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**Link to Word Doc:** [www.wallstcom.com/Riedel/211014-Riedel-Crealine\_Media\_Systems.docx](https://www.wallstcom.com/Riedel/211014-Riedel-Crealine_Media_Systems.docx)

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**Photo Caption:** Riedel’s kit supports Crealine’s remote and hybrid production workflows.

Riedel’s Intercom and Audio Distribution Systems Are a Game-Changer for Crealine’s Live Productions

**WUPPERTAL, Germany** — **Oct. 14, 2021** — Crealine Media Systems AG is taking its live event productions to the next level with Riedel Communications’ Artist digital matrix intercom system, Bolero wireless intercom system, and SmartPanel intelligent intercom and control panels for real-time video, audio, data, and communications. Ensuring flexible, reliable communications within the Crealine control room, as well as connections to off-site locations, studios, and mobile facilities, the Riedel gear supports Crealine’s remote and hybrid production workflows for esports and other live events across Switzerland.

“Riedel gear sets up quickly and integrates readily via different interfaces for audio, control, and monitoring, so it’s easy to equip the system as needed for any live production,” said Silas Füglistaler, project manager at Crealine. “We also benefit from Riedel’s expertise and the company’s robust rental offering, which help us scale to meet the requirements of any project. Because Riedel products are easy to use and already well known in the production environment, they require little to no training time.”

Along with Crealine’s existing store of Riedel equipment, the new Artist, Bolero, and SmartPanel systems played a central role in the company’s production of the Red Bull Flight Day in Lausanne on Sept. 19. The Riedel gear facilitated communications between a studio, located on a raft near the launch pad, with three commentators; the host motorboat; a reporter and the technical team working across the event; Crealine’s remote team directing the live show from its Ulster facility; and LTE mobile cameras with a comms connection to the remote team.

“Effective and reliable communications are fundamental to a great project, especially in hectic times,” added Füglistaler. “Thanks to the flexible configuration options and dependable performance of Riedel intercom systems, we have the freedom to concentrate fully on delivering the best possible content.”

Riedel’s Artist provides reliable communications and audio signal distribution for any audio or intercom application, while Bolero delivers unparalleled versatility for wireless communications. The company’s RSP-1216HL SmartPanel user interface packs multiple full-color, multitouch displays into 1 RU and boasts user-friendly controls that facilitate intuitive operation. Leveraging innovative hybrid lever keys and a growing array of apps — starting with Control Panel and Intercom apps — for multifunctionality, the interface makes it easy to adapt to changing workflows and production requirements.

“We’ve enjoyed a very constructive, technology-driven relationship with Crealine, and I am proud of how we have supported the company in expanding quickly from a smaller customer working with limited stock to a partner facilitating production of very large events,” said Erwin Engel, Riedel sales manager for Switzerland. “Crealine has evolved into a highly competent and respected user and integrator of Riedel solutions.”

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 nearly 700 people in 25 locations throughout Europe, Australia, Asia, and the Americas.

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