

BALROOPS GROUP
OF COMPANIES

COMPANY
PROFILE

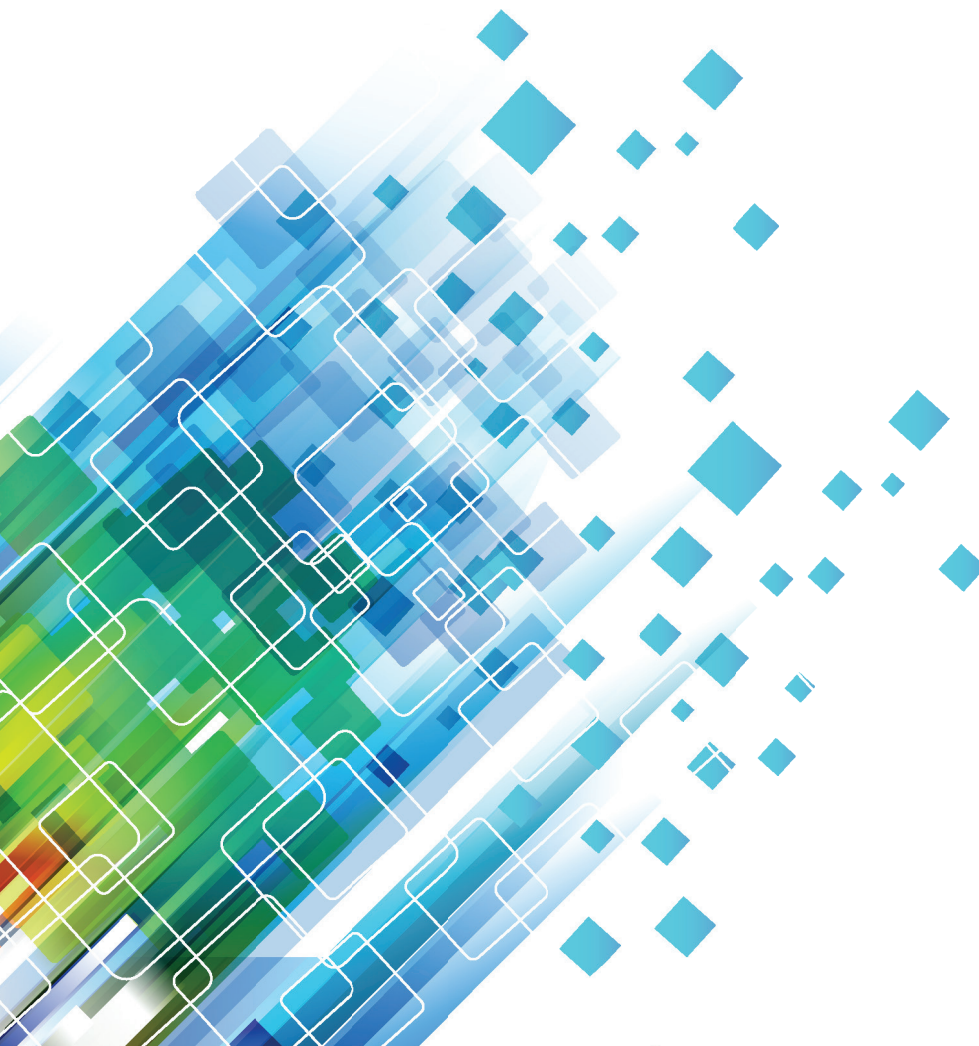


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We have been
blessed
with dedicated
staff, who are
trained and
retrained
continually.



MESSAGE FROM
THE CEO

I feel very fortunate to be the CEO of a company that has such a rich history and a promising future. Our company Balroop's Systems Limited is now in its 65th year of providing AV support solutions in Trinidad and Tobago and the Caribbean markets. If you haven't heard about us before, let me take this opportunity to introduce ourselves. With the ever changing economy, business trends, emerging markets and of course, rapid technological advancements; Balroop's had to rebrand in order to keep its market leading position. Our new logo and name gives a clear indication of who we are, what we do, and what we believe in. The 'sound systems' from our name was removed as we now cover the full spectrum of Sound, Lighting, AV and Staging.

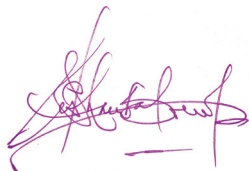
The Group of Companies now includes; Balroop's, Vistrac and also Powermac Ltd. These three companies cover an unsurpassed range of products and services that handle basically any and all of your project and event needs. We give you all the details on each one in this brochure, but I am excited to go through some of our enhancements on the Balroop's and Vistrac side.

When it comes to high quality sound; the corporate segment can now enjoy digital sound, slim and inconspicuous speaker systems, less bulky equipment and automation. The Entertainment segment can also enjoy similar systems with Digital consoles, line array speaker systems and all that goes with it. Our Systems Integration market has been growing exponentially with requests for new permanent installs and upgrades of existing facilities. Integrating with sound is a concept of Digital Signage. But it's not just our sound quality which has advanced. Our single camera or multi camera Outside Broadcast Production Units provide for the standard video and finally can now provide full Sony broadcast HD production. And of course, HD editing is also available.

We are only too proud to represent world industry leaders; Shure, Bosch and The Harman Group in our cadre of suppliers. LED's, special effects, automation, lasers and Digital consoles make your event easy. We not only rent but we sell lighting equipment. Added to which we can design and integrate all supports. Clubs, buildings (indoor and outdoor), architectural, interior decor, corporate and concerts, whatever our clients need we make possible. This ton of highly sophisticated equipment has to be staged, so to make life easier, we provide all the staging and support services to ensure safety, efficiency, the right stuff and of course save you money as you now have the 'One stop shop' model. Now, that's a lot! Thank God we have been blessed with a dedicated staff all of whom are trained to the highest international standards.

Last but not least is our newly created B-Events Division. Totally separated but included in our Events Division. Maybe because it's so obvious we love what we do, some companies have been pushing us to produce and provide full event services. With the ever-growing market for professional event management, this subset was born.

We at The Balroop's Group know you have many choices to consider for your projects and events; but we are confident that if you want the very best in the business then there is only one choice - us. We look forward to meeting with and serving you for all of your Sound, Lighting, AV, and Staging needs.



Vishnu Balroop
Chief Executive Officer
Balroops Group Of Companies

ABOUT OUR HISTORY

WHERE WE CAME FROM

It was 1952, Trinidad and Tobago, still a British Colony, won two Bronze medals in Weightlifting at the Helsinki Olympics; a new religious group was incorporated by an Act of Parliament and the electronic media was only just being introduced to the islands.

The generation of the 50's and 60's related to the cinema, which was popularly referred to as the "theatre" or the "pictures". "Prior to the introduction of this medium (the television) all of the moving images of the world beyond the shores washed by the Caribbean Sea came via the cinema." This included current international news, flicks of which were shown before the start of any feature movie. In the 1950's there were such films as *Affairs in Trinidad* (1952) and *Fire Down Below* (1957).

Against this backdrop Balroop's Sound Systems Limited was founded by Mr. Balroop Mungal, a Sole Trader in 1952 after gaining training and experience with The Radio Corporation of America (RCA). The main function of the Company at that time was that of a sound system rental operation. Equipped with the knowledge and experience he gained he initiated the country to the Audio industry in a specific and profound way - he produced and launched the first Indian record in Trinidad and Tobago. Recognized as an icon for cultural productions, he set the bar in an evolving industry.

1950s

1970s



WHO WE ARE

In the mid 70s Mr. Vishnu Balroop joined the company. An Audio Systems Design Engineer by profession and a graduate of the Full Sail Centre for the Recording Arts, Mr. Vishnu Balroop studied audio engineering, recording, concert lighting technology and television production. It is under his strategic and technical direction, the reengineered Balroop's Sound Systems Limited continues to maintain its competitive edge by providing products and services unequalled in the industry.

WHERE WE ARE GOING

Today, the Company's has diversified and expanded its core business from sound system rentals into a **full service audio-visual support company** as we cater to the needs of a growing and lucrative technologically driven industry. Focused on providing high quality, we can boast that our success has taken our markets from a then, solely locally based network to an extended Regional and International client base.



1980s

2000s



TODAY &
BEYOND



EQUIPMENT

We offer the latest technologies and state-of-the-art equipment as well as internationally trained technical support, worldwide warranties, efficient sourcing and procurement & logistics solutions.



INNOVATION

We have continued to evolve by ensuring we have the newest equipment and staff that are consistently re-trained with the technological advancements as they happen. This allows us to continue to be the best solutions provider in the market.

WE LEAD THE WAY IN INNOVATION & TECH

INTERNATIONAL BRANDS



Balroop's Sound Systems Limited maintains longstanding relationships with the most reputed audio/visual manufacturers, and as a result, has been appointed authorized distributors for many international brands. We are the leading certified distributors of the best brands in sound systems, audio visual, lighting, power systems and any other type of event equipment you can think of.



COST EFFECTIVE

Based on our organisational structure and expert logistical planning, we are totally self-sufficient and can provide our products and services directly to you without outsourcing, at the best prices.



OUR MISSION

- To keep abreast of cutting edge technology by partnering with the global players in the industry.
- To ensure that technical staff is up-to-date in training and are exposed to the advances occurring on the world stage.
- To provide unrivaled customer service both internally and externally.
- To efficiently run an organization, thus ensuring that these cost-savings are enjoyed by customers.

THE VISION STATEMENT

To be Trinidad and Tobago's, as well as, the wider Caribbean's choice service provider for audio visual solutions. To exceed customer expectations with the delivery of excellently customized and technologically sound audio/visual equipment, superior support systems and world class personalized customer service. And at the same time to provide a productive work environment that promotes team work and that is both challenging and rewarding for its employees



KEYS TO SUCCESS



Delivering on the current mission and vision statements.



Ensuring customer service and products provided are of the highest quality and unmatched by any competitor.



Educating and introducing the markets of all services and products offered.



Highly trained and professional staff support

01

CD and DVD Replication

One-Stop
We can replicate your data, music, movies, programs and electronic brochures on our High Density CDs and DVDs.

We can:
With our full turnkey operations, we master, duplicate, create artwork, thermal print, produce insert jackets and package your product. Individually tested and guaranteed. Our present capacity produces an average of 300 high density discs per day. Additionally, we can convert mediums such as cassettes, video and records to CDs and DVDs.

Highest Quality Guaranteed
Ensuring optimum recording quality and guarantee absolute reliability, storage and retrieval of data by using MAM-A patented CDs and DVDs, for which we are the appointed distributor (MAM-A, formerly traded as Mitsui Advanced Media, Inc.)

Give us a call today

VISTRAC
Address:
Cnr Crown Street & Eastern Main Road,
Tanganyika Industrial Estate & Village
Telephone: 888 643 3815
888 642 8111
Fax: 888 643 3815
Email: info@vistrac.co.uk
Website: www.vistrac.co.uk

Find Balroops/Vistrac on

02

03

LEARN MORE ABOUT THE GROUP

We see the future as having unique opportunities and exciting challenges. At Balroop's Sound Systems Limited and our subsidiaries, we are committed to meeting those challenges with the same energy and resolve that has made us an industry leader for over half a century. As the audio/visual industry continues to expand and evolve, so too, has the Balroop's group of companies responded, and will continue to respond to this evolution.

The group organically expanded due to the demands of the industries we serve, and now include three separate yet complimentary companies that take our products and services offering to an entirely new level. Here's a quick breakdown of what makes each company unique;

01



Over the past 65 years, The Balroop's Group of Companies has become the industry leader in sound, lighting, AV, staging, special events and support systems.

We are recognised as the benchmark in technology and expertise for other companies to follow.

02



Vistrac Limited was established in 1982 and is a subsidiary company of Balroop's Sound Systems Limited.

The company's core business is the sales, rentals, installation, and engineering of audio visual systems for both temporary and permanent solutions, live and studio television production and digital signage.

03



Powermac Limited was established in 2006 initially to provide generator rentals on sites. With the increasing demand for other related products, we included lighting towers, man-lifts and machinery rentals.

We also offer a wide range of other services from building and facilities management, safety systems to civil works.



PRO6
THE AUDIO SOURCE

Balroop's

Sound • Lights • AV • Staging



SPECIAL EVENTS



SYSTEMS

INTEGRATION



SALES

LEARN MORE ABOUT **WHO WE ARE**

We are 'The Total AV Solutions Provider' having adopted the "One-Stop Shop Distribution" model, which builds on the foundation set by our traditional and legendary sound and video company by offering full spectrum of products and services to the corporate, entertainment, education, government and other markets.

Our highly qualified technical team combined with cutting edge technology and equipment, delivers sound solutions for the nation's major sporting events, concerts, conferences, schools and businesses such as Sound Systems, Digital Audio Production, Re-mastering and Editing facilities, and support services.

In keeping with international safety standards, all of our staff has been O.S.H.A. trained and certified. We are also members of the Audio Engineering Society, USA, United States Institute for Theatre Technology, National Sound and Communications Association USA, ICIA -Infocom.



SPECIAL EVENTS

Just tell us what you are looking for or envisioning and let us go to work for you!

After our clients became comfortable with our reliable supply of sound and video production services for their special events, they began to request and demand more from our specialised team. This led to the evolution of our services to include complete Event Management services. Our B-Events Division is totally separated but yet included in our Events Division. In addition to providing the technical management, we now have a group of creative, enthusiastic and competent professionals who cater to all your production needs.

This includes everything from tent and chair rentals, Catering and Bar Management, Entertainment booking, Concept and Décor. This talented group shares a wide and vast knowledge in the field of events production and

management. Be it small or large, we are able to provide full program and technical management.

Meticulous planning and execution gives us the ability to ensure that each and every one of our events is of the highest standards, while working towards surpassing the needs of our discerning clients. This includes identifying the success factors for your event; developing the Event Plan; preparing and executing the Event Budget; managing the people within the event environment and marketing and promoting the event.

Let us help you make your next event memorable.



SYSTEMS INTEGRATION (SI UNIT)

A/V systems are increasingly viewed as necessary business intelligence and critical to mission success

The convergence of audio and visual with voice and data has sparked a dramatic evolution of audio visual systems into complete network systems with numerous capabilities. Paging and background audio systems have now evolved and integrated into a network controlled DSP, Sound quality and intelligibility for background music with paging systems, no longer need to be a compromise.

From videoconferencing with multiple screens and true stereo surround sound, to audio conferencing systems with hidden microphones and overhead speakers, audio/visual aids and integrative A/V systems are increasingly viewed as necessary business

intelligence and critical to mission success. We can offer a wide range of solutions such as:

- Paging /Music Systems for restaurants, clubs, malls, parks and auditoriums;
- Closed Circuit Television Systems (CCTV) with wireless monitoring;
- Digital Signage in malls and restaurants;
- Visual Messaging Systems for the hearing impaired;
- Complete outfitting of Audiovisual systems for conference and training rooms, schools and auditoriums;
- Smart System - automation of AV systems via wireless touch screens and iPhone;
- Television and Audio Studios;
- Short, medium and long-term service contracts.



SALES UNIT

A knowledgeable and dedicated cadre of audio/visual, sales and technical professionals.

As the global marketplace continues to see an influx of players, Balroop's maintains longstanding relationships with the most reputed audio/visual manufacturers, and as a result, has been appointed authorized distributors for many of these international brands. We specialize in offering the best solution for your event needs to help you create an unparalleled, high quality presentation.

It's the quality of our people that allows us to stand 'heads and tails' above the rest. A knowledgeable and dedicated cadre of audio/visual and sales and technical professionals are there to answer your questions and provide the level of exceptional service that is second to none.

Constantly serving the specific needs of over 200 Customers across Trinidad & Tobago, the Region and Canada, Balroop's Sound Systems Limited vast inventory of equipment spans the entire gamut of audio, video, lighting, computer and visual presentation gear at rental costs that are unbelievably competitive.

We have expanded our technical team of electricians, technicians, I.T. specialists, television personnel and sales force. Our 'Seamless Solutions' inventory of products has become the event planner and reseller favourites by reducing administration and financing hassles while enhancing overall profit margins.

OUR EXCLUSIVE BRANDS

SHURE
LEGENDARY
PERFORMANCE™

SOUNDTUBE
ENTERTAINMENT

SOUNDSPHERE
LOUDSPEAKERS
BY MSE AUDIO

CALZONE
Case Co.

MA
Middle Atlantic Products

BELDEN
SENDING ALL THE RIGHT SIGNALS®

elo TOUCH
SOLUTIONS

Atlas
Sound

JBL
by HARMAN
HEAR
THE
TRUTH.

BOGEN
COMMUNICATIONS, INC.

BOSCH
Invented for life

norcon
communications inc.

DS Superior
Conferencing
Solutions
A **SHURE** Company

ANCHOR
PORTABLE SOUND SYSTEMS

Martin

MIDAS
DESIGNED FOR A PURE PERFORMANCE

whirlwind®

NEC

K
KRAMER

RANE
Professional Audio Products

SMART
Technologies

BrightSign®

SONY

Polycom®
Authorized Solution Advisor

Soundcraft

E-T-A®
ENGINEERING TECHNOLOGY

TELEX®

DA-LITE®

CHIEF®

tvone





LEARN MORE ABOUT **WHO WE ARE**

Vistrac Limited, as a subsidiary company of Balroop's Sound Systems Limited was established in 1982. Vistrac Limited was incorporated with its core business being the sales, rentals, installation and engineering of audio-visual systems for both temporary and permanent solutions.

From an impressive line of state-of-the-art Touch Screens and LCD and LED-HD video displays, visual presenters, broadcast cameras, digital Led signage to custom mounting solutions, switchers, scalers, distribution amplifiers and all stops in between, Vistrac Limited is the home of your Total Audio Visual Solutions. But that's not all!

We take pride in providing exceptional customer service, being detailed oriented, and having a great work ethic.



DIGITAL SIGNAGE



AUDIO VISUAL



TV PRODUCTION



REPLICATION



Highly skilled and experienced sales force, always willing to assist and advise on the best products for your needs.

Digital signage solutions from Balroops includes software, displays and media players. Digital signage will help you communicate to your target audience.

Our software, interactive designs and space management solutions help you motivate your audience so your digital signage can make a difference.



Serving our customers 24/7 with top quality audio visual and entertainment equipment and services.

We rent all types of equipment. Almost all our products and services are available for short and long term rentals. From a PA system for your events to fully integrated, semi-permanent systems for a conference room, auditorium or the like.

Because of the variety of products and services available from our group of companies, we can offer a complete solution to your needs.

With our decades of expertise we can, not only recommend the best for your needs but also offer flexible solutions to make your dreams become a reality.



TV PRODUCTION

We have everything you need to produce the best in audio, visual or digital media

With over 20 years of experience and expertise behind your project, you can be sure of a quality production.

We provide film production services for television; commercials, corporate and music video productions and live broadcasts - complete with editing and motion graphics. With professional camera equipment, lighting, and high quality recording equipment, our production company can capture any creative or memorable moment in amazingly high definition. From short films, music videos, special events, all the way to feature films, A/V Productions is ready!



REPLICATION

Share your work with who matters most - See us first for your replication needs.

We offer full-service CD/DVD and flash drive replication and are committed to giving you high-quality results, low prices and personalized attention. We've set the industry standard for CD/DVD replication turnkey operation, re-mastering and editing.

We use only state-of-the-art Microboards duplication systems to ensure the highest quality copies. We have full audio, video, authoring and graphic layout services on-site as well. If you need to convert your old or obsolete audio, video, data and other media formats.





LEARN MORE ABOUT **WHO WE ARE**

Powermac Limited was established in 2006 initially to provide temporary power on site, on demand and on time. Such items were generators and lighting towers. Our operational philosophies are guided by the vision and mission of its parent company Balroop's Sound System Limited (BSSL), which enjoys a reputation as an industry leader with over sixty (60) years experience in the business world. At Powermac Limited our operational principles are steeped in integrity, respect and sound business practices that benefit our internal and external publics. With the increasing demand for other related products, we expanded our operations to include a greater variety making us evolve into a one-stop shop. Powermac Limited provides the short and long term rentals of electrical machinery, support and auxiliary equipment that are a reliable and cost effective solution. Today our client base includes businesses in the sectors of Government Agencies, Corporate, Energy, Construction, Manufacturing Entertainment and Consumer.

GENERATORS

**LIGHTING
TOWERS**

LIFTS & HOISTS

**LED & SOLAR
LIGHTING**

**FACILITIES
MANAGEMENT**

CIVIL WORKS



GENERATORS

We supply FC Wilson and Wanco Voltmaster generators for sale, short and long term rentals.

These generators come in all sizes ranging from 7.5 kVa to 500 kVa. We have a staff of dedicated technicians on call 24/7 for support and service.

LIGHTING TOWERS

Wanco light towers are perfect for any application where portable lighting is required. Featuring state of the art technology for superior illumination with optimum performance, exceptional efficiency and durability. We offer short and long term rentals, generally used for:

- Traffic Safety
- Law Enforcement
- Security & Surveillance
- Construction Sites
- Alternative Power and Light
- Special Events

LIFTS & HOISTS

We provide temporary rental hoists of all sizes and capacities to clients for a variety of applications. We offer turnkey services for installation, dismantle, operator training, on-site standby technicians, and preventative maintenance. Our versatile equipment for short and long term rentals used in various industries such as:

- Construction
- Entertainment
- Manufacturing



LED & SOLAR LIGHTING

We provide high efficiency LED Lights such as:

- Full Spectrum 6500K daylight which provides more realistic (less artificial-looking) illumination, and is easier on the eyes
- Instant-on and immediate full intensity, no warm-up or cool-down
- 50,000 hour LED lifespan reduces maintenance
- Industrial-grade fixtures are heavy-duty and extremely durable

FACILITIES MANAGEMENT

The global landscape of Facilities Management is changing fast. We have responded by progressively expanding our offering to clients, improving the quality of projects through technical excellence. We offer;

- Building Renovation
- Painting
- Landscaping
- Security Fencing
- Civil Works - Drainage
- Electrical Installation and Support

CIVIL WORKS

We do minor civil works such as drainage, side-walks, building repairs, facilities maintenance, landscaping and more.

Some of our clients are the Environmental Management Authority, Ministry of Works & Infrastructure, CEPEP.

ALL OUR SERVICES

SOUND

- Sound for Corporate, Conferencing, Theatrical, Concert and Special Events
- Sound Recording and Duplication
- Permanent and Temporary Installation of Paging/background
- Music Systems
- Sound Masking Systems
- Systems Integration
- Acoustical Measurement and Analysis
- Electronics Servicing

AUDIO VISUAL

- System Designs and Engineering
- Multi Media Systems
- Digital Signage content creation and network management
- Audio Visual Rentals
- Complete outfitting of Audio Visual Systems for conference, training rooms, schools, auditoriums, etc.
- LED -HD Indoor video display systems
- Outdoor Digital Signage Displays
- LCD / DLP Multimedia Projectors
- Compact Disc and DVD Replication

- Closed Circuit Television Systems
- Outside Broadcast Television Production
- Non-Linear Digital Editing
- Information Technology and Networking Services

LIGHTING

- Lighting Systems for concert and corporate events
- Electrical Distribution Panels and Cabling
- Special Effects
- LED and Intelligent Fixtures
- Step Up/Step Down Transformers

STAGING

- Stage/Technical Management, Training and Consultancy
- Performance Stages
- Generators and Lighting Towers
- Cable Management Systems
- Intercom and Communication Equipment
- Trussing



COMPANY **CONTACTS**

BALROOPS GROUP OF COMPANIES

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