



# PRESS RELEASE

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## NOVELTY OFFICIALIZES ITS TWO NEW LOCATIONS IN THE MIDDLE EAST



NOVELTY exports its know-how beyond the borders of Europe and accompanies its customers to all regions over the world. Our goal is to provide the same high standard of know-how and quality in every Novelty agency wherever it may be located.

The information we communicated last July, is now official. The management of NOVELTY France is very pleased to announce the finalization of the acquisition of IRIS LLC. IRIS thus integrates in NOVELTY France as a subsidiary and becomes NOVELTY Middle East with Jacques de La GUILLONNIÈRE as President, Olivier HAGNERÉ as General Manager and Serge HUBER as Director of the 2 new agencies located in Dubai UAE and Dammam KSA.

NOVELTY immediately pushes its direct support by supplying a large inventory of state of the art equipment and technical - logistical back up to its two new locations. New investments such as 100 m<sup>2</sup> of high definition LED walls including possibilities to curve, Video projectors, L-Acoustics audio, moving lights, not to mention all the specific lighting and led fixtures on rail, so much appreciated by our customers in the «luxury» segment.

All these investments are of course complementary to the existing material inventory and the logistical structures that were already in place. Combined, they will enrich future benefits some of which are already underway. As known, high end equipment is only a part of our service. It is more important to highlight the quality and commitment of our existing teams in place that guarantee the end result. The local teams will grow and further be trained to meet rising future demands.

**We welcome the NOVELTY MIDDLE EAST AGENCY to the NOVELTY family, with a future full of great events !**

**Do not hesitate to contact our sales teams on site :**

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