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**Link to Word Doc:** [www.wallstcom.com/Riedel/230628-Riedel-Dasan\_SR.docx](https://www.wallstcom.com/Riedel/230628-Riedel-Dasan_SR.docx)

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**Photo Link:**

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**Photo Caption:** Riedel Bolero Launches in South Korea With Deployment at Hermès Parade Seoul.

Riedel Bolero Officially Launches in South Korea With Successful Deployment at Hermès Parade Seoul 2023

**WUPPERTAL, Germany** — **June 28, 2023** — Riedel Communications today announced that Dasan SR Inc., a distributor based in South Korea, has successfully launched the Riedel Bolero system during the Hermès Parade Seoul 2023 event, which took place at the Yangjae AT Center in Seoul from March 31 - April 4. The event marked the first official successful launch of the Riedel Bolero 2.4GHz system in South Korea. With no RF or audio dropouts in the middle of one of the world’s busiest cities, the intercom system demonstrated its unparalleled reliability and outstanding communication capabilities.

“Numerous clients from all over the world have been asking for this kind of stability and reliability over the years, but many have failed to deliver according to their clients’ needs,” said David JooYoung Jeon, Application Engineer, Sound Design Lab and Technical Support and Brand Manager of Riedel Communications. “Throughout this event, many involved in the production and event industry have not only heard but seen and experienced the Bolero system. No other wireless communications solutions on the market can provide this many channels with this kind of stability of RF and top-notch audio quality. Now, we are confident that the Bolero, as well as the entire Riedel product line, will become an even greater success in the Korean market.”

The production insisted on immediately deploying the Riedel Bolero 2.4GHz system after its previous system produced unacceptable levels of RF and audio dropout during rehearsals. In total, the event used 35 Bolero beltpacks, 10 Bolero antennas, and one NSA-002A Network Stream Adapter with stage announcement output and program input, including a Standalone/AES67 setup. In addition to widening antenna coverage for incomparable sound quality and top-notch stability and reliability, the system also flexibly routed the audio to enable seamless roaming from antenna to antenna without dropouts. With its long battery life, sturdy design, and intuitive administration webpage UI, Bolero also decreased the amount of time and money spent on setting up the workflow. Even with many change requests regarding the party line and the function of keys and rotaries of each beltpack, the Riedel team provided excellent, near-instantaneous technical support.

Thanks to a recommendation from Korea Seoul Sound, the Riedel Bolero 2.4GHz system was also used at the Louis Vuitton Pre-Fall Event in Seoul at the beginning of May. Held in the very middle of the city, where WiFi and cellular networks are packed like nowhere else in the world, the Louis Vuitton show further demonstrated the Bolero system’s unmatched capacity to handle outdoor events.

Further information about Riedel and the company’s products is available at [www.riedel.net](http://www.riedel.net/).

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**About Riedel Communications**

Riedel Communications designs, manufactures, and distributes pioneering real-time video, audio, data, and communications networks for broadcast, pro audio, event, sports, theater, and security applications. The company also provides rental services for radio and intercom systems, event IT solutions, fiber backbones, and wireless signal transmission systems that scale easily for events of any size, anywhere in the world. Riedel is headquartered in Wuppertal, Germany, and employs over 1000 people in 30 locations throughout Europe, Australia, Asia, and the Americas.  
  
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