



BEHRINGER X32 is a Hit in Brazil

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ProShows Completes 500 X32 Workshops in Six Months

5/6/2013 — Brazilian proaudio distributor ProShows recently concluded a six-month marathon series of 500 workshops featuring the BEHRINGER [X32 digital mixer](#). Shortly after the Expomusic show in October 2012, ProShows embarked on an extensive series of workshops engaging professional audio engineers all over the country. The workshops showcased the functional versatility of BEHRINGER's flagship mixer and focused on both live and studio applications for the X32.



Combined with a coordinated marketing campaign, the workshops generated enthusiasm for the X32 throughout Brazil. More than 1000 technicians and 700 sales representatives, in 50 of Brazil's major cities, were given hands-on training for the X32 as well as its compatibility with other BEHRINGER products including the [P16 personal monitoring system](#) and the [S16 digital stage box](#). The 500th workshop was completed on April 15, 2013.

"We are proud of the dedicated effort made by ProShows for this exciting campaign and are excited about the enthusiasm it generated for the X32," stated Uli Behringer, CEO for MUSIC GROUP, BEHRINGER's parent company. Vladimir de Souza, CEO of ProShows adds, "The campaign was an instantaneous success, we are extremely happy with the X32 sales. The promotional events have turned it into an incredible hit in Brazil. It is the best product for the money in the proaudio industry."

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