HK Audio COSMO for Sound Experience Event Chile



HK Audio has introduced its COSMO line array system to the Chilean market for the first time at a dedicated Sound Experience event in Santiago, bringing together rental companies, distributors and commercial partners from across the region. Designed to give attendees a taste of COSMO in a real-world setting, the event was hosted by ProSound Chile and demonstrated HK Audio’s wider professional portfolio. “To have the Chilean debut of COSMO is a very significant for us,” explains Alfonso Verdugo, Media Manager at ProSound Chile. “While the event was open to a broader audience, it was specifically targeted at three highly interested clients.”

Hosted at Pimentón Rojo Restobar in Villa Alemana, the open-air event brought together representatives from almost every rental company in the region, alongside commercial partners and distributors. For many listeners, it was their first time experiencing COSMO in person. As the centrepiece of the demonstrations, COSMO was also supported by showcases of the LINEAR 9 210 LTA and LINEAR 5 MK2 308 LTA systems. According to Verdugo, the response was immediate. “These units generated great feedback, particularly from sceptical attendees who were impressed by their performance and ease of setup as an alternative to line array systems,” he says.

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Visitors were also able to spend time with the SONAR, POLAR, SI SERIES and wider LINEAR 5 MK2 range, offering a broader look at HK Audio's professional portfolio. COSMO ultimately kept drawing people back throughout the day, with attendees particularly impressed by the system's clarity, consistency and powerful low end across every genre played. "The system truly speaks for itself," Verdugo continues. "Attendees were particularly impressed by the clarity and the lack of signal loss at a distance. The low end was powerful and punchy, and the overall integration of the system components makes it very easy to handle."

That performance quickly translated into commercial success. Among the attendees was Chilean rental company Soni2, which invested in the COSMO system following the demonstration and has already begun deploying it for major productions. "The system's consistent performance across all genres removed any remaining doubts, leading to a successful sale on the day," adds Verdugo.

The event marks an important moment for HK Audio in Chile's competitive large-scale sound market. Since the demonstration, the newly acquired COSMO system has already been deployed as the headline PA for two major events in the country. "This is a major step forward for us in establishing HK Audio as a top-tier competitor in Chile," says Verdugo. "COSMO is a system from outer space and we are thrilled to finally bring it home to Chile."

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