

Expanded Martin Audio Training Centre in Singapore



Martin Audio's Asia-Pacific distributor, Generation AV, has officially opened the doors to its new Experience Centre in Ubi, Singapore. Designed to serve as both a regional training facility and an integrated demonstration space, the centre showcases the latest audio solutions from Martin Audio as well as sister brands TiMax, Optimal Audio and Linea Research.

"Our goal was to build an environment where clients can get up-close and fully experience Martin Audio systems in person," explains David McKinney, Managing Director at Generation AV. "Together with showcasing the products, the vision for the facility is to be a natural gathering place where clients and partners alike can learn, network, and collaborate." Generation AV views Singapore as the ideal hub for the Asia-Pacific territory. "Singapore is the central location in Asia; it's very easy to get to for a lot of our clients," McKinney said. "Many partners and customers can stop by on short trips, even whilst they are transiting around the region."

The new Experience Centre is roughly double the size of the company's previous space, providing greater flexibility in its demonstration space, together with dedicated offices to facilitate private customer meetings. In addition to the Martin Audio product showcase, visitors can experience a TiMax spatial audio demonstration built around Martin Audio FlexPoint loudspeakers. "Our initial experience centre concept proved very successful, drawing strong engagement and feedback from across the region," says McKinney. "The new centre takes this to the

next level, with market-focused solutions and a strong emphasis on education and training.” For McKinney, this educational emphasis reflects a broader shift in customer demand. “I think there’s a big hunger for learning right now in the industry,” he observes. “We expect to host a lot more education initiatives here, such as training programmes, alongside our standard product demonstrations.”

The opening of the Experience Centre represents the next major step in the company’s rapid evolution. Originally starting with just a single employee, Generation AV has expanded to include offices in Singapore and Mumbai, and now boasts a team of 14 staff members. Alongside this physical growth, the company has heavily increased its focus on technical support and applications, responding directly to the rising market demand for system expertise.

For McKinney, the investment in the new Ubi facility represents a long-term commitment to their brands and customers rather than a short-term gain. “If we can show off our products and brands in the best way, that definitely makes it much easier to do business,” he concludes. “This is a natural next step.”

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