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**Link to Word Doc:** [www.wallstcom.com/Riedel/210506-Riedel-Bolero\_Wireless\_Intercoms-White\_Light-Virtual\_Event-Pro\_AV.docx](https://www.wallstcom.com/Riedel/210506-Riedel-Bolero_Wireless_Intercoms-White_Light-Virtual_Event-Pro_AV.docx)

**Photo Links:**

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**Photo Caption:** Riedel’s Bolero Provides Customizable Intercom Solution for White Light**.**

London-Based A/V Equipment Provider White Light Chooses Riedel’s Bolero to Provide Flexible and Highly Customisable Wireless Comms for Virtual Event Production

**WUPPERTAL, Germany** — **May 6, 2021** — White Light Ltd., a leading provider of lighting, audio, video, and rigging equipment to the media, entertainment, and events markets, has standardised its crew communications capabilities on Riedel’s Bolero wireless intercom solution. Bolero provides maximum comms flexibility and accelerates production workflows for White Light’s full range of on-site and virtual events produced throughout the U.K. and across Europe.

Based in London, White Light has offered complete technical solutions since 1971 for projects of all sizes, including theatre productions, corporate events, live broadcasts, musical concerts, and themed attractions. When the time came for White Light to upgrade from its previous single-channel intercom solution, the company chose Bolero after an extensive market evaluation.

“One of the many things that sets Bolero apart from other wireless intercoms is its ability to support multiple categories of users, such as camera operators, production managers, and Zoom technicians,” said Jonjo Glynn, Venues Director, White Light. “With Bolero’s programmable beltpack, users are able to customise their setup to meet their individual needs, and user groups can be programmed to hear only specific types of comms from other groups. This type of flexibility allows us to communicate in ways that were previously impossible for events, whether crew members are on location or virtual.”

Since adopting Bolero, White Light has put the wireless intercom system to work on a variety of events, including a recent global financial conference. In addition, White Light has adopted Bolero as the primary comms system for SmartStage®, the company’s extended-reality studio for hire. SmartStage has most recently been deployed at The Mermaid, an upscale conference and event venue in London’s Blackfriars district, to provide a COVID-19-secure alternative for producing virtual events.

“Throughout the COVID-19 pandemic, White Light’s SmartStage has revolutionised the delivery of virtual events for a broad range of clients — and its technology has won several awards for innovation,” said Nacho Lee, U.K. Sales Manager, Riedel Communications. “As part of that award-winning technology package, Riedel’s Bolero has shown once again just how versatile and flexible the system is for any type of live event, whether attendees are calling in virtually or attending live.”

Further information about Riedel and its 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 700 people in 25 locations throughout Europe, Australia, Asia, and the Americas.