Press release

**PRO LAB presents LD Systems highlights at the SLS Expo in Saudi Arabia**

**Neu-Anspach – 04 June 2025 – The Saudi Light & Sound (SLS) Expo 2025 took place from 20 to 22 May in Riyadh, Saudi Arabia. The international community of exhibitors showcased its innovations in the fields of audio, lighting, video, stage technology, and more at the Riyadh Front Exhibition and Conference Centre (RFECC). At the stand of LD Systems’ sales partner PRO LAB, visitors were given a comprehensive overview of the current product highlights from the German pro audio manufacturer of the Adam Hall Group.**

Among other things, the focus was placed on the new high-performance coaxial PA speakers from the ICOA PRO series. With its professional features and high output power, the ICOA PRO series is aimed at ambitious bands, musicians, and DJs as well as hire companies and commercial customers looking for a compact, robust, and powerful PA sound system.

In addition to the LD Systems ICOA PRO, MAUI MIX G3, STINGER, and MON series for live use, PRO LAB offered an overview of the Integrated Systems solutions in the LD Systems portfolio at its stand. These ranged from the DQOR installation speakers to the ZONE X DSP matrix processors and LD Systems QUESTRA – the comprehensive design and management platform for planning and controlling audio, lighting, and video sources.

“The Saudi Light & Sound Expo is a trendsetting trade fair for the event technology and AV industry in the GCC region,” commented the COO of PRO LAB, Rony Dagher. “The event featured high-profile exhibitors and an equally distinguished audience, providing the ideal conditions to present LD Systems’ growing portfolio to a broad and interested customer base.”

Alessio Foti, Global Business Development Manager, Adam Hall Group: “Thank you, PRO LAB, for the successful participation at the SLS Expo! The team led by Managing Director Rami Haber has once again proven why they are the perfect partner for the distribution of our pro audio products in the GCC region. We look forward to new projects and more events in the future.”

#AdamHallGroup #Distribution #LD Systems #YourSoundOurMission #EventTech #ExperienceEventTechnology

**Further information:**[saudilightandsoundexpo.com](https://www.saudilightandsoundexpo.com/)

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

[ld-systems.com](https://www.ld-systems.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).