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FOR IMMEDIATE RELEASE

Audio Brands Australia Named Exclusive Distributor for Meyer Sound

Audio Brands Australia has been named as the exclusive Meyer Sound distributor for Australia, with the appointment also extending to New Zealand through a partnership with Pacific AV. Effective immediately, Audio Brands Australia will be responsible for sales, technical support and service of Meyer Sound products across all markets, including touring and AV rental, performing arts venues, houses of worship, hospitality, cinema and studio.

“In Audio Brands Australia we have found an ideal partnership for strengthening and extending the Meyer Sound presence ‘down under’,” says Antonio Zacarias, Meyer Sound Vice President of Global Customer Engagement. “Audio Brands Australia has a solid, strategic approach in the product lines they represent, as well as a proven track record of responsive service and support. The company principals have a close collaborative relationship with the consulting community, which aligns with Meyer Sound’s growing emphasis on commercial installation. At the same time their personal experience in live performance and touring will connect with that key market.”

For Don McConnell, founder and director of Audio Brands Australia, the appointment represents a significant step forward for the company.

“With this appointment, Meyer Sound has recognized our company’s passion for audio and our demonstrated success with other product lines,” says McConnell. “We certainly share Meyer Sound’s commitment to product quality and customer support, and we have everything in place to take Meyer Sound to a wider audience in Australia and New Zealand. We sell solutions, not boxes. Customers know they can rely on us from initial design proposals through ongoing technical support after the sale,” says McConnell.

“We are excited to have Audio Brands join as our distributor for the important Australia and New Zealand markets,” says Helen Meyer, Meyer Sound Executive Vice President. “We welcome Audio Brands to the Meyer Sound family.”

Over the decades, Meyer Sound products and technologies have earned widespread acceptance in Australia and New Zealand, with a number of cutting-edge systems installed in recent years. Examples include the Telstra Customer Insight Centre in Sydney, Hamer Hall at Arts Centre Melbourne, Bee Gees Way in Redcliffe, Soundfirm cinema post in Melbourne, and the ASB Theatre in Auckland.

“Meyer Sound is highly regarded as the prestige, innovative brand,” observes McConnell. “We’re enthusiastic about building on this reputation among existing users while at the same time introducing a new generation of Meyer Sound products to a wider audience of audio professionals.”

Other product lines represented by Audio Brands Australia include Earthworks, Rane, Univox, Mipro and Bosch Commercial Audio. Audio Brands Australia is headquartered in Sydney and may be contacted at sales@audiobrands.com.au or via the website www.audiobrands.com.au. The company's New Zealand partner, Pacific AV, is located in Auckland and may be contacted at info@pacificav.co.nz.

ABOUT MEYER SOUND

Meyer Sound continually strives to elevate the overall dialogue about sound and bring greater awareness to the importance of how we hear and listen. A collaborative, results-focused approach to sound solutions drives a company philosophy where creative thinking, old-fashioned craftsmanship, and entrepreneurial technology are strongly intertwined. Tours for top-grossing artists and respected concert and entertainment venues rely on Meyer Sound, as do houses of worship, cinemas, restaurants, universities, corporate offices, and museums. With field offices and authorized distributors worldwide, Meyer Sound designs and manufactures all products at its Berkeley, California headquarters, allowing for rigorous quality control and testing. Scientific acoustical research and product development have earned Meyer Sound more than 100 US and international patents and numerous awards since its founding in 1979 by John and Helen Meyer. Meyer Sound is a registered trademark of Meyer Sound Laboratories, Inc. All rights reserved.

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