

## CODA Audio Appoints Michael Schwarzer



CODA Audio announces the appointment of Michael Schwarzer to the position of Applications Manager for Immersive Audio and Emergency Notification Systems Solutions. His role will cover both CODA Audio Deutschland and the company's wider international operations. CODA Michael has more than thirty years experience in the audio industry, having begun his career as a live sound engineer in 1990. In 2001 he began work as a sound designer for international trade shows in the automotive industry, during which time he gained valuable experience in the field of immersive audio. Michael founded events technical planning company Media-Con GmbH in 2012, before last year beginning work as a freelance consultant for CODA Audio. His appointment as a full-time CODA employee adds to an already formidable technical team.

CODA Audio founder and Managing Director, Svetly Alexandrov, comments: "We are delighted that Michael has joined us as a permanent member of the team. In addition to a comprehensive technical understanding, Michael's work as a

consultant demonstrated just what an effective communicator he is. As well as working with clients on the planning and delivery of immersive systems and emergency notification solutions, Michael will also work on the planning and implementation of our immersive audio training programmes, including advanced in-house training. We will also look to take full advantage of his experience and know-how in the planning and execution of trade shows.”

Michael Schwarzer adds: “I have been working as a freelance consultant for CODA Audio since August 2021. During this time, I have been able to get a very good impression of the company. I was really fascinated by the innovation in loudspeaker design as well as the full package of software and hardware. The way they approach tasks, constantly question improvement potential, and therefore work on a top pro audio level, matches my personal philosophy. This, together with a highly professional and collegial team in Hannover, finally convinced me to enter into a closer working relationship with CODA. I'm already looking forward to bringing my wide experience as a sound designer and FOH engineer to the company.”

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