very latest equipment to a growing range of customers for live events and permanent installation. Since its inception in 1991, Dimension Audio has built a solid reputation for innovation and technical excellence, delivering highly technological projects to all sectors within the live event industry including corporate, concerts and festivals, and TV productions.

About Avid

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