

PIB Indonesia New Adamson Distributor for Jakarta



Adamson, a Company with expertise in premium professional loudspeaker technology, announces the appointment of PT. Panca Inti Bermitra (PIB Indonesia) as its exclusive distributor in Indonesia. This strategic partnership marks a significant milestone in Adamson's expansion across Southeast Asia, reinforcing its commitment to delivering world-class audio solutions to the region's vibrant live sound and installation markets.

With decades of experience in professional audio distribution and integration, PIB Indonesia has built a reputation for excellence, technical expertise, and customer-centric service. The company will now represent Adamson's full range of products, including the acclaimed CS-Series, IS-Series, and Vergence Group, ensuring Indonesian customers have direct access to cutting-edge sound reinforcement technologies.

"We're excited to welcome PIB Indonesia to our global network of partners," said Lee Stevens, APAC Sales Director at Adamson. "The growing demand for Adamson products in Southeast Asia, especially following the tremendous success of Vergence Group, has made it clear that the region is ready for the next level of audio innovation. PIB Indonesia's deep market knowledge and commitment to excellence make them the perfect partner to help us meet this demand and support our expanding user base."

PIB Indonesia boasts state-of-the-art facilities at its Jakarta headquarters, including

demo spaces, technical labs, and training environments. Plans are already well underway for Indonesia's first immersive audio space, powered by Adamson's FletcherMachine, a groundbreaking spatial audio engine designed for next-generation immersive experiences in live and installed environments.

To further support the Indonesian professional audio community, PIB Indonesia will begin rolling out Adamson Certified Training Programs in 2026. These programs will be offered throughout the country, equipping sound engineers, technicians, and system designers with the knowledge and skills to maximize the performance of Adamson systems in real-world applications.

"We are honoured to join forces with Adamson, a brand synonymous with innovation and sonic excellence," said Bun Sun as a Director at PIB Indonesia. "This partnership empowers us to offer our clients world-class audio solutions that meet the demands of today's most ambitious productions, and we're excited to launch training initiatives and immersive technologies that will elevate technical standards across the industry."

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