Audio-Technica Iberia New TiMax Spanish Distributor



Spatial Audio pioneer, TiMax returns to Integrated Systems Europe (ISE - Fira de Barcelona, Spain, 3-6 February 2026), alongside sister brands Martin Audio, Linea Research and Optimal Audio on stand 7A300. The brand also unites with Martin Audio to present an all-new and engaging, application-based Immersive Demo (Hall 8 Room F6) covering hospitality, stadia and performance environments.

Ahead of the exhibition, TiMax has announced a new product distribution partnership with Audio-Technica Iberia. The company will manage distribution of TiMax across Spain. The appointment strengthens the regional support network for TiMax, as well as providing local sales, technical expertise and demonstration capability for system designers, integrators and consultants working with immersive audio.

Audio-Technica Iberia Managing Director, Iberia’s Sylvain Hochart, confirmed, “We are delighted to add TiMax to our portfolio of professional audio solutions. TiMax represents an exceptional addition and a clear commitment to the future of spatial sound, standing out for the excellence and flexibility of its solutions. This appointment also reinforces our strong and growing commitment to TiMax’s sister brands, Martin Audio and Optimal Audio – a collaboration that continues to consolidate and evolve year after year.”

The Spanish distribution agreement reflects TiMax’s ongoing strategy to work with partners who combine deep technical understanding with strong local market presence, ensuring that spatial audio solutions are supported throughout the full project lifecycle – from concept and design to commissioning and operation. TiMax Commercial Manager, Rik Kirby, explained, “Over the last two years TiMax has

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experienced strong growth, so strengthening our representation around the world is critical to maintaining this momentum. We’re excited to add Audio-Technica Iberia to the team, working with them to educate and develop our business in their region."

Visitors to ISE will be able to experience TiMax in action across a range of demonstrations which highlight efficient spatial workflows, intuitive control and creative flexibility, all presented within fully realised application environments rather than abstract technology showcases. By aligning immersive audio processing with loudspeaker systems, amplification and control under one roof, the group’s ISE presence underscores how integrated solutions can simplify system design while delivering compelling audience experiences.

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