



Audiovisual & Interpretation Equipment



Tel: +32(0)24252506

Email: sales@gene-electra.com

www: www.gene-electra.com



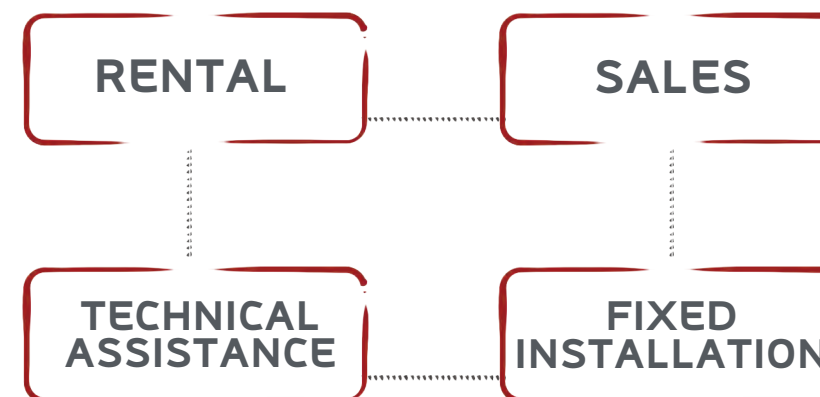
Your reference audiovisual partner in Brussels.

We provide rental, installation and management of audiovisual and interpretation equipment.

Anxious to simplify your life, we take care of all the audiovisual technique aspects of your event:

- **Conference microphones**
for speaking during congresses and assemblies.
- **Sound system and wireless microphones**
for concerts, indoor and outdoor events.
- **Video monitors, projectors and screens**
of all sizes for displaying visual content.
- **Giant LED screens and digital roll-ups (NEW!)**
for maximum effect.
- **Video conferencing and livestream solutions**
for interaction and external event sharing.
- **Remote interpretation platform**
giving a remote access to interpreters and / or participants.

- **Interpretation booths and wireless headsets**
for multilingual meetings or deaf conferences.
- **Portable systems**
for factory tours or whisper interpretation.
- **Ambiance and stage lighting**
for gala dinners, concerts and parties.
- **Participatory voting systems**
to question your audience.
- **But also ...**
digital desks, billboards for posters, backdrops, mobile stages, etc.



4 About us :



Availability:

Géné-Electra is a family business with more than 40 years of experience in the technical sector.

It is passion that guides us on a daily basis and drives us to make each event a success.

As a human-sized company, we are able to treat each project in a unique way while having the necessary resources to guarantee the reliability of teams 365 days a year, and with a smile!

Innovation:

The evolution of event technology allows us to constantly innovate and invest in new market trends in order to offer the best possible technical solutions to our partners.

In and outside Brussels:

Located in the immediate vicinity of Brussels city centre and its event venues, we are able to intervene on short notice and respond to last minute requests.

This central geographic location also allows us to serve our customers in the rest of Belgium and in neighboring countries, at competitive prices.

Our Customers:

We cover more than 800 events of all types, annually. Our clients range from conference organizers, prestigious event venues and hotels, European and Belgian public institutions to private companies and associations.

By setting up a relationship of advice and trust, we seek to build mutually beneficial partnerships that go beyond the simple supplier-customer relationship.

The right solution for you:

Each organization has different resources, infrastructures and needs, so we make sure to offer the most suitable solution.

We generally provide the entire service (study, set-up, rehearsal, management, dismantling).

Yet, we can also only take on technical services with the customer's equipment or, on the contrary, provide the equipment on dry hire.

For recurring needs, we also set up long-term rental formulas as well as fixed installations, always keeping in mind our objective of "best value for money".

Our strengths :



Our reactivity

From the first commercial contact to the technical realization on site, we make sure to be available and respond to requests as quickly as possible, 24 hours a day, 7 days a week.



Our reliability

We use our experience to advise you and implement reliable and proven solutions. In addition, our technical equipment, constantly renewed and carefully maintained, meets the most stringent requirements.

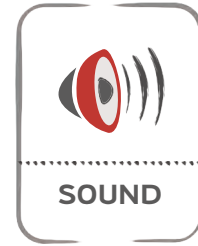


Our professionalism

The success of your event being our only objective, we make sure to put you in confidence and to relieve you of all the technical part of your event. This support begins from the assessment of your needs to the assistance of the technician on site.

SOUND

The sound that will make you thrill



For each type of congress, conference or seminar, understanding the presentations and debates is essential. Concerts, on the other hand, are by nature geared towards distributing sound in the most optimal way. Sound amplification and mixing are therefore of paramount importance every time.

Whether it is conferences, assemblies, events, concerts, DJ nights or any other type of event, we install sound systems suitable for 50 to 5,000 people.

We offer different types of sound systems, suitable for all situations. Concretely, this translates into a wide range of equipment in terms of analog and digital mixers, amplifiers and audio processors, active and passive speakers- monitors and front panels, vinyl turntables and CDJ players always in the best brands. (L Acoustics, QSC, Soundcraft, Allen & Heath, RCF, Electro-Voice, Pioneer, etc.).

With the idea of innovative solutions, we have some Sennheiser LSP500 portable kits which work entirely wireless. The speakers are battery operated and integrate not only the various sources such as wireless microphones, Bluetooth signal but also recording, which are fully controllable via the iPad app.



We offer different types of sound systems, suitable for all situations.



CONFERENCE MICROPHONES

For meetings where many people need to be able to speak and allow discussion, we have over a hundred push to talk microphones. The number of people who can speak, the speech transmission system and the chairman microphone are parameters that our operator can adjust in the central control unit or via the computer application.

Bosch's DCN Next Generation digital conference system is extremely reliable and of great sound quality. It is also possible to combine these discussion devices with a simultaneous interpretation facility. In this way, participants' headsets are connected directly to the table microphones and avoid the installation of an infrared system.



WIRELESS MICROPHONES

When mobility is needed, wireless technology is available for microphones in all their forms. The handheld microphone and the headset microphone are well known for both speech and singing. The tie clip microphone is also often used by speakers at conferences. But have you ever thought about the Catchbox microphone that can be thrown from person to person to make question sessions more dynamic? Another innovative solution that makes it possible to speak while standing from high tables or a lectern without the disadvantages of cables is to use wireless gooseneck microphones.

Finally, in-ear monitoring systems provide artists with precise sound feedback at all sound pressure levels.

Depending on the circumstances, we use our most suitable Sennheiser and Shure microphones. The Speechline series from Sennheiser, for example, has features that are very popular for use during conferences (rechargeable batteries with an autonomy of 15 hours, 1.9 GHz frequency band with automatic change, encryption by AES 256 bit, etc.).

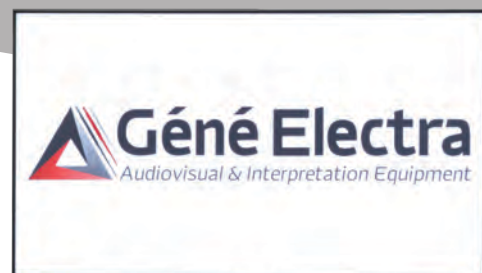
VIDEO

In an "image society", be creative in content and form



To effectively communicate a message, whether to customers in a showroom or to attendees of an event, visual aids have become as essential as sound. Choosing and creating a quality message is your challenge; helping you communicate it in the most suitable and innovative way is ours.

Video broadcasting technologies are very varied (projection, video monitor, modular LED screen, digital terminals, etc.). They can be adapted to your imagination as well as to the location of your event.



LCD / LED MONITORS

Professional video monitors allow optimal display of your presentations, videos, camera images, etc. Most of these displays have internal memory allowing them to display videos without the need for external connections.

Usually placed on a pedestal to serve as a central display or as a reminder screen at the back of a room, they can also be arranged on a floor stand as a return monitor for speakers.

At Géné-Electra, we have monitors in all standard sizes ranging from 15" to 85".

Assembled by 4, 9 or 16 our 46" screens with very fine edges can form a spectacular image up to 4m base, of exceptional quality.

BEAMERS AND PROJECTION SCREENS

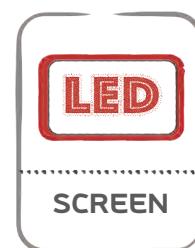
For indoor applications, video projection remains an effective solution that adapts very easily to the size of your audience. We have a variety of beamers in terms of type (lamp / laser), power (3,500 to 20,000 lumens) and lenses.

For small spaces 5,000 lumens ultra-short throw tabletop beamers provide a suitable low cost solution while powerful laser projectors with extra-long focal lengths will be suspended from a bridge for large environments.

For spaces not equipped with screens we have fast fold screens (on unfolding structure) in standard sizes in both 4:3 and 16:9 format, suitable for both front and rear projection.



MODULAR LED SCREENS



LED screens are the most suitable solution both in bright environments or outdoor and for configurations where it would be difficult to place a beamer due to the lack of setback or ceiling height.

LED screens are an assembly of modules (most often 50x50cm) that make it possible to make both a classic 16:9 screen as well as a backdrop of 10m wide by 3m high. More creative layouts are also possible in order to use the screens as decorative elements.

Placed at ground level for an immersive effect, on a free-standing structure or suspended from a bridge, it will take up maximum 80cm in depth.

By its luminous power and its innovative side, the LED wall will amaze the participants of your conference, trade show, sporting event or festival.

We have different types of screens with specific modules for outdoor, and modules for indoor with a more refined definition thanks to a greater quantity of pixels. Assembled on site or previously mounted on a trailer, we can provide you with the screen most suited to your needs.

Our network of partners in the LED wall sector, allows us to supply the largest screens in the world (up to 144m²).



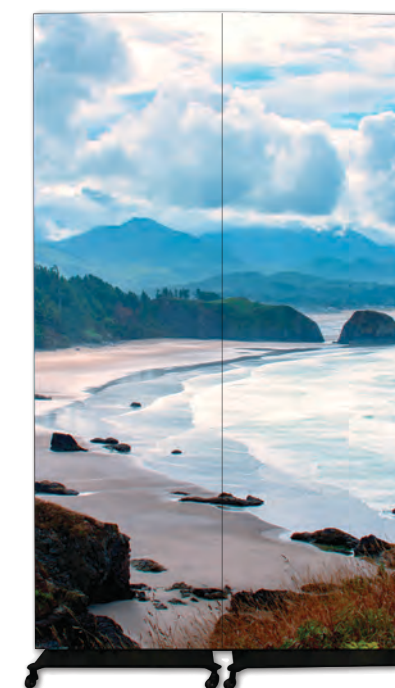
DIGITAL ROLL-UPS

Even more innovative than led screens, the digital roll-up allows maximum visual impact for a minimum of installation time and floor space.

Very easy to move, thanks to its wheels, the digital roll-up is designed for extremely flexible use. Placed next to each other, they make it possible to form together a single large screen.

Unlike the printed roll up, it allows the display of any static or dynamic content. You can therefore display logos of sponsors, the agenda of the day, but also videos.

Representing a real revolution in terms of digital signage, this equipment will allow you to liven up and bring a touch of modernity to your place or event.



12 VIDEOCONFERENCE & LIVE STREAM

Maximize the interaction with your remote audience

When it is impossible to bring together all the speakers or participants in the same room, videoconferencing platforms allow interaction via the camera and the microphone but also via chat, screen sharing and the voting system. Even when using well-known platforms now like Zoom, Webex, Teams, etc., professional equipment for recording and theatrical broadcast will make the difference. Whether we talk about all-in-one integrated systems for small rooms or more complex multi-camera devices, we assess your needs, together.



The live streaming or podcast broadcast of your events allows external participants to follow the event live or deferred on consumer platforms such as youtube, facebook, livestream or via personalized hosting that allows it to be integrated into your own site with more control and security.



VIDEO REMOTE INTERPRETING

Interpretation in 3.0 mode

Via an online platform, where both interpreters, speakers and participants can access remotely, it is now possible to hold multilingual videoconferences.

Participants attend a traditional videoconference but with the possibility of listening to the interpreter's translation in real time following the same principle as with an infrared receiver. Interpreters can work either from home, if all conditions are met, or from our equipped studios.

This platform is very intuitive and accessible on any computer or tablet via an internet browser or on a mobile device via the free downloadable application. In addition, we systematically offer it to you with the assistance of one of our technicians.

This solution also allows the use of inter-participant chats, a live voting system and comprehensive reporting afterwards to optimize subsequent meetings.

Completely secure and having the advantage of being always and immediately available, this "cloud" alternative can, in certain cases, be extremely interesting to favor over the physical movements of people and equipment.



INTERPRETATION

Optimal mutual understanding in a multilingual environment



The use of interpretation is common when an event has speakers or guests speaking different languages.

Simultaneous interpretation allows everyone to express themselves in their own language and understand everyone's interventions, precisely, without wasting time or information.



INTERPRETATION BOOTHS

The installation of booths allows the interpreters to be isolated, which increases the quality of the interpretation and does not disturb the public. Our booths meet the strictest ISO standards to serve for meetings at the highest level. If the booths are most often used for 2 interpreters, they can be extended to make triple booths if necessary.



INFRARED DIFFUSION

So that participants can listen to one of the languages translated by the interpreters, they are given a headset and an individual receiver. This works through an infrared diffusion system that involves placing infrared radiators in the room. Our Bosch NG system allows you to listen to up to 32 different channels.

This broadcasting system can also be used for deaf conferencing. It is no longer a question here of listening to the signal emitted by the interpreters but rather to that of the different speakers or soundtracks that come from workshops taking place in the same space.

We have a very large stock of interpretation equipment: booths, interpreter desks, control units, transmitters, radiators, audio interfaces, individual receivers and headsets, thus making it possible to ensure up to 32 languages translated simultaneously for several thousand participants.



INTERPRETATION SERVICES

Besides the technical aspects, the choice and preparation of interpreters is also crucial for the smooth running of your multilingual events.

In the event that you do not have the required interpreters yourself, we can put you in touch with a privileged partner or add these services in our technical proposal.

This trusted partner will select the most suitable and experienced interpreters for your event, not only for the languages most commonly used within the framework of the European Union, but also for less common but highly sought after combinations, such as Russian, Turkish or Japanese.

A good preparation of the interpreters will go through the sending of the agendas, presentations and existing documentation at least one week before the meeting.



TOUR GUIDE SYSTEMS

A portable solution for whisper interpretation and company tours

For meetings in small rooms or of short time, it is sometimes better to use a portable interpretation system. This does not clutter up space and this solution is financially attractive when the number of participants is small.

In practice, the participants each receive a stethoscope receiver which directly picks up the signal from the interpreter's microphone. No technical installation is required, this completely wireless solution comes ready to use.

Due to this lack of cable and its great autonomy, this system is also used for tours in noisy environments (factory, company, etc.) or for guided tours (exhibitions, fairs, open air, etc.).

Strengths of the tour guide:

- **Ready to use**
easy to use
- **Completely wireless**
no technician required on site
- **Can be used in any environment**
(indoor / outdoor)
- **Portable**
compact to carry
- **8h battery life**
recharge the whole unit directly via the transport case
- **"Unlimited" number of headsets**
6 different frequencies
- **Variety of micro-transmitters**
hand / headband / tie / line input

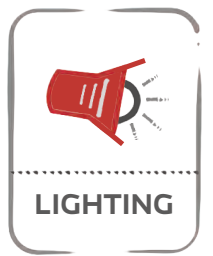
With nearly 300 receivers and 20 SENNHEISER Tour Guide 2020-D microphones, we have nearly 15 complete sets ready to use, available by courier for immediate use.

Hybrid solutions (booths + tour guide broadcast) can also be set up to ensure optimal working conditions for interpreters and broadcast to very large spaces (stadiums, exhibition hall, etc.) with a minimum of installation and wiring time.



LIGHTING

Lighting that highlights people and places



The speaker's lighting during a presentation, the lighting effects during a concert or the ambient color of a place are essential elements to focus attention on the speaker, animate the music or set a specific tone to a room.

Some places not equipped to host events require additional functional lighting, others can be enhanced by the addition of colored lighting during the event.

Whether it is lighting the speaker or animating a dance floor, Géné-Electra installs all the necessary lighting equipment. Most of our lamps are controlled via DMX and are made of LED which makes the power consumption low and the choice of colors very wide.

Often underestimated, lighting is an important part of the success of your event.

We have a whole stock of lighting for both stages and presentations or simply to create an atmosphere at your event.

Concretely, this translates into a wide range of equipment, mainly: Cutouts, Fresnels, Pursuits, Pars, Uplighters, Wall washes, Sunstrips, Moving heads, Strobes, Lighting consoles, smoke machines, etc.



VOTING

Let your customers know you care about their opinion



A voting system can of course be used for an election or a quiz, but also to create group interaction, collect information, ensure that a presentation is well understood.

Most event attendees appreciate this different way of giving them a voice, because it's quick, easy to use and very visual with instant results viewing.

For a very specific collection of information, the boxes can be "nominative" and the details provided in a full report.

Géné-Electra has several hundred TurningPoint Response wireless voting units that operate completely autonomously (no need for a wifi connection) and can be set up by the operator in the blink of an eye.



OTHER FACILITIES AND SERVICES

Our range of equipment also includes:

- Computers, printers and tablets
- Speaker and digital desks
- Display, exhibition or partition panels
- Rigging, Curtains, Backdrop
- Static and mobile stages
- DJ and photographer services



Organizing an event requires combining many suppliers, each specialized in their field. To make your life easier, we go above and beyond what is generally expected of an AV supplier.

For this reason, we can for example also take care of the printing of backdrops, the rental of furniture, etc.

What our customers say

« Gene-Electra has been working with the EU Council for many years, especially as supplier of interpretation booths and audio-interpretation equipment for the European Summits in Belgium and abroad.

It is a serious and professional company that responds very well to the challenges and unforeseen situations of major events.

Gene-Electra is an excellent partner. »



Luis Bronsoms

Head of AV Sector

Conseil de l'Union européenne

« Gene-Electra : Here is a reliable and human-scale supplier !

They have all the equipment necessary and above all a very good service : responsive, fast and zen, even if the deadlines are indecent... They stick to our needs in our various most important events, very small or very large, in Belgium as well as in Paris, Hanover or anywhere else.

This is why we remain so faithful to them. »



Patrick Lefèbvre

Project Director

Pracsis

« We have been working for years with Gene-Electra as our audiovisual equipment and technical assistance partner.

Their professional approach and flexibility makes it possible to systematically respond to our customers' AV needs, and to call their event a success. »



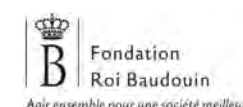
Stefanie Verheij

Director of Sales and Marketing

Crowne Plaza Brussels Airport

You too can count on us to prepare your next event.

References





Address: 100 Rue Steyls, 1020 Bruxelles

Tel : +32 (0)2 425 25 06

Email : sales@gene-electra.com

www.gene-electra.com