AVlex New US Amadeus Acoustics Distributor



AVlex, a supplier of professional, high-quality, feature rich and competitively priced audio products, has been named as the exclusive distributor for Amadeus Acoustics in the US. The agreement will see AVlex present Amadeus' cutting-edge, software-based audio solutions for multi-channel and multi-room applications to multi-use spaces, schools, churches and performing arts centres across the US.

"We needed a partner that understands the benefits, applications and basic technical aspects of our solutions," explains Amadeus Acoustics CEO, Fabio Kaiser. "Also, somebody who can act on a national, state or regional level at the same time. And finally, somebody who is willing to go on a journey with us, as active acoustics and immersive sound solutions for venues and smaller spaces ares still emerging. We believe with AVlex we found a partner for the US that fulfil these criteria who we could build a long-term relationship with."

For the AVlex team, this partnership represents an opportunity to take an exciting technology into venues that may have previously felt it was beyond their budgets. "Amadeus represents a new approach to the active acoustic and immersive audio space, an approach not constrained by specific microphones and speakers," states Philip Van Peborgh, COO at AVlex. "This lowers the cost of entry to these systems and allows them to be deployed in spaces that previously needed a system but couldn't afford it."

The distribution agreement is effective immediately and will mean that clients, integrators and consultants will have an entity to get in touch with directly in the US. "This simplifies the sales and support processes," notes Kaiser. "Also, we believe that more people talking about our ART ecosystem of hardware, software, services and content will increase our presence in the US very quickly." Reflecting

Phoca PDF

on the opportunity that AVlex can see for Amadeus in the US market, Van Peborgh says: “The Amadeus solution opens up many more spaces where active acoustics and immersive audio should be deployed. There is a huge opportunity for this technology in the US market.”

AVlex and Amadeus Acoustics will both be exhibiting at InfoComm at the Orange County Convention Center in Orlando, Florida, from June 11-13. AVlex can be found on booth 3835 while Amadeus will be at booth 7050. Visitors can also hear Amadeus technology in action in the Renkus Heinz audio demo room W222A.

www.avlex.com

Phoca PDF