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**Link to Word Doc:** [www.wallstcom.com/Riedel/230905-Riedel-VA\_361.docx](https://www.wallstcom.com/Riedel/230905-Riedel-VA_361.docx)

**Photo Link:**

[www.wallstcom.com/Riedel/Va361\_PR\_3.jpg](https://www.wallstcom.com/Riedel/Va361_PR_3.jpg)

[www.wallstcom.com/Riedel/Va361\_PR.jpg](https://www.wallstcom.com/Riedel/Va361_PR.jpg)

**Photo Caption:** VA 361 Productions uses Riedel’s Bolero wireless intercom to deliver superior-quality solutions for live events.

**Riedel’s Bolero Wireless Intercom Helps VA 361 Productions Deliver Superior-Quality Solutions for Live Events**

**WUPPERTAL, Germany** — **Sept. 5, 2023** — Riedel Communications today announced that VA 361 Productions, a full-service provider of audiovisual solutions for the live events industry, is using Riedel’s Bolero wireless intercom system to increase communication efficiency, streamline workflows, and improve team coordination during its customers’ corporate events, live events, and broadcast productions. A repeat Riedel customer with offices in Madrid, Barcelona, and Marbella, Spain, VA 361 Productions leverages its Bolero system to improve the quality of its communications and, in turn, deliver top-quality events that set the company apart from its competitors.

“Known for its cutting-edge technology and superior audio quality, Bolero has helped us keep our commitment to our customers by providing them with the highest quality audiovisual solutions for their events,” said Fran Gómez, CEO of VA 361 Productions. “By choosing the Riedel Bolero wireless intercom after much research, we’ve invested in a product that will help us deliver better experiences for our customers.”

The Bolero wireless intercom system provides superior audio quality with the added benefits of expandability, scalability, and easy setup and configuration. By untethering users from a physical communication system, Bolero enables production teams to move freely around event spaces and allows them to respond to changes or emergencies more quickly. Bolero is suitable for events of any size. To meet the demands of larger events or to accommodate changes in event requirements, users simply add more devices as needed. Bolero's advanced audio quality and noise-cancellation features allow users to hear one another clearly in noisy environments, further improving clear and effective communications.

VA 361 Productions serves high-profile clients — such as Johnson & Johnson, Google, Ernst & Young, KPMG, Ferrari, McKinsey & Company, Coca-Cola, and Pfizer, among many other brands — and handles events across Spain, Europe, and abroad. The company has used Riedel products in the past to customize audiovisual solutions for conferences, trade shows, sporting events, and broadcast productions. Because effective and efficient communication is critical to an event’s success, the Bolero wireless intercom system fits neatly into VA 361 Productions’ overall business strategy and provides its team with a reliable and flexible communication system.

With its hands-free operation and mobility, Bolero has helped VA 361 Productions’ team members quickly make decisions and coordinate multiple tasks, thereby speeding up their workflows. With its long battery life and ready integration with other units, as well as the elimination of traditional wired systems, Bolero also has enabled VA 361 Productions to reduce installation and maintenance costs. Going forward, the company also will benefit from Bolero’s long-lasting durability and the system’s scalability, which are essential to accommodating evolving facility needs.

“We’re happy to work with VA 361 Productions again and to give the company an even greater competitive edge with our Bolero wireless intercom system,” said Maribel Roman, Senior Regional Sales Manager, Spain and Portugal, at Riedel Communications. “VA 361 Productions continues to recognize the unique capabilities of Riedel products, and we are pleased to play a role in supporting the company and its clients’ many corporate events and productions.”

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

Further information about VA 361 Productions is available [here](https://va361.com/).

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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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