ATEC Pro New Austrian Distributor DiGiCo



DiGiCo announces that ATEC Pro has become DiGiCo Distributor for Austria. Since 2011, when Managing Director Manfred Prochazka came on board, ATEC Pro has become an indispensable asset to clients, offering support at every stage of their events. Part of this aim includes adding DiGiCo to their impressive list of exclusive distribution for Austria, and creating the highly regarded Everything AV events, while adding to their training, demo and preparation facilities. The DiGiCo team could not be more excited to join ATEC Pro on May 7th, at the Arena Wien, for this year’s event, which will feature product overviews from a range of DiGiCo family products, plus a special session delving into AVB and Meyer Spacemap Go integration.

Prochazka knows the power of relationships, so it has always been important to him that ATEC Pro be renowned for more than just supplying great equipment. Becoming DiGiCo Distributor for Austria cements a long-term relationship with DiGiCo and will ensure ATEC Pro can continue to deliver the expert care and equipment their clients depend on. “Even though the agreement has just been signed, we've had a great relationship with the DiGiCo team for many years. With DiGiCo on board, we can now offer a broader range of audio console options,” Prochazka explains. “Across the whole team, there is kindness and trust and you know you can rely on them.”

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What began as a novel way to utilise the swimming pool at the centre of ATEC Pro's previous headquarters, has grown into a celebration of industry relationships and the benefits that connections like these fosters and as the company has grown, so has the event. Within a few years, it had moved from the poolside, to the banks of the Danube, then onto its current home at the Arena Wien in Vienna. As Prochazka explains, the growth of the company can be mapped by the evolution of this event, as it expanded from a relatively small gathering, to a hugely popular day of audio and visual presentations for any application visited by people from across the world.

"We want ATEC Pro to mean more to its clients than just somewhere to buy audio and video equipment," Prochazka continues. "Since our merger with LUZ in 2020, myself and co-managing director Andreas Hammerschmid have worked hard to become important to each one of our customers, whether that's through support and training, demo facilities or via our events, our clients know that they can count on us for anything."

The day is divided into hour-long slots, with DiGiCo, KLANG and Fourier products being presented in the morning, alongside other manufacturers. There will be a Meyer Sound Panther Demo outside, with further demonstrations happening throughout the day. By showcasing the brands that ATEC distributes, Prochazka hopes their clients and future clients can get a complete overview of the excellence the industry has to offer.

"Everything goes hand-in-hand in our industry, so it's great to be able to facilitate multiple displays for sound and video throughout the day," Prochazka continues. "After six o'clock, we close the presentation areas and open the bar upstairs. We have a band playing, people can eat or enjoy a beverage. It means that all our customers, rental companies, integrators, dealers and freelancers can all stay and network. It's a really big part of what makes this such a popular event. Together, Andres and I have built a team of accomplished audio and video professionals, and we exclusively distribute the leading brands in both fields."

Phil Kamp, of KLANG, Elliot Sinclar of Fourier and Jaap Pronk, International Sales Manager for DiGiCo will be joining the ATEC Pro team this year and, they could not be more excited to be in Vienna showcasing DiGiCo, KLANG and Fourier, while celebrating the brand-new distributor relationship with ATEC Pro.

"The Everything AV: Arena Edition is going to be a fantastic event, offering the opportunity to meet with industry peers in the perfect location," concludes Pronk. "The event is well known as one not to miss and we are excited to join Manfred and the team for the first one as DiGiCo distributors for Austria."

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