

**PRESS RELEASE**  
*FOR IMMEDIATE RELEASE*



## **MAY THE FOURTH BE WITH YOU... CREATING A NEW DIMENSION**

*CRAWLEY, UK – WEDNESDAY MAY 4TH, 2016* – Today, Dimension, the audio arm of Creative Technology, unveiled its new identity which is part of a series of changes intended to relaunch the business in the UK and build upon the groups specialist audio services.

In April, Dimension moved to new larger premises in Crawley, allowing for further inventory development, better prep and programming facilities and, ultimately, allowing CT and Dimension to be reunited under one roof.

Mark Boden, Director of Audio for Creative Technology and heading up Dimension Audio, commented: “Our new logo kicks-off a new chapter for Dimension Audio, retaining the Dimension name whilst providing an immediate and unmistakable link to Creative Technology. Our clients will be visually aware of that link however, where appropriate, we can maintain separation providing the specialist audio service that Dimension has become known for throughout the industry.” Dimension was created in 1991 by the late Derrick Zieba and has gone from strength to strength during the last 25 years. The new logo, a mirror image of CT’s long standing, and instantly recognisable, brand creates a clear ‘D’ for Dimension and replaces the purple and blue pictorial interpretation of a sound wave created by the late Colin Duncan 18 years ago.

Dave Crump, CEO Creative Technology Europe and Middle East commented: “CT and Dimension have always been part of the same group and, for many years, have been one company. The new identity emphasises the link between the businesses whilst allowing Dimension to retain its own specialist culture and heritage. While CT is best known for its video staging services, many of our customers are surprised at the extent of our audio offering and inventory.

“Worldwide, we employ over 60 Audio Specialists and have extensive stocks of D&B, Meyer Sound and L-Acoustics systems along with a huge range of microphones, processing and mixing equipment. Aligning Dimension more closely with CT will allow us to offer a more integrated AV solution, where appropriate, and will further accelerate the development of our audio business across Europe and the Middle East, ensuring we continue to re-inforce our position as the world’s leading Audio Visual Staging Specialist.”

---

### **Press Contact**

**Laura Vallis**  
Director of Marketing and Communications  
01293 582000  
[lvallis@ctlondon.com](mailto:lvallis@ctlondon.com)

### **Editor’s Notes**

**Dimension Audio** is a leading international supplier of specialist audio equipment to the live events, broadcast and entertainment industries. Dimension’s global reputation for unparalleled levels of customer service results from its innovative application of the latest technology alongside the very best technical and operational personnel.

**Creative Technology Ltd**, is an award-winning, live events specialist providing a wide range of technical solutions to clients worldwide. With a history spanning 30 years, Creative Technology works primarily across the sectors of sport, exhibitions, entertainment and corporate, priding itself on offering unrivalled service and continuous investment in both its products and people. As well as working directly with end-user clients, Creative Technology is regarded as the ‘go-to’ partner for many event production companies.