AVAIL New Powersoft Distributor



Powersoft is expanding its distributor network by welcoming AVAIL Distributions as its newest distributor for Central Asia and the Caucasus. The strategic partnership marks a significant expansion of AVAIL’s portfolio and will solidify Powersoft’s footprint in the region, delivering its efficient audio solutions for touring and installed audio across Central Asia and Caucasus. The picture above shows Simone Scaramuzza from Powersoft and Pavel Shemiakin from AVAIL Distribution.

Powersoft is globally recognised for its expertise in designing, manufacturing and marketing innovative audio technologies, including energy-efficient amplifiers, loudspeaker components and software solutions tailored to live sound and installed audio applications. The company has established itself as a leader in the industry through groundbreaking technologies such as Class-D amplification, Pulse Width Modulation (PWM) and Smart Rails Management (SRM), coupled with advanced DSP options used in highly efficient amplification systems.

The company’s commitment to innovation is further demonstrated through the development of cutting-edge tools like the ArmoníaPlus system manager, which streamlines the setup and management of complex sound systems via an intuitive interface. Powersoft also introduced cloud-based platforms such as MyUniverso and the Verso gateway, designed to enhance system monitoring and management

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capabilities for end users and system integrators alike.

Pavel Shemiakin, business development director at AVAIL Distribution, shares his excitement towards beginning its partnership with Powersoft: “Their innovative solutions and diverse product range for both installed and live sound applications are a valuable addition to our pro-AV portfolio. System integrators will appreciate the high efficiency, broad model lineup and seamless integration options with modern control and cloud-based systems, whilst rental companies will benefit from outstanding audio performance, powerful DSP features and intuitive system management through ArmoníaPlus software.” He continues: “Powersoft’s amplifiers go beyond traditional amplification – they are comprehensive platforms designed to build high-quality audio systems with advanced tools for exceptional sound. The market response has been very enthusiastic following our recent demo sessions in the region, and we look forward to a successful and productive collaboration with Powersoft.”

Under this partnership, AVAIL Distribution will represent and distribute Powersoft’s range of high-performance amplifiers in Central Asia and the Caucasus markets. This collaboration is poised to foster business opportunities in the region, paving the way for successful projects powered by Powersoft’s industry-leading solutions. Welcoming the new partnership, Simone Scaramuzza, EMEA sales manager at Powersoft says: “We are thrilled to welcome AVAIL Distribution as our official partner for Central Asia and the Caucasus. Pavel and his team bring deep market knowledge, technical expertise and a strong network of integrators and rental companies that align perfectly with our mission to deliver cutting-edge audio solutions globally.

“AVAIL’s enthusiasm and early success with our demo sessions confirm the region’s readiness for high-performance, energy-efficient amplification systems,” concludes Scaramuzza. “We look forward to a long and fruitful collaboration that drives growth and excellence across these dynamic markets.”

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