



AYRTON PRESS RELEASE

For immediate release

Ayrton appoints PRG K.K as new exclusive distributor for Japan

Ayrton is delighted to announce the appointment of PRG K.K. as its new, exclusive distributor for Japan with effect from 1 March 2019.

Ayrton's full range of products, including its new powerful, compact, lightweight LED profiles and wash lights, will be promoted and supported on a day-to-day basis by PRG K.K.'s dedicated technical sales team, a team which has earned the reputation for the highest standard in customer service.

Established in 1984, PRG K.K., a subsidiary of Production Resource Group, L.L.C., is a leading production service provider for the entertainment industry with a remit that covers a wide variety of markets including concert tours, theatre, television stations, theme parks, commercial facilities and schools, and a customer base that encompasses agencies, event organizers, designers, promoters, television and theatre producers.

Since PRG K.K.'s distribution division opened in 2001, the team has engaged in sales promotion for several reputable moving lights brands, and now turns its attention towards Ayrton.

"We chose to become an Ayrton distributor because their renewed focus on an innovative, lightweight and quality product line is an excellent fit for the Japanese marketplace," says PRG K.K.'s Yuji Tanaka. "We believe the new Ayrton product range offers unique advantages in terms of their high output, full set of features, and remarkably compact, light-weight housings.

"Ayrton already has a well-established reputation for its effects lighting fixtures. We aim to develop that perception further in the Japanese market so the Ayrton brand becomes synonymous with high quality, high performance moving lights. New fixtures such as Ghibli, Khamsin, Bora, Mistral, and now Diablo and Levante, will be readily available and fully supported for our customers."

"PRG is very excited to be a part of this next level in our relationship with Ayrton," says John Swain, PRG's CEO of Asia and Australia. "We recognized the innovative solutions



that Ayrton lighting products offer clients across a broad range of professional environments. The ingenuity of Ayrton's product solutions is ideally suited to PRG K.K.'s client base in Japan."

Jerad Garza, international sales for Ayrton, comments: "We are delighted to welcome PRG K.K. as our new partner in Japan. Their energy and approach to the market combined with their customer focus and Ayrton's philosophy of 'Smaller, Lighter and Brighter' is a great fit, and we cannot wait to see positive things happening."

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More information on Ayrton's full portfolio of LED moving light products can be found at www.ayrton.eu

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Photos:

The team at PRG K.K., Ayrton's new exclusive distributors in Japan.

About Ayrton:

AYRTON is specialized in developing intelligent LED light products for Entertainment and Architectural applications.

Based south of Paris, France, the AYRTON Headquarters and Research & Development centre combine and organize the highest competence in engineering, software, electronics and optics, with the aim to create highly innovative fixtures.

AYRTON fixtures are created to answer any demanding installation and criteria, and are distributed through devoted and exclusive worldwide teams. AYRTON uses reliable, flexible and avant-garde technologies linked to innovative design, to provide AYRTON customers with a wide range of pioneer lighting solutions for installation in Stages, TV Studios, Show-venues and Architectural schemes.



AYRTON

Digital Lighting

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