

The logo for GSL Professional features the letters 'GSL' in a large, bold, white, sans-serif font. Below 'GSL' is a thin horizontal line, and underneath that line, the word 'PROFESSIONAL' is written in a smaller, white, all-caps, sans-serif font. The background of the entire page is a dark, textured surface with a grid of small, glowing hexagonal patterns that create a sense of depth and perspective, curving away into the distance.

GSL

PROFESSIONAL

COMPLETE PROFESSIONAL AUDIO, VIDEO, LIGHTING, AND CONTROL SOLUTIONS

UAE | KSA | Bahrain | Oman | Qatar | Egypt | Iraq | Kuwait | Jordan

www.gslprofessional.com

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Who We Are

GSL Professional was established over 20 years ago with a vision to provide the best professional audio, video, lighting, and control solutions across the Middle East. Over the years, we have earned a reputation as a leading distributor in the region, thanks to our commitment to exceptional service.

As a distribution partner, GSL Professional represents an impressive array of world-renowned brands across the Middle East, including Symetrix, Tannoy, Lab Gruppen, Turbosound, Midas, Lake, EAW, Panasonic, DiGiCo, ADJ Lighting, Audio-Technica, Calrec, Genelec, Klarkteknik, Orban, Tascam, and Klotz.

Our team comprises highly experienced professionals who offer comprehensive solutions for various industries, including recording and broadcast, hospitality, houses of worship, theme parks, transportation, education, stadiums, and arenas. We provide technical, marketing, service, and sales support across all markets to ensure our clients receive the highest level of service.

As we have the largest stock in the Middle East, we can always exceed our customers' expectations. Our product specialists offer par excellence design and on-site assistance, stemming from a thorough knowledge of the brands and extensive industry experience. They frequently travel across the targeted territories to assist clients with their requirements.

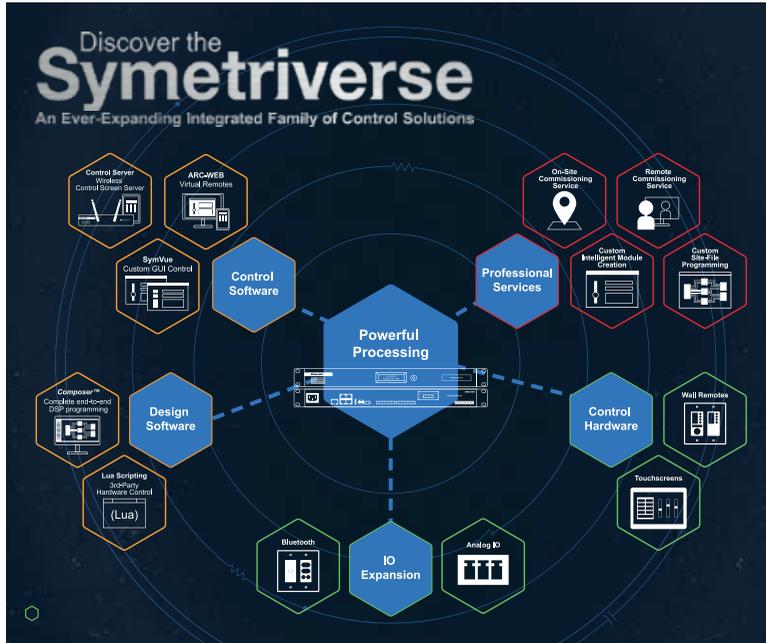
Our service center is of the highest quality in the region, ensuring that the after-sales experience is as professional as the products we supply.

You can see, touch, and hear our portfolio of products at our showroom and stay updated on the latest technology at our training facility, conveniently located along with the service center and our head offices on Airport Road, Dubai.

In addition, GSL's sister company, QSL Professional, is based in Qatar and directly serves the specific needs of the Qatari market, and ASL Professional is based in KSA to serve the specific needs of the Saudi Arabian market.

Brands





Why choose Symetrix?

Flexibility: Our DSPs and control devices are easy to configure and easy to use.

Powerful: Precision signal processing with the highest quality modules.

Sound: Superior quality built on 40 years of studio and broadcast experience.

Symetrix provides you with additional control over the same processor. Reducing the complexity of your AV system by removing superfluous hardware and code. Also, taking control of your whole audio-video system processing, programming, and integration using cutting-edge tools to develop and display unique system control interfaces for enhanced user experiences.

Symetrix's award-winning software, along with a comprehensive toolset of high-performance hardware, provides the resources you need to handle any task effectively.



TANNOY

**WHEN IT COMES TO THE
INSTALLED SOUND SYSTEMS,
THERE IS NOTHING TO COMPARE
WITH TANNOY'S SPEAKERS!**



Tannoy is a British manufacturer of loudspeakers and public address systems. Founded by Guy Fountain in London in 1926 as the Tulsemere Manufacturing Company, today the company is part of the Music Tribe group of brands.

From the late 1940's onwards, Tannoy dual concentric loudspeakers earned a reputation for accuracy, clarity, and prodigious output, which made them extremely popular in the recording and broadcast industries for monitoring audio.

Tannoy's image is particularly linked to both studio monitors and its Prestige range of home speakers. Prestige speakers use Dual Concentric cone speakers and are easily recognizable by their "vintage" design. Tannoy is notable for its 'Dual Concentric' speaker design, which places the tweeter behind the center of the medium or bass driver. "Dual Concentric" is a trademark, although Tannoy is not the only speaker manufacturer to design coaxial speakers.



LAB.GRUPPEN



Lab Gruppen is a sound equipment company dedicated to building mainly public address power amplifiers. Lab Gruppen is part of the Music Tribe group of brands.

LabGruppen acquired the exclusive rights to the Lake brand and the Lake processing for professional applications in touring and fixed installations late 2008.



lake

Three Australian engineers – David McGrath, Brian Connolly, and Marcus Altman – formed a new enterprise to develop advanced digital signal processing applications.

Lab Gruppen of Sweden acquired both the Lake trademarks and exclusive rights for use of Dolby Lake Processor technology for the touring and permanent sound reinforcement markets as demands dictate.



Lab Gruppen secured exclusive access to the source code and algorithms for these markets that are at the heart of the DLP, Powered Loudspeaker Management (PLM), and stand-alone Lake products.



Lake is currently part of the Music Tribe group, which also includes Midas, Klark Teknik, LabGruppen, Tannoy, Turbosound, Behringer, Bugera, Aston Microphones, and TC Electronics.



Turbosound

Turbosound is intense in designing professional audio solutions that meet your high expectations for sound and performance. Turbosound professional audio product lines include ingenious, high-performance PA systems, and cutting-edge speakers.

By 1978 – which is when the official story begins – Tony Andrews had met Tim Isaac and joined forces with John Newsham, a respected sound engineer, to form Turbosound. They began designing, building, and renting out their innovative speaker systems.

For over 40 years Turbosound has repeatedly shown award-winning innovation and leadership in the world of high-end professional audio, producing landmark products that have defined and shaped the live industry.



MIDAS



Midas is a company that designs professional audio consoles. Founded in London in 1970 by Jeff Byers and Charles Brooke, today the company is part of the Music Tribe group of brands.

The Midas consoles broadly use the most famous audio engineers for live sound mixing. Applications for these consoles include Front of House (FOH) and monitor console positions. Midas also markets the digital audio distribution components that are commonly used with their digital consoles as stand-alone digital snakes, or larger multi-site audio distribution networks.

#NothingSoundsLikeAMidas



KLARKTEKNIK

DM8500



DM8008



1974, the Klark Teknik company was based in Kidderminster, Worcestershire, UK, that designed and develops professional signal processing and audio equipment. The company was founded in 1974 by brothers Terence and Phillip Clarke and has since developed several new types of equipment in the audio field, winning a Queen's Award for Enterprise in 1986. Today, it is owned by Music Tribe.

Klark Teknik is the leading professional audio distribution channel in the industry, ensuring that Midas and Klark Teknik customers in each territory receive the same standard of support as our award-winning team provides in the UK.

For over 40 years, Midas and Klark Teknik have demonstrated award-winning innovation and leadership in the world of high-end professional audio. They have produced landmark products that have defined and shaped the live industry, earning them a reputation as industry leaders.

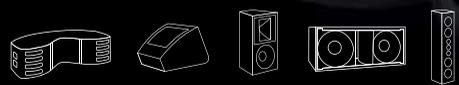


EAW

EAW (Eastern Acoustic Works) is a world-renowned company that specializes in creating high-performance professional audio equipment. Established in 1978, EAW has been at the forefront of loudspeaker design and manufacturing for over four decades, and has built a reputation for delivering exceptional audio quality and reliability.

EAW offers a diverse range of products, including line array systems, point source loudspeakers, subwoofers, and stage monitors. These products are used by a wide range of customers, from small music venues to large-scale events and installations, and have been used in countless high-profile projects across the globe.

Overall, EAW is a leading player in the professional audio industry, known for its exceptional quality, innovation, and customer service. Whether you are a musician, sound engineer, or audio professional, EAW's products are sure to deliver the performance and reliability that you need to achieve your goals.



Panasonic

Panasonic is a global leader in the design, manufacture, and sale of devices, as well as the provision of solutions such as system integration, installation, maintenance, and repair services for the supply chain, public service, infrastructure, and entertainment sectors.

Panasonic market leading products are Display, Projector, Broadcast, Professional AV, HD Visual Communications System, etc. Panasonic business fields vary widely, from the supply chain, to public services, infrastructure, and entertainment.



Panasonic began its broadcasting business in Japan in 1958. For over 60 years up to now, they have continued to develop products while remaining close to the scene of the broadcasting industry.

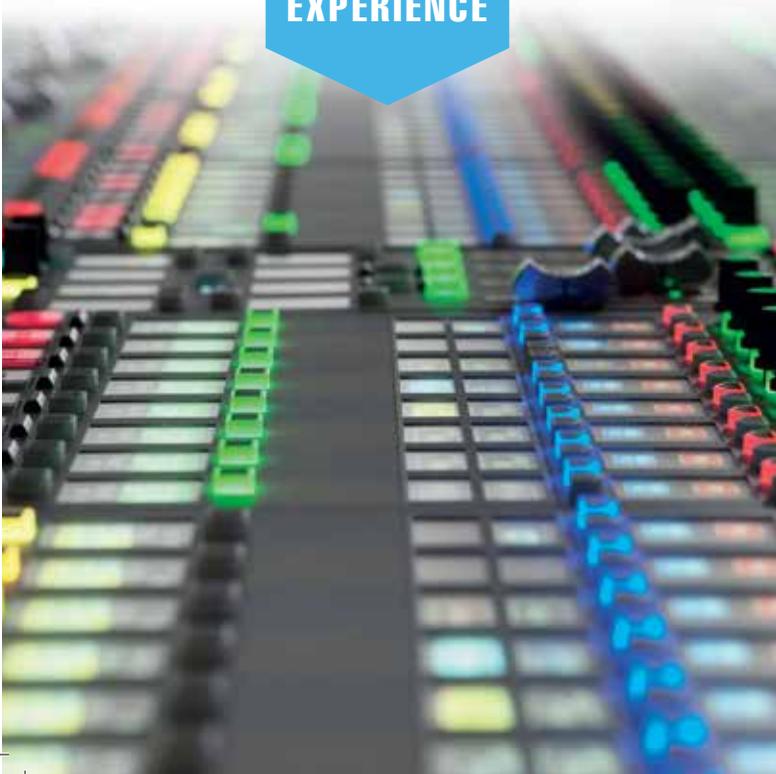
PRODUCTS: IT/IP Platform | PTZ Camera Systems | System Cameras | Live Switchers | Cinema Cameras | Accessories | Professional Camera Recorders | Software

SOLUTIONS: Staging & Event / HoW | Broadcast Studio | Education | Government & Corporate | Weather Camera | Information Program | Sports | e-Sports



CALREC

**OVER 50
YEARS OF
BROADCAST
EXPERIENCE**



Calrec is a leading designer and supplier of audio broadcast mixing equipment, relied on by the world's most successful broadcasters. Formed as a microphone manufacturer in 1964, Calrec's reputation for build quality, reliability, and audio performance has made it an industry benchmark across the world. Calrec understands modern broadcast facilities and works alongside broadcasters to keep ahead of the changing needs of the broadcast environment.

Calrec's range of broadcast mixing consoles, remote production and audio networking solutions, its understanding of AoIP and IP infrastructures, and its work with third-party integration, means Calrec is at the epicenter of changing broadcast requirements.



All Calrec products are designed, manufactured, and tested at Calrec's Nutclough Mill headquarters in Hebden Bridge, England. Every element of product development is in-house. This ensures the integrity of the entire process and guarantees a quality standard unsurpassed in the broadcast console marketplace.

**NEWS - eSPORTS - OUTSIDE BROADCAST - FLYPACKS -
SPORTS - HOUSE OF WORSHIP - EDUCATION - RENTAL**



CALREC

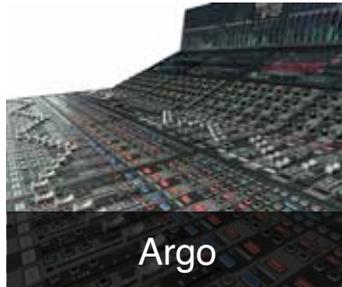
For more than 50 years the world's most successful broadcasters have relied on Calrec

Calrec is helping broadcasters to stay ahead as they switch to IP infrastructures; to achieve efficiency with remote broadcasting; to save money with virtualised production.

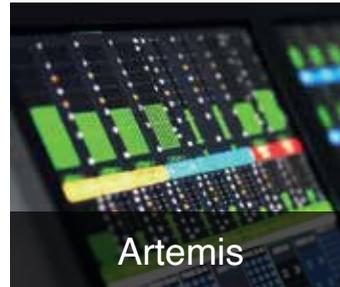
Calrec's radio-focussed and flexible Type R can adapt to a variety of requirements including headless, and Calrec has expanded its range of consoles, from the cost-effective Brio consoles, to the IP-enabled ImPulse core. For flexible working, integrated networks and reliable audio, Calrec has it covered



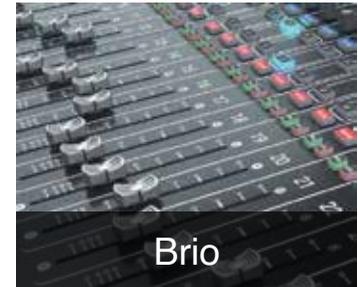
Apollo



Argo



Artemis



Brio



Summa



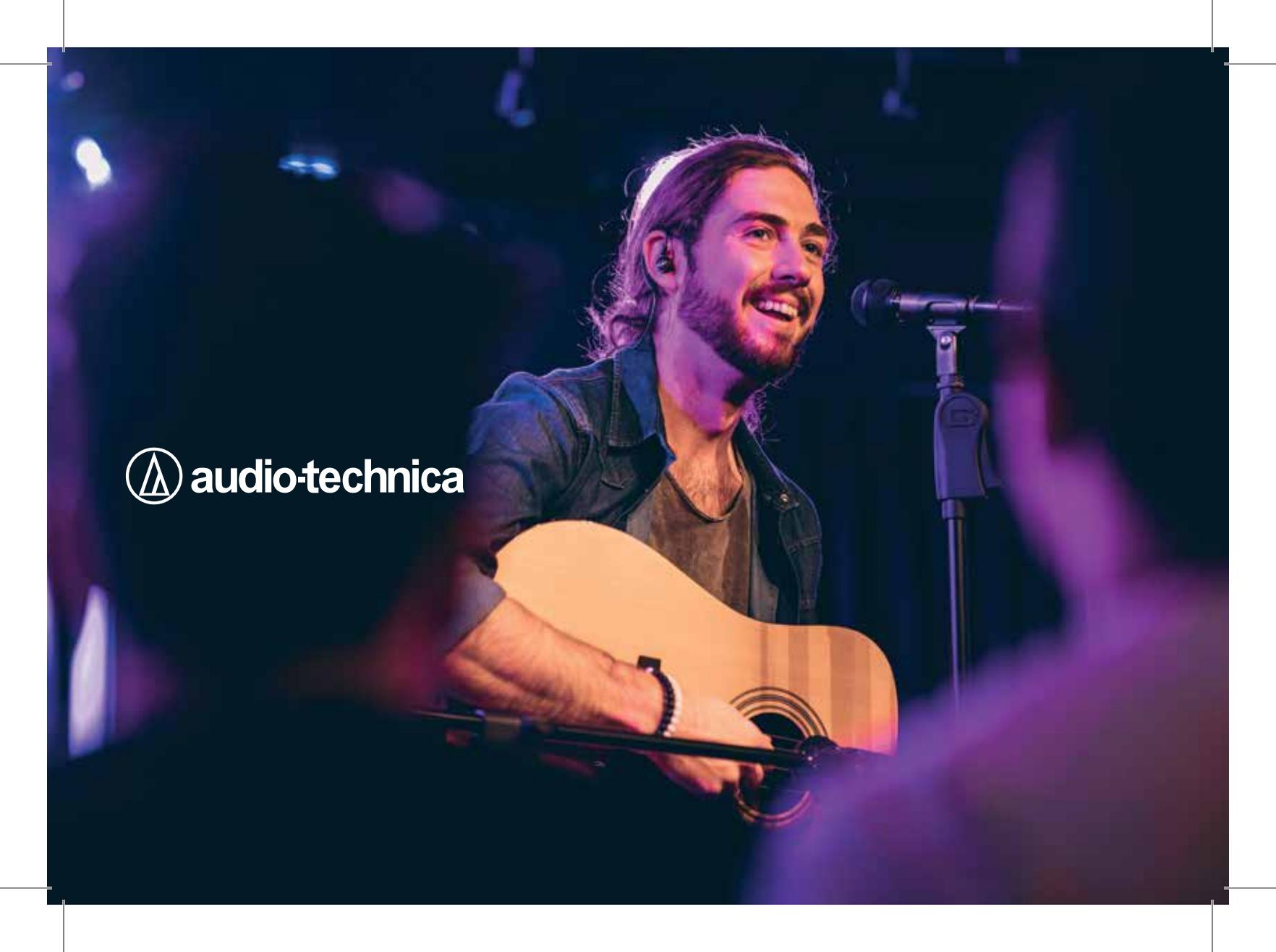
Type R for Radio



Type R for TV



Impulse

A photograph of a male musician with long hair and a beard, wearing a denim jacket, playing an acoustic guitar on stage. He is smiling and looking towards the right. A professional microphone on a stand is positioned in front of him. The background is dark with some stage lights. The Audio-Technica logo and brand name are overlaid on the left side of the image.

 **audio-technica**

Established in 1962, Audio-Technica is a worldwide group of companies devoted to the design, manufacture, marketing and distribution of problem-solving audio equipment. Initially known for state-of-the-art phono cartridges, Audio-Technica now creates high-performance microphones, headphones, wireless systems, mixers and electronic products for home and professional use.

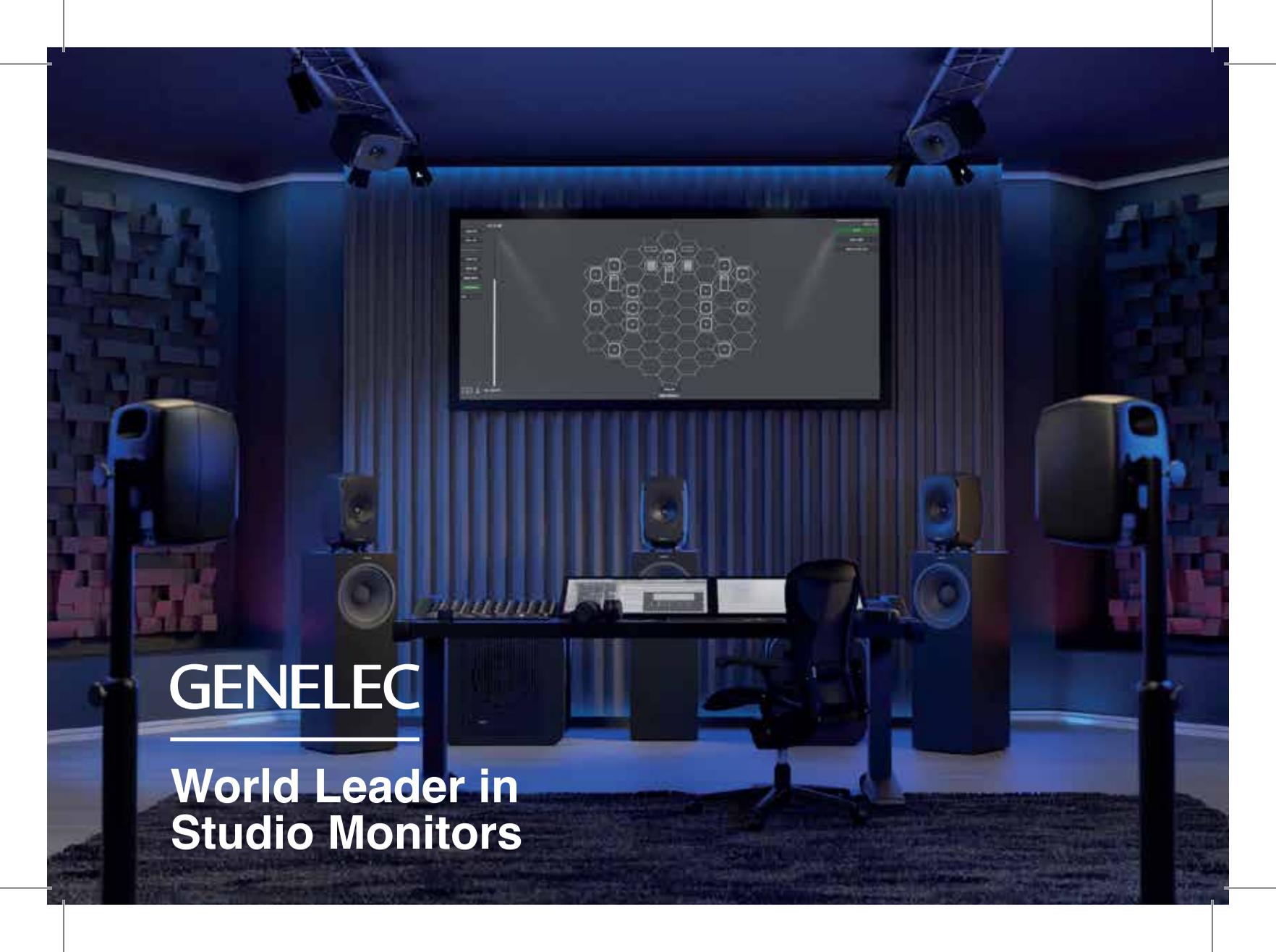


Winner of numerous industry awards, Audio-Technica manufactures products that set quality, durability and price/performance standards for live sound tours, broadcast and recording studios, corporate and government facilities, house-of-worship venues, and more.

Audio-Technica microphones deliver versatile solutions for high-profile sports broadcasts, including the World Cup, the Super Bowl, and the Commonwealth Games, as well as the Summer Games in London (2012), Beijing (2008), Athens (2004), Sydney (2000), and Atlanta (1996), and then, Winter Games in Sochi (2014), Vancouver (2010), Torino (2006) and Salt Lake City (2002).

Adding to Olympic success, 2019 sees Dorna Sports welcome Audio-Technica as the official Microphone Services Solution Provider to MotoGP.



A professional recording studio with a desk, speakers, and a large screen. The room is dimly lit with blue ambient lighting. A large screen on the wall displays a complex diagram of interconnected nodes. The desk is equipped with a keyboard, mouse, and two monitors. A black office chair is positioned in front of the desk. The walls are covered in acoustic foam panels. Two large studio monitors are mounted on stands on either side of the desk. Two smaller studio monitors are placed on top of the larger ones. A large subwoofer is positioned under the desk. The ceiling has two studio monitors mounted on a truss.

GENELEC

**World Leader in
Studio Monitors**

GENELEC



Since 1978 Genelec has developed high-quality studio monitors and active speaker systems. Over the years and based on customer requirements, the Genelec R&D team's technical ambition has led to several innovative technologies and revolutionary designs which have refined every product to set a benchmark in the industry. Maintaining a wide product offering has given Genelec challenges and ultimately a lot of experience. Every Genelec customer benefits from this experience by having precision tools to rely on.



Genelec products are made to last, with pride and care by Genelec's own production staff in Finland. Many of Genelec's very first products are still in active use and continue strong commitment to providing service and spare parts for all products for at least five years after their discontinuation.



DiGiCo's 'large format' consoles are the SD-Series of consoles, and other consoles in the SD range include SD5, SD10, SD12, SD8, SD9, and rack-mountable SD11. T (Theatre) and B (Broadcast) software are also available for selected consoles.

DiGiCo SD series consoles are used on many of the biggest live sound tours and events around the world but the compact DiGiCo S-Series made this pedigree of audio performance available to every part of the industry, introducing a new standard of audio quality, power, and flexibility not seen before at its price point. The S-Series multi-touch touch screens, breaking the mould for the small format of consoles!





HYDRO SERIES IP65 - RATED MOVING HEADS

Established in 1985 and headquartered in Los Angeles, California, the company also has regional offices in Mexico and Europe. ADJ is known for reliable products, exceptional customer support, and innovation, having recently pioneered several market-leading IP65-rated lighting solutions.

The company's range includes moving head luminaires, static washes, beam effects, audience blinders, strobes, DMX control hardware/software, LED video panels, and related accessories, as well as fog, haze, and other atmospheric effect generators. ADJ serves both the AVL rental and installation markets. Its products are used worldwide for events, productions, and festivals of all sizes, and are also installed in a wide variety of venues ranging from churches, and theatres to trampoline parks and roller rinks, nightclubs and lounges to concert venues and event centers.



TASCAM

Since the early 1970s, TASCAM has developed products for every segment of the sound and music industry. From the audio professional in a major post-production studio to the novice or hobbyist at home, TASCAM is everywhere.

After virtually creating the home recording scene, TASCAM went on to achieve recognition for pioneering products in the professional recording arena. Their legacy of product development and innovation is reflected in the number of industry firsts they have achieved. The first 1/2 inch, 4-track cassette recorder, the first 8 track, reel to reel/mixer combo, and the first Minidisc digital multi tracker and CD scratcher all came from TASCAM. They are committed to providing customers with audio and video solutions that let people translate their creativity into reality.





For over 45 years, Orban has been the benchmark for professional audio processing worldwide and continues today to provide absolute state of the art audio solutions for live performance venues and content creators, as well as radio, TV and Internet broadcasters. The importance of Orban products is increasingly important as TV and Radio authorities seek to standardize and optimize loudness, modulation and similar characteristics.

Technology applications include audio processing, loudness measurement, and control, multichannel surround audio, and digital audio processing and monitoring for customers who are literally, a "who's who" of governments, industry leaders, and concert tours.

The latest addition to the Orban portfolio OPTIMOD 8700i LT is a light version of Orban's flagship processor 8700i. It offers the same versatile five-band and two-band processing for both analog FM transmission and digital media (DAB+/HD Radio/Streaming) as the 8700i. This allows you to create a sonic signature for your station with the assurance that your signature will stay locked in, uniquely branding your sound.



behringer

On January 25, 1989, Swiss engineer Uli Behringer established the audio equipment business Behringer in Willich, Germany. Behringer is known for producing a wide array of audio products, ranging from mixers and amplifiers to synthesizers and digital processors. Behringer's products cater to musicians, DJs, sound engineers, and audio enthusiasts worldwide, with a focus on delivering exceptional value for money. Behringer continues to innovate and expand its product line, providing accessible solutions for professionals and hobbyists alike in the realm of sound reinforcement and music production.



Founded in 2015, Aston quickly made waves in the audio industry with its unique and visually striking microphone designs coupled with exceptional sound quality. The company prides itself on employing cutting-edge technology and materials to create microphones that offer outstanding performance across a variety of recording applications. Aston's product line includes studio condenser microphones, dynamic microphones, and even portable microphones tailored for different recording needs. One of their notable creations is the Aston Spirit, a versatile large-diaphragm condenser microphone renowned for its transparency and versatility in capturing vocals and instruments. Aston Microphones continues to garner acclaim from professionals and enthusiasts alike for its commitment to innovation, quality craftsmanship, and distinctive design aesthetic



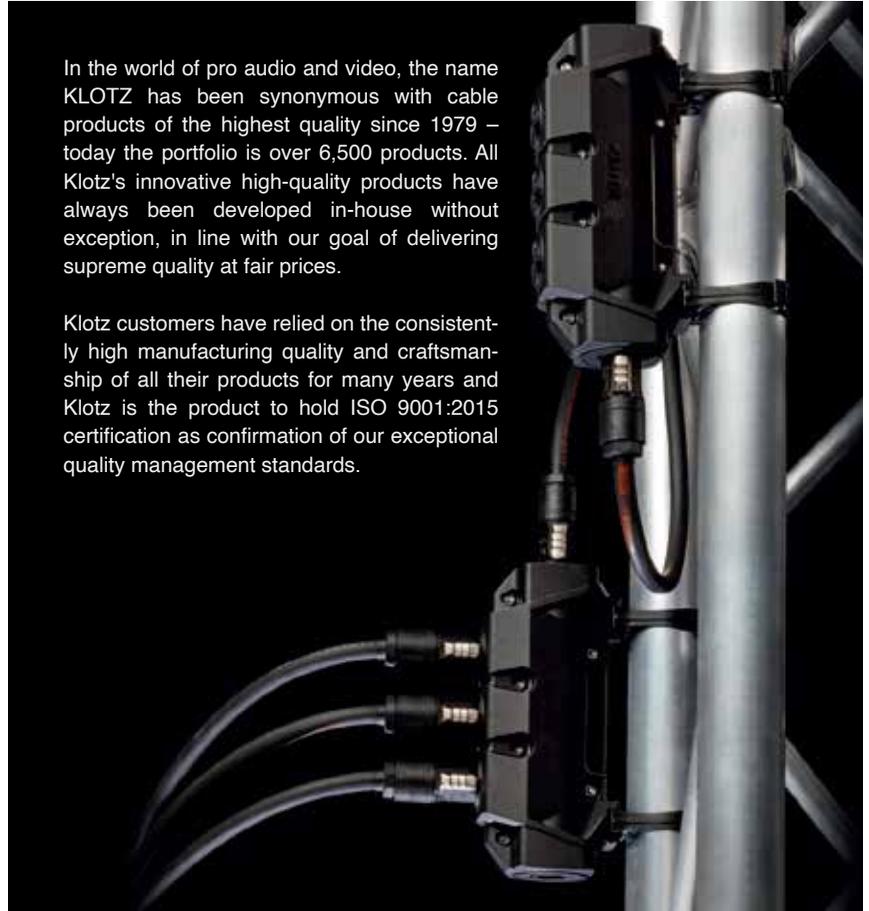
ASTON MICROPHONES





In the world of pro audio and video, the name KLOTZ has been synonymous with cable products of the highest quality since 1979 – today the portfolio is over 6,500 products. All Klotz's innovative high-quality products have always been developed in-house without exception, in line with our goal of delivering supreme quality at fair prices.

Klotz customers have relied on the consistently high manufacturing quality and craftsmanship of all their products for many years and Klotz is the product to hold ISO 9001:2015 certification as confirmation of our exceptional quality management standards.



NEC



Choose NEC to enjoy the widest portfolio of display solutions including large format displays, desktop displays, video wall displays, DV LED displays including 4 K UHD products. Understanding that every market and environment has unique requirements, NEC prides itself on being your partner, to deliver customized solutions to match your needs.

NEC's comprehensive feature sets, best-in-class warranties, upstanding product reliability, and industry expertise are paramount to their commitment to bringing you the ultimate immersive visual experience.

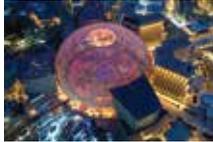


tc electronic

Tc Electronic designs and imports guitar effects, bass amplification, computer audio interfaces, audio plug-in software, live sound equalizers, studio and post-production equipment, studio effect processors, and broadcast loudness processors and meters. Uli Behringer's holding company, Music Group, purchased the business in August 2015.



Key Projects



Burj Khalifa
Ferrari World
King Abdullah International Stadium
IPIC Arena
Zayed University
GEMS Schools
One & Only Palm
Four Seasons Jumeirah
Ritz Carlton JBR
Ritz Carlton DIFC
Atlantis The Palm
Hyatt Healthcare City
Four Seasons Abu Dhabi
Four Seasons DIFC
Al Habtoor City
Habtoor Grand - outlets
Le Meridian - outlets
Shangria La Abu Dhabi
Nation Towers AD
Rixos, The Palm
Armani Hotel, Burj Khalifa
The Ritz-Carlton, Dubai Jumeirah Beach
Ritz Carlton Abu Dhabi
Jumeirah Zabeel Saray
A Club
Eden Beach Club
Amnesia Underground Dubai
Silk Club, Al Barsha
Byblous Hotel Deira
Byblous Hotel Satwa
Xanadu Club
Soho Beach
Rock Bottom
McGettigans

Downtown Hotel - DIFC
Longs Bar, Rotana
Belgian Beer Cafe - RAK
Horizon Lounge, Habtoor Grand Beach Resort
Dubliners, Le Meriden
Dhow & Anchor, Jumeriah Beach Hotel
The Cove, Jumeriah Beach Hotel
Malecon, Dubai Marine Beach Resort & Spa
Dubai Mall
Marina Mall
Mall of Emirates
IBN Battuta
Cheesecake factory
Zuma, DIFC
Surf Cafe, Kite Beach
The One Stores Victoria's Secret
St Anthony's Cathedral AD
Sheikh Zayed Grand Mosque
Al Ain Mosque
Bahrain Mosque
Oman Mosque
VOX, Mirdif City Centre
VOX, Deira City Centre
Cineplex, Healthcare City
Reel Cinema, JBR
Reel Cinema, Dubai Mall
Reel Cinema, Marina Mall
Sharjah Shooting Club
The One Club Lounge



Saudi Pavilion-EXPO 2020 Dubai

Project References Middle East



W-Hotel – UAE Dubai



MOD New Cairo Admin Building - Egypt



Waldorf Astoria Hotel Kuwait



Family hotel - DPR - Dubai



GALALA University – Egypt



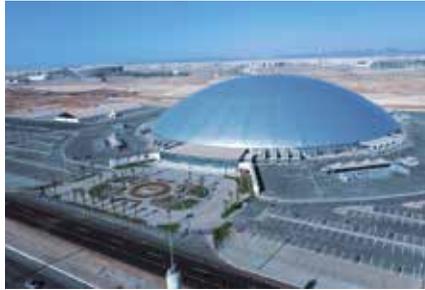
White Club - Dubai - UAE



Drai's Club - Dubai - UAE



Reem Mall – Abu Dhabi



Jeddah Dome - KSA



Australian Pavilion - Expo 2020



Holiday Inn Khobar- KSA



Royal Opera House Oman



Presidential Guard-Abu Dhabi-UAE



Five Hotel Beach Club–Dubai-UAE

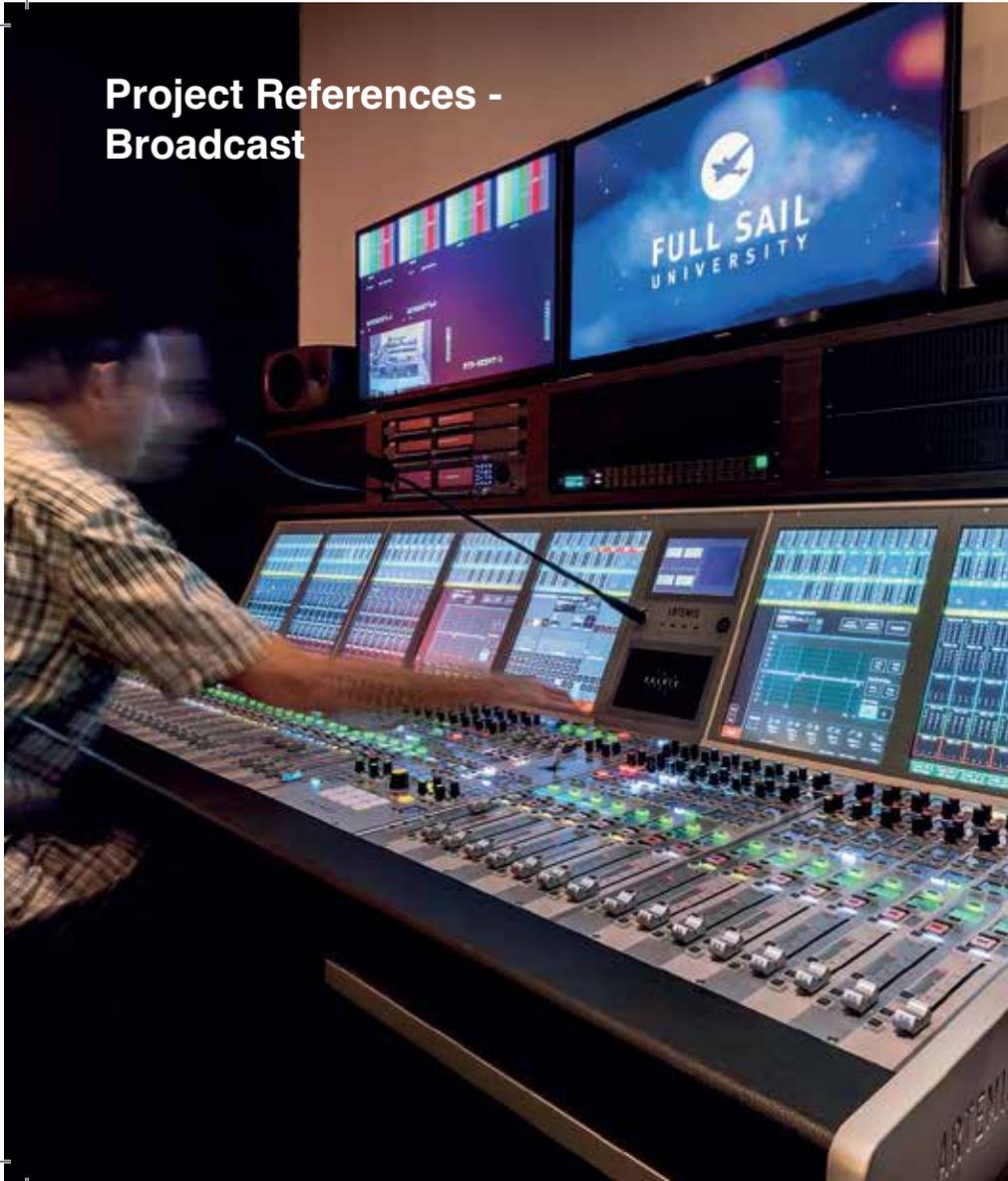


UAE Pavilion - Expo 2020



Andaza Hotel Dubai – UAE

Project References - Broadcast



GSL has worked with a large number of leading broadcasters where more Broadcasting equipment distribution or an upgrade of Broadcasting performance is required.

Broadcasters are rapidly growing GSL clients in these years, or have traffic driven by broadcasters whether it is TVRO applications for playout centers or newsgathering and sports events requiring rapid changing of occasional use services, GSL has a suitable product offering.

Let's go through some projects references below Project References - Broadcast





CNBC UAE



Dubai TV



Jordan TV



Al Mamlakah TV Jordan



ARN News UAE



Abu Dhabi TV



Al Rayyan TV Qatar



Saudi TV



الشارقة
Sharjah TV

Sharjah TV



k37 Qatar



PTV Pakistan



TwoFour54 UAE



92 News Channel Pakistan



MBC Group UAE



Alkass TV Qatar



GSL

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