

POLAR New DVOX UK Distributor



POLAR, a supplier of key technology brands, has been appointed by Canadian technology company DVOX as its distributor for the UK. The DVOX platform gives listeners access to high-quality, real-time audio directly into their own smartphones or devices without downloading an app. By utilising a venue's Wi-Fi network, DVOX eliminates the complexity of traditional audio setups such as FM or infra-red solutions, providing a simple, cost-effective, and secure alternative.

Whether for live audio commentary at a sports fixture, simultaneous translation at a conference, or a host of other applications from digital signage to immersive soundscapes, DVOX redefines audience engagement for events large and small. Content is accessed with low latency via a user's personal smartphone, tablet, or laptop on a personalised webpage. Created by and for live event specialists, DVOX's patented audio acquisition device acts as an interface between a venue's live audio content and the local network, and is tailored to meet diverse input requirements and capacities of up to 50,000 simultaneous users.

Managing Director of POLAR, John Midgley comments: "We were instantly impressed by DVOX's innovative approach to streaming live audio over Wi-Fi, and can see extensive scope for its uptake across a wide range of applications in the UK, including entertainment venues, education settings, houses of worship, and out-of-home advertising. It's a genuinely ground-breaking, simple-to-deploy, cost-effective solution, and we look forward to introducing our customers to its almost limitless potential."

Sebastien Boulanger, CEO of DVOX adds: "We are very pleased to be represented by POLAR in the UK. They have vast experience, and their team's genuine passion

DVOX appoints POLAR as UK Distributor

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for technology was clearly apparent from our first meeting. This enthusiasm for sharing new technologies, combined with a comprehensive knowledge of the UK AV market, makes them our ideal partner in what is such an important territory.”

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