DirectOut strengthens Partnership with AUDMAX



L-R: Krisztian Varga, Lorenzo Sassi

DirectOut, a provider of professional Audio Solutions, announces the expansion of its partnership with AUDMAX. While AUDMAX has been a trusted distributor of DirectOut Audio Solutions in Hungary for more than a decade, the two companies are now extending their cooperation to additional territories in Central and Eastern Europe, including Romania, Bulgaria, the Czech Republic and Slovakia.

Under the leadership of Krisztian Varga, Managing Director of AUDMAX, the agreement solidifies AUDMAX as DirectOut's primary distribution hub for Central and Eastern Europe. With over 20 years of experience and a dedicated focus on the distribution of professional audio brands, AUDMAX has built a robust network of partners serving various sectors including live sound, post-production and broadcast markets.

Commenting on the partnership, Krisztian Varga says: "We are thrilled to deepen our relationship with DirectOut. Having worked closely with them since their early days, we understand the value they bring to the professional audio industry. With our established network and expertise in the region, we are committed to providing exceptional support and access to DirectOut's innovative solutions.”

Lorenzo Sassi, Business Development Manager at DirectOut, also comments on the partnership: "We are delighted to extend our reach in Central Eastern Europe through this collaboration with AUDMAX. The technical expertise and commitment to customer satisfaction that they have demonstrated over the years is perfectly

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aligned with our values. Together we look forward to serving the needs of customers in these growing markets.”

DirectOut and AUDMAX are confident that this expanded relationship will set new industry standards and meet the evolving needs of customers in Central and Eastern Europe.

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