Generation AV New AVPro Global Representator



AVPro Global Holdings LLC, parent company of AVPro Edge, AudioControl Pro, Bullet Train, RTI, ProControl, ThenAudio, and Murideo, announced the appointment of Generation AV as its representation for the AVPro Edge and RTI brands in Asia. Founded in 2019 and based in Singapore, Generation AV offers decades of combined experience in the professional audio/video, control, and automation markets. As a high-value representation partner, Generation AV provides extensive sales support to a network of top technology distributors and integrators across Asia. In addition to strategic sales and business development, the Generation AV team delivers technical support and application engineering services to partners, integrators, and customers - assisting with product selection, system design, project support, and troubleshooting.

The Generation AV team also prepares product and software training sessions for integrators and end users, enabling dealers to specify, install, and operate solutions more effectively. Through its Experience Centre in Singapore, Generation AV offers immersive, hands-on product demonstrations featuring the latest innovations from the brands it represents. “We are excited to partner with Generation AV in the Asia-Pacific region, representing the AVPro Edge and RTI brands to their network of technology integrators and AV specialists,” stated James Trumper, VP of International Sales at AVPro Global. “I am confident that the exceptional team at Generation AV will establish new and productive relationships for our product lines across this expansive territory.”

“We started working with RTI several months ago and have had a great reception

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across different parts of Asia," explained David McKinney, Managing Director of Generation AV. "Adding AVPro Edge to the portfolio really completes the system offering for our partners; We look forward to introducing the latest innovative products and services from both brands that represent vital solutions for integrators and AV specialist dealers and are confident we can build on the strong brand reputation AVPro Edge and RTI already possess in Asia."

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