New German dBTechnologies Subsidiary



dBTechnologies, a manufacturer of innovative sound reinforcement solutions, announces the opening of its new subsidiary, dBTechnologies Deutschland GmbH, at Ettore-Bugatti-Str. 5 in Cologne. This new location sets new standards for customer engagement and product presentation, with the Audio Arena as its centerpiece.

This unique space has been specially designed to allow customers and partners to experience dBTechnologies' cutting-edge solutions firsthand. A major highlight is the complete VIO family , complemented by the latest models from the INGENIA Series, the Opera Series, and the SUB Series. The Audio Arena features a custom-tailored acoustic design to ensure the highest sound quality, providing an ideal environment to showcase dBTechnologies’ products.

In addition to product experiences, the new subsidiary will also serve as a hub for knowledge exchange and training. Starting in 2024, the dBTechnologies Audio Academy will offer an extensive program of seminars and workshops. This global training initiative will not only be presented at the new location but will also be continuously expanded. Participants can join certified courses, which will be regularly updated on the Academy website. The program will also include exciting

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masterclasses led by external experts, providing additional insights and inspiration. Initial feedback from customers and visitors to the new facilities has been overwhelmingly positive.

Giovanni Barbieri, General Manager of AEB, the parent company of dBTechnologies, stated: "The opening of our new subsidiary in Germany marks a significant milestone in one of our most important markets. With this move, we are creating a space where technology and expertise come to life for our customers. This investment strengthens our presence and allows us to support our partners' success."

Thomas Kuck, Managing Director of dBTechnologies Deutschland GmbH, added: "We have dedicated a great deal of time and effort to this project, and the results speak for themselves. The initial feedback from our customers has been overwhelmingly positive – especially their appreciation for experiencing dBTechnologies as a standalone entity at our new location. We look forward to welcoming our customers and partners to Ettore-Bugatti-Str. 5 from early next year. By 2025, our entire team will also be based at this location, ready to provide the best service possible."

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