



NEWS RELEASE

CREATIVE ROCK ENHANCES EVENT CAPABILITIES WITH STRATEGIC INVESTMENT IN A NEW JBL PROFESSIONAL VTX: A-SERIES FOR SINGAPORE AND MALAYSIA

70
GLORIOUS YEARS
1951 - 2021

Singapore & Malaysia, 22nd April 2024 - Creative Rock, a leading service provider in Singapore and Malaysia for corporate conferences, live events, and exhibitions, serving a wide range of clientele such as governmental bodies, local and international corporate entities, announces a significant investment in cutting-edge audio equipment.

Having had a longstanding partnership with JBL and E&E, Creative Rock has consistently demonstrated a commitment to staying at the forefront of technological advancements. Recently, the company upgraded its existing inventory of JBL products in Singapore and Malaysia, incorporating the latest VTX: A-Series, comprising 40 units of VTX A8, 20 units of VTX B18 subwoofers and Crown IT4x3500HD amplifiers.



Zaki Mustapa, Managing Director at Creative Rock Malaysia, emphasizes the strategic significance of this investment in expanding the company's capacity to meet the escalating demands of its diverse portfolio of events.

"We evaluated quite a number of systems during this upgrade process and chose the JBL VTX A8 system for its versatility and performance in such a compact package."

Zaki Mustapa, Managing Director at Creative Rock in Kuala Lumpur, with Gary Goh, CEO, Electronics & Engineering Group of Companies

Gary Goh, CEO of Electronics & Engineering Group of Companies, "Our relationship with Alex and Zaki dates back to 2010 with their purchase of the JBL VT4888 and VT4887ADP systems, and so we are elated to be continuing on this journey with Creative Rock, more than a decade later, with the next generation VTX: A-Series from JBL."

Gary Goh, CEO, Electronics & Engineering Group of Companies with Alex Tan, Technical Consultant, Creative Rock, Singapore



This strategic investment underscores Creative Rock's ongoing commitment to delivering high-quality audio experiences and further solidifies its position as a leader in the event services industry in Singapore and Malaysia.

About E&E Group of Companies

E&E is One Of The Region's Top Audio Video Systems Integrator, Distributor & Technical Service Provider for AV & LED with a presence in Singapore, Malaysia and Indonesia.

Our expertise spans 7 decades, having completed projects of various sizes in a variety of industries both within Singapore and in the region. We serve various industries including but not limited to Cinemas & Theatres, Houses of Worship, Corporate AV, Retail & Boutiques, Clubs & Restaurants and Sports Arenas.

We provide unparalleled Audio Video System Design & Engineering, Technology Integration, Installation & Project Management by tapping on our wide range of professional Audio Video products.

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