Press release

**Successful market launch in Mexico – Cameo at the sound:check Xpo 2025**

**Neu-Anspach – 20 May 2025 – This spring, the sound:check Xpo trade fair took place in Mexico City. Over three days, numerous international manufacturers and distributors presented their innovations in the fields of audio, lighting, video, stage technology and more at the Mexico World Trade Centre. For Cameo, the sound:check Xpo was a milestone event: its official market launch in Mexico. To mark this, the Mexican Cameo distributor OHM Distribution presented a broad overview of the latest highlights from the Adam Hall Group’s lighting brand at its stand.**

At the OHM Distribution stand, Cameo models including the AZOR S2, OTOS W12 and the new P6 LED profile spotlight attracted the attention of visitors. While the first day of the trade fair was primarily reserved for musicians, studio professionals and smaller service providers, on days 2 and 3 it was mainly attended by rental companies, system integrators and lighting designers.

“The sound:check Xpo 2025 was a complete success and the perfect start for Cameo in the Mexican market,” commented Pablo Pittavino (Adam Hall Group Business Development Manager LATAM). Bernardo Moya, who is part of the OHM Distribution management team alongside Hector Ortega and Jens Hollich, added: “The trade fair provided the ideal platform to further strengthen Cameo’s brand presence among local professionals. Our industry network, which has grown over the years, also contributes to this.”

Directly following the sound:check Xpo in Mexico City, a Cameo workshop was also held at OHM Distribution in Cancún. Together with Jeronimo Ramírez (OHM Distribution), Pablo Pittavino and Nicolás Baretta (Adam Hall Group Product Specialist Light Technology LATAM) gave the rental companies in attendance a detailed overview of the Cameo portfolio and the development of the brand.

#AdamHallGroup #Distribution #Cameo #ForLumenBeings #EventTech #ExperienceEventTechnology

**Further information:**[soundcheckexpo.com.mx](https://soundcheckexpo.com.mx/)

[ohmdistribution.com](https://ohmdistribution.com/)

[cameolight.com](https://www.cameolight.com/)

[adamhall.com](http://www.adamhall.com/)

**About the Adam Hall Group**

The Adam Hall Group is a leading German manufacturer and distribution company providing event technology solutions to business customers worldwide. Its target groups include retailers, B2B dealers, live event and rental companies, broadcast studios, and AV and system integrators in both the private and public sectors, and industrial flight case manufacturers. The company offers a wide range of professional audio and lighting technology as well as stage accessories and flight case hardware under its own brands LD Systems®, Cameo®, Gravity®, Defender®, Palmer® and Adam Hall®.

Founded in 1975, the Adam Hall Group has developed into a collection of modern, innovative event technology companies. This includes the logistics park with 14,000 square metres of warehouse space at its corporate headquarters near Frankfurt am Main, Germany. Through its focus on value and service orientation, the Adam Hall Group has been presented with a number of international awards for innovative product developments and pioneering product design from prestigious institutions such as “Red Dot”, “German Design Award”, and “iF Industrie Forum Design”. In collaboration with the design agency “Studio F.A. Porsche”, LD Systems® shows the future of pro audio design with the iconic MAUI® P900 column loudspeaker and was recently honoured with the coveted “German Design Award”.

Further information on the Adam Hall Group can be found online at [www.adamhall.com](https://www.adamhall.com/de-de).