



AV Excel

Media &
Communication



Excellence
in every frame



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AV Excel is a premier audiovisual solutions provider based in Addis Ababa, Ethiopia, offering event technology, video and photo production, event management, and branding services. Founded by a team of dynamic young media professionals, we deliver customized solutions tailored to each client, combining creativity, professionalism, and technical expertise.

While AV Excel is a new company, our team brings a combined seven-plus years of hands-on experience across media houses, NGOs, and UN agencies, enabling us to execute high-profile events, produce impactful documentaries, and manage strategic campaigns with confidence.

About Us



Our Values



Visions

To set the global standard for excellence in audiovisual services, seamlessly integrating innovation, creativity, and flawless execution to transform every experience into a lasting impression.

Mission

To deliver world-class audiovisual solutions with the highest degree of excellence, ensuring every project achieves its fullest creative and technical potential.

Core Values

Professionalism | Creativity | Solution-focused

Our Services

We operate through four interconnected departments, each feeding into and strengthening the others:

- Event Technology
- Video & Photo Production
- Event Management & Branding
- AV Integration & Training

Event Technology

Live Streaming & Recording

We deliver professional live streaming across multiple platforms simultaneously, including YouTube, Zoom, Facebook, and custom RTMP destinations, in Full HD quality. Every session is fully recorded and delivered to the client as a final file, ready for archiving, sharing, or future use.

LED Screen Rental, Content Management & Multi-Camera Switching

We provide end-to-end visual production for your event from LED screen rental and installation to live multi-camera switching and full content management. Our operators deliver dynamic broadcast-quality coverage across multiple cameras, integrating live graphics, lower thirds, and branded content seamlessly throughout your event.

Video Conferencing Facilitation

We provide full-service video conferencing support across Zoom, Microsoft Teams, and Google Meet covering equipment, operation, hybrid setup, and online interpretation for multilingual events. Our technical hosts manage everything from waiting rooms to breakout sessions, ensuring smooth virtual participation throughout.

Sound System

We provide full sound system rental, setup, and operation for indoor and outdoor events of any scale covering speaker and PA installation, sound mixing, and a full range of microphone types. Our sound engineers are on hand throughout to ensure clear, consistent audio from start to finish.

Video & Photo Production

Documentary Production

We produce compelling documentaries that tell stories worth telling from organizational impact and social development to cultural heritage and community narratives. Our process covers everything from initial research and field interviews to cinematic shooting, drone footage, and full post-production editing. Whether a short-form piece or a full-length documentary, we handle every stage of production in-house, delivering a polished final product built to connect with both local and global audiences.

Event Photography & Videography

We provide professional photography and videography coverage for events of all types, from corporate conferences and summits to NGO gatherings and cultural events. Our team captures every key moment, delivering both edited photos and videos as well as raw footage to the client. For fast-turnaround needs, we offer onsite editing and same day highlight reels, ensuring your content is ready to share while the event is still live.

Event Management & Branding

Event Management

We provide full-cycle event management for conferences, corporate events, and NGO gatherings from initial concept to final execution. Our team handles every detail including event planning, vendor sourcing and coordination, on-ground logistics, and day-of management, ensuring a seamless experience from start to finish.

Branding & Printing

We take care of all branding and print materials for your event from signage and banners to programs and promotional materials so your event looks and feels as professional as it runs.

AV Integration & Training

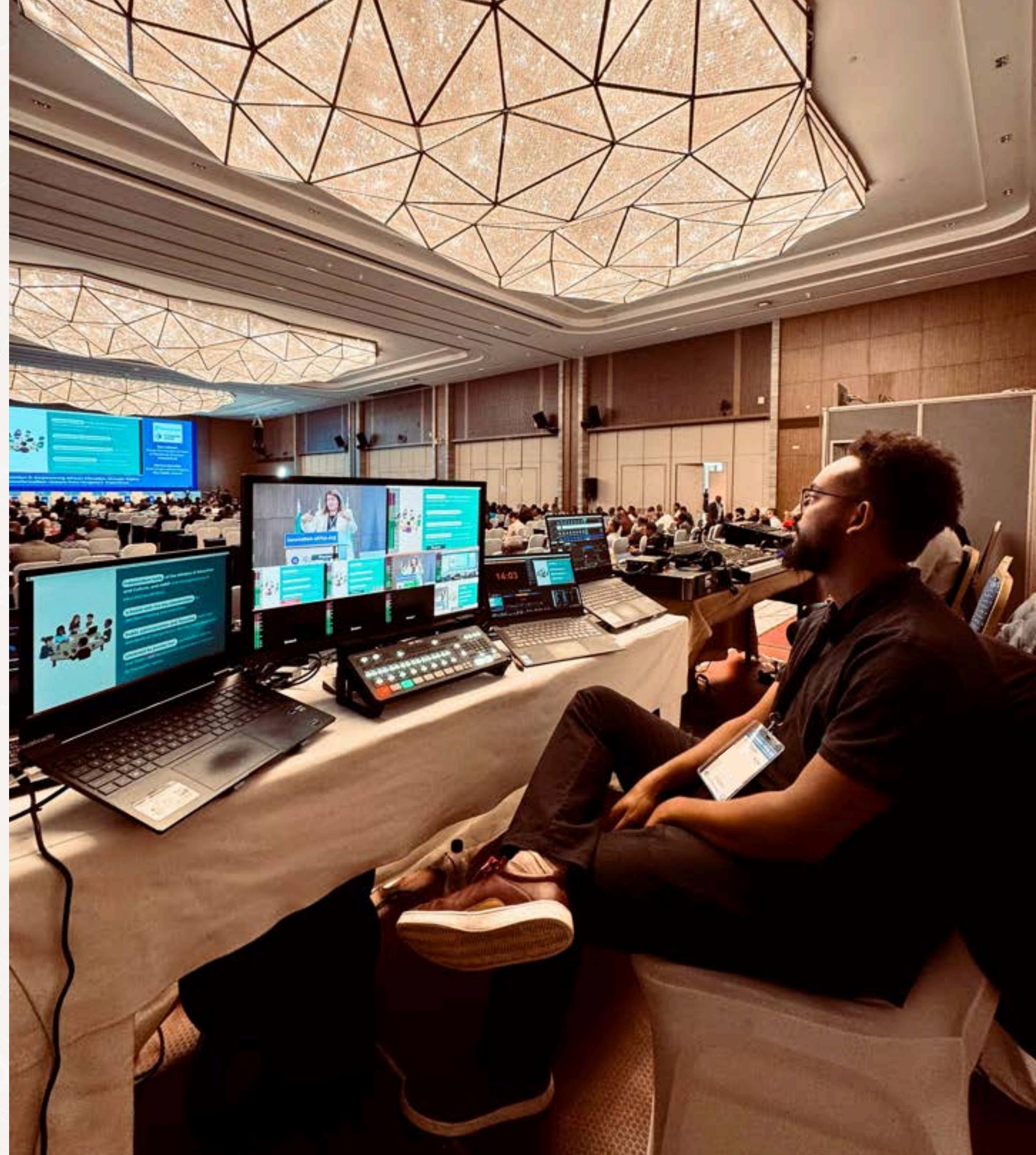
AV Integration

We design and install tailored audiovisual systems for spaces of all types from offices and conference rooms to auditoriums and public venues. Our process begins with a full consultation and system design, ensuring every solution is built around the specific needs of the space and its users. We handle everything from cabling and infrastructure to full equipment installation and configuration, delivering a seamless and fully operational system. Once installed, our team provides ongoing technical support to ensure your system continues to perform at its best long after handover.

Training

We provide hands-on training for staff, technicians, and organizations on the operation and management of AV systems and media equipment. Whether following a new installation or as a standalone program, our training sessions are tailored to the skill level and needs of each team equipping participants with the knowledge and confidence to operate their systems independently and effectively.

Featured Projects



Ethiopian Tech Expo

ETEX 25

2025

Ethiopia's first Tech Expo was held at the Addis International Convention Center from 16–18 May 2025.

AV Excel provided multi-camera live switching, screen content management, and PowerPoint and comfort monitor management across both plenary and breakout sessions.





National Police Day 116th Anniversary parade / April 28, 2025



We provided live switching service
at Meskel Square for National Police
Day 116th Anniversary parade.

The 3rd Presidential High-Level Breakfast Dialogue / 2026

AV Excel provided audiovisual services for the 3rd Presidential High-Level Breakfast Dialogue, held during the 39th African Union Summit in February 2026 in Addis Ababa.





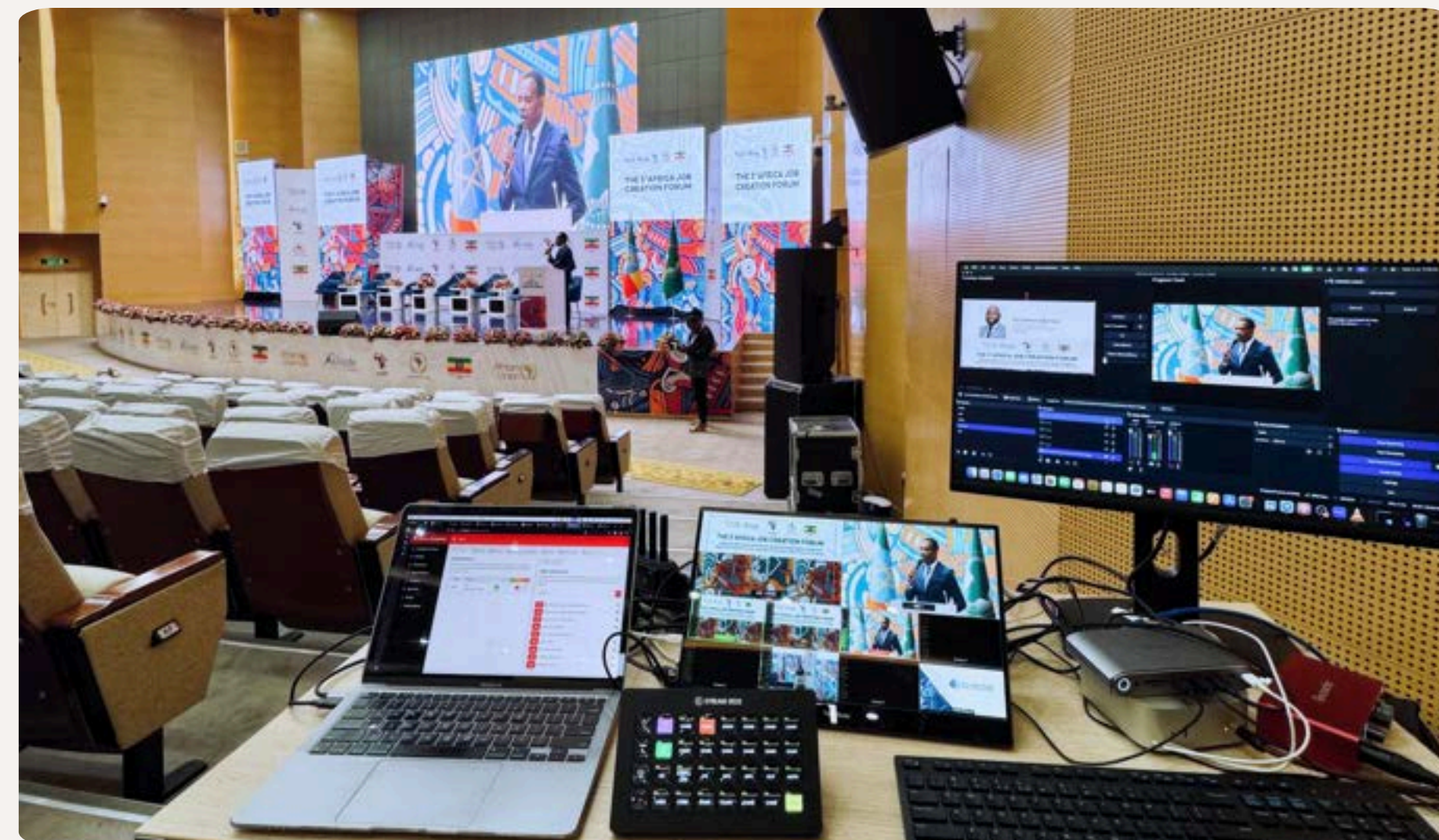
Hope for Justice Learning event / 2026

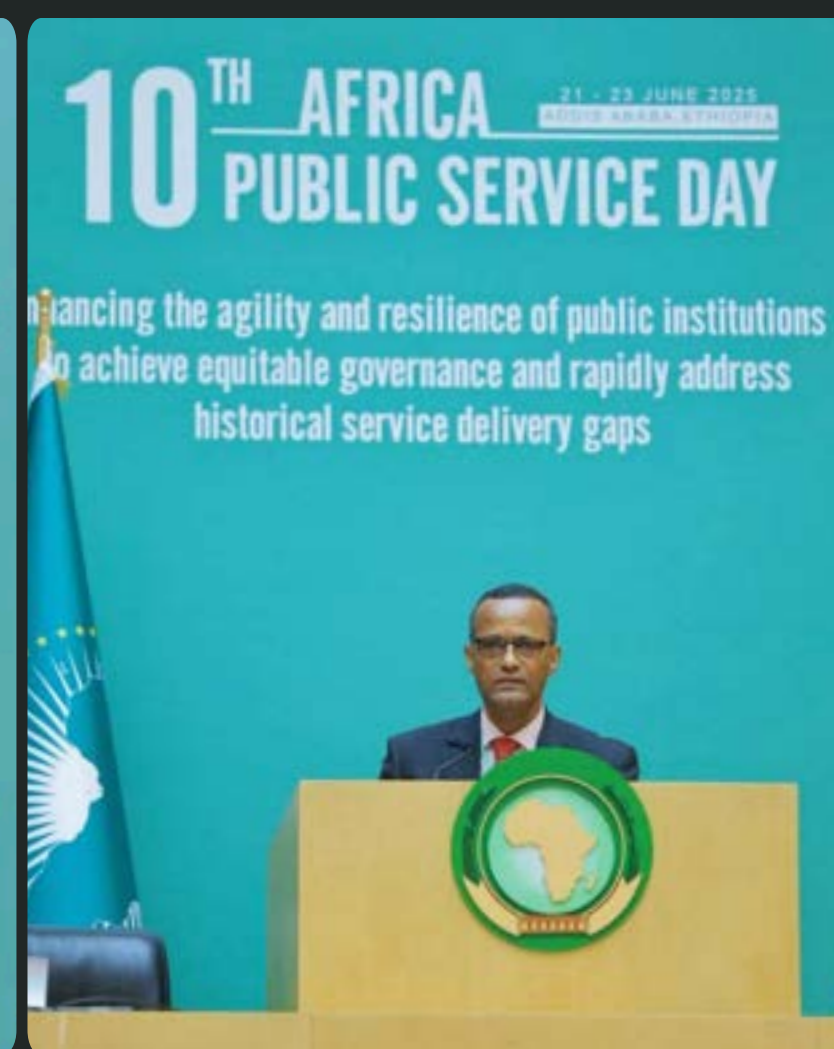
AV Excel helped organize Hope for Justice's event at Hilton Hotel, Addis Ababa, providing LED screen rental, content management, videography, and photography services.



3rd Africa Job Creation Forum / 2025

AV Excel provided live streaming services to YouTube and Zoom Webinar for the 3rd Africa Job Creation Forum, held at Adwa Memorial Museum from 7–9 July 2025.





10th Africa Public Service Day / 2025



The 10th Africa Public Service Day was held at the African Union from 21 – 23 June, 2025. We provided a live streaming service on YouTube at the Mandela Hall and Hybrid setup at Multipurpose Hall, for a breakout session.

Rophnan Concert, Mekelle and Addis Ababa / 2025

We provided a live switching and content management service at Mekelle stadium and Addis Ababa Convention Center to deliver a successful concert for Rophnan's 2nd tour.





Santim Pay POS Device Manufacturing Plant launch event / 2025



AV Excel provided LED screen rental, live switching, and content management services for the Santim Pay POS Device Manufacturing Plant launch event, held at the Science Museum, Addis Ababa.



TOV – Agricultural Video Production / 2025

AV Excel produced a full agricultural documentary covering farming practices, community engagement, and rural development interventions. The production included field interviews, drone footage, environmental visuals, and complete post-production editing.





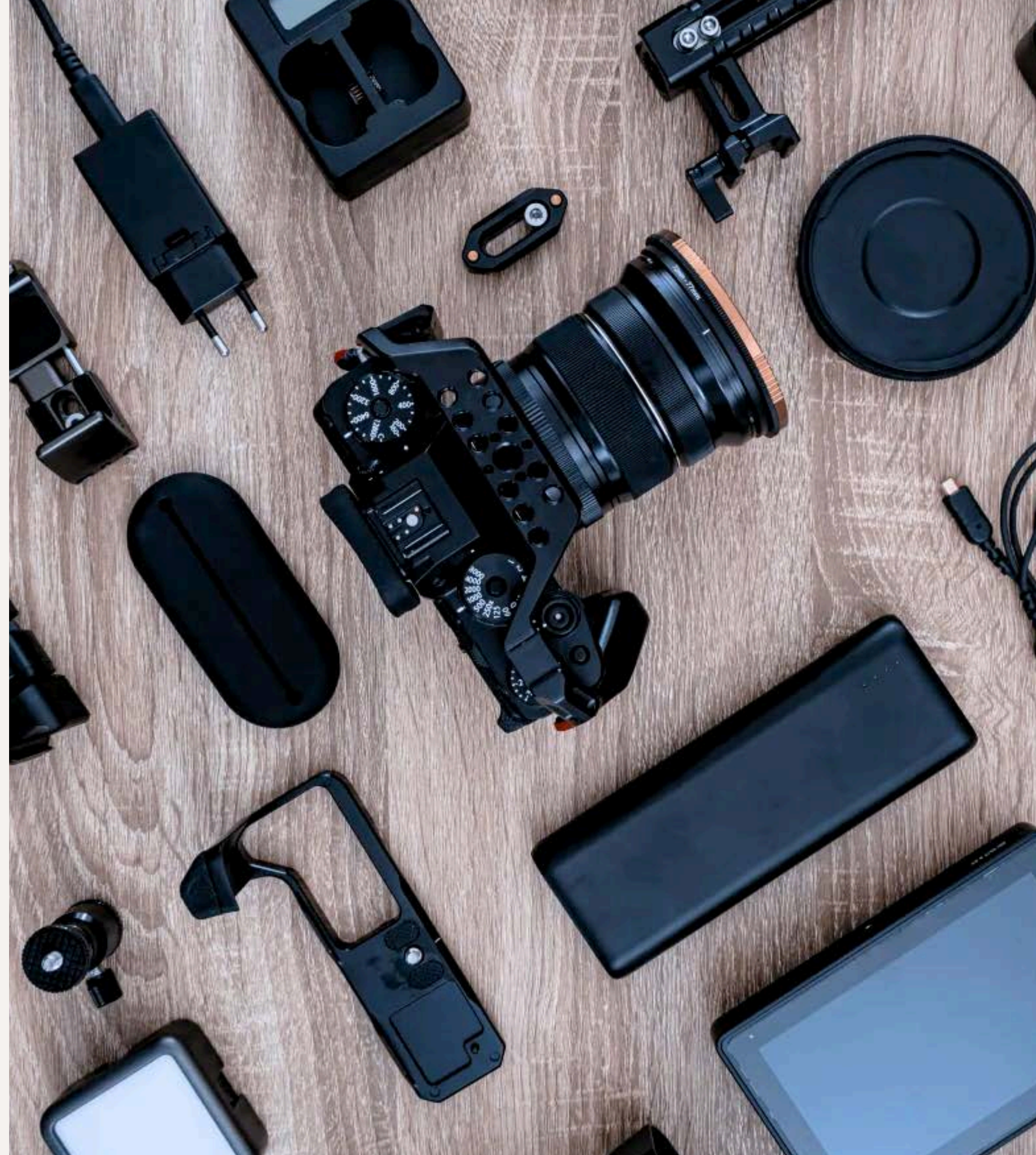
JDC – Door-to-Door Health Program & Food Distribution / 2025

AV Excel documented JDC's door-to-door health intervention and food distribution program. The assignment covered interviews, community interactions, household visits, and overall program implementation through video and photography.



Our Gears

We use professional and high end film making and Audiovisual equipment





SONY Alpha FX3

- 12.1MP Full-Frame CMOS Exmor R Sensor
- UHD 4K up to 120 | 1080p up to 240
- Compact Form for Cage-Free Operation
- 10-Bit 4:2:2 XAVC S-I, 16-Bit Raw Output



SONY Alpha a7iv

- 33MP Full-Frame Exmor R CMOS BSI Sensor
- Up to 10 fps Shooting, ISO 100-51200
- 4K 60p Video in 10-Bit, S-Cinetone
- 3.68m-Dot EVF with 120 fps Refresh Rate



Blackmagic PC 6k

- Bright 1500 cd/m² Tilting HDR LCD
- Super35 HDR Sensor, Gen 5 Color Science
- Record 6K 6144 x 3456 up to 50 fps
- Dual Native 400 & 3200 ISO to 25,600

Cameras



OSEE Go Streamdeck

- Multisource Live Stream Switcher
- HDMI, NDI, RTMP, and SRT Support
- Stream Deck and Companion Support
- Built-In T-Bar
- One Upstream and Two Downstream Keyers
- Multi-Platform Streaming Supported

Blackmagic Design ATEM 2 M/E Constellation HD

- Supports 3G/HD-SDI at 10-Bit
- 20 x 3G-SDI Inputs, 12 x 3G-SDI Outputs
- Up to 16-Multiview Monitoring Windows
- Webcam Output via USB-C
- Frame Rate/Format Converter per Input
- 48-Channel Audio Mixer
- 8 x Upstream, 2 x Downstream Keyer
- Chroma/Luma Keyers
- Color/Pattern Generators
- Hardware or Software Mac/Windows Control



Blackmagic Design ATEM Mini Extreme

- 8-Channel HDMI Live Streaming Switcher
- Supports up to 1080p60
- RTMP Streaming via Ethernet or USB-C
- 11-Input, 2-Channel Audio Mixer
- Input Frame Rate and Format Converter
- 4 x Upstream, 2 x Downstream Keyers

Video Switchers



Elgato Stream Deck XL

- 32 Programmable LCD Keys
- Switch Scenes and Launch Media
- Integrates with Most Streaming Platforms
- Adjust Audio
- Visual Feedback Confirms Commands
- Adds GIFs, Images, Videos, and Audio
- Add Intro and Outro Graphics
- Windows and macOS Compatible



Hollyland Solidcom C1 Pro Wireless Intercom System

- Two-Mic Environmental Noise Cancellation
- True-Wireless Headset, No Bodypack
- Comfortable Single-Ear Headset Design
- Wide Frequency Response for Clear Audio
- 1100' 2-Way Operating Range
- Expandable System

Accesorries



Hollyland Pyro S 4K

- Transmit UHD 4K30 Video up to 1300'
- HDMI/SDI Inputs and Outputs
- 2.4 and 5 GHz Frequency Bands
- Supports UVC and RTMP for Streaming
- 650' Transmission in Broadcast Mode



Accsoon CineView HE

- 1080p60 HDMI Transmission up to 1200'
- USB/UVC Output for Computer Streaming
- iOS/Android App with Zebra & LUT Support
- 2.4 & 5 GHz Dual Band Frequencies
- Auto Channel Selection, Group Pairing



Hollyland Cosmo C1

- Transmitter HDMI/SDI Input, SDI Loop Out
- Receiver HDMI & 2 x SDI Outputs
- 1000' Line-of-Sight 1080p60 Transmission
- 5.1 to 5.9 GHz Frequency Range
- AES-128 Encryption, 40 ms Latency

Wireless Video Transmission System



MacBook Air M1

- Apple M1 8-Core Chip
- 8GB Unified RAM | 256GB SSD
- 13.6" 2560 x 1664 Liquid Retina Display
- 8-Core GPU | 16-Core Neural Engine
- FaceTime Full HD 1080p Camera



Mac Mini M4

- Apple M4 10-Core Chip
- 16GB Unified RAM | 256GB SSD
- 10-Core GPU | 16-Core Neural Engine
- 3 x Thunderbolt 4 | HDMI | Gigabit LAN
- 2 x USB-C | 3.5mm Headphone Jack
- macOS with Apple Intelligence



Lenovo Legion 5i Gaming Laptop

- 2.4 GHz Intel Core Ultra 7 255HX 20-Core
- 32GB DDR5 | 1TB M.2 SSD
- 15.1" 2560 x 1600 OLED 165 Hz Display
- NVIDIA GeForce RTX 5060 GPU (8GB GDDR7)
- Gigabit LAN | Wi-Fi 7 | Bluetooth 5.3
- Thunderbolt 4 | HDMI 2.1 | USB-C | USB-A

Computers



Aputure LS C300d

- Output: 45,000 Lux at 3.3' w/ Reflector
- 5600K CCT
- Onboard, Wireless, DMX & App Control
- CRI 96 | TLCI 96 | CQS 95
- Active Cooling
- 8 Preset Special Effects



Amaran 200x Bi-Color LED

- Output: 45,400 Lux @ 3.3' with Reflector
- 2700-6500K CCT
- Onboard & App Control
- CRI 95 | TLCI 98 | SSI 89
- Active Cooling
- 9 Preset Special Effects



C-Stands

- 40" Grip Arm with 2.5" Grip Head
- Durable Steel and Aluminum Construction
- Fast, Spring-Loaded Leg-Lock Collar
- Ergonomic Handles for Maximum Torque



Godox Deep Parabolic Softbox (48")

- Deep Parabolic Box Design
- Softbox Adapter Ring, Reflective Liner
- Fiberglass Rods, Easy Installation
- Inner & Outer Diffusers

Lighting Equipments



Audio Cables

Audio cables transmit sound signals between components, varying by connector type (XLR, TRS, TS, RCA) and balance (balanced for low noise, unbalanced for short distances). Key types include XLR for microphones, TRS/TS for instruments and headphones, and USB-C/3.5mm for modern devices. Quality, shielding, and length are critical for performance



SDI Cables

SDI (Serial Digital Interface) cables are professional-grade, 75-ohm coaxial cables with locking BNC connectors used to transmit uncompressed, low-latency digital video in broadcast and production environments. They support long distances, secure connections, and various resolutions from SD to 12G-SDI for 4K.



Converters

SDI to HDMI converters, such as the Blackmagic Design Micro Converter SDI to HDMI 3G, are compact, rugged devices used to connect professional SDI cameras or equipment to HDMI monitors and screens.

Cables

Meet the Team



Moti Taina

Co-Founder, Creative Director



Abselam Nigatu

Co-Founder, Technical Director



Abesha Messeret

Account Manager



Yitay Kifle

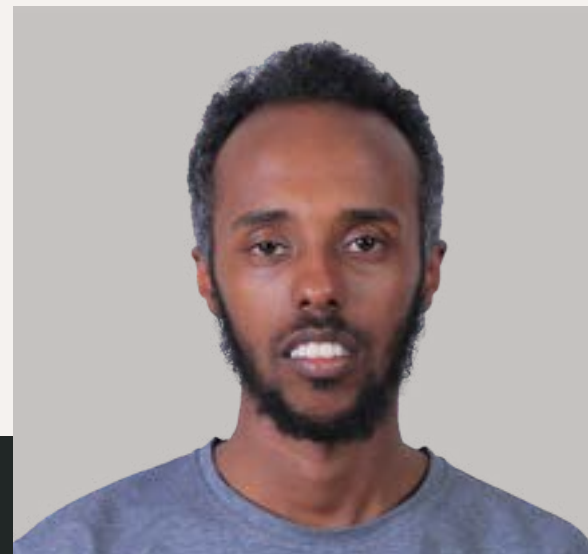
LED Screen Specialist

Meet the Team



Kaleab seifu

Lead Audio Visual Supervisor



Natnael Bekele

Sound Engineer



Efrem Abera

Cinematographer



Ermias Retta

AV Technician

Thank you

Contact Us 

 251 91 695 7018 / 251 92 671 0826

 contact@avexcel.net

 www.avexcel.net