PCI Group New Chinese HOLOPLOT Distributor



L-R: Ryan Penny, Jason Huang, Tommy Ho

Prime Connections International (PCI Group) has over 30 years of experience in Greater China's expansive audio-visual industry, representing several established and well-known brands within the AV industry. The company has achieved and maintained remarkable growth, participating in major national and international projects. As part of its continuing push to bring its Matrix Array systems to the Asian audio market, HOLOPLOT announces PCI Group as its official distributor for China, Hong Kong and Macau.

The distribution partnership will see both companies enjoy significant expansion in not only the experiential and live entertainment industries but also fuel growth in speech-based applications, within the education and business sectors. PCI Group is uniquely placed to ensure HOLOPLOT's innovative technology will meet the territory's increasing demand for advanced audio experiences, pushing the boundaries of audio solutions for decades to come.

"HOLOPLOT is a perfect fit for a multitude of applications we serve," says Jason

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Huang, PCI Group's General Manager. "As a HOLOPLOT distributor, we can provide customers with transformative audio experiences that set them apart from the crowd. HOLOPLOT's unique approach allows for unprecedented control over the direction and focus of sound resulting in exceptional audio quality and an increased level of audience engagement for clients across a broad variety of applications."

Ryan Penny, HOLOPLOT Head of Sales agrees that the new partnership holds great promise for both companies: "The team at PCI Group are incredibly professional and experienced and are market leaders in the speech, experiential and live markets," he says. "They are working extremely hard to meet the growing demands of Chinese audiences, who have a reputation as advanced technology adopters. We are excited to see HOLOPLOT expand in this market together with such a reputable and ambitious company."

Alongside a growing demand for immersive audio experiences across various experiential and live entertainment sectors, China is seeing a rise in speech based applications, as the country is the home to many large-scale conferences, exhibitions, and corporate events, as well as some of the largest transportation hubs in the world. PCI will introduce HOLOPLOT's precise sound control and spatial audio technology, to cater to the growing demand for advanced audio solutions that enhance the quality of presentations, panel discussions, and live performances, ultimately elevating the overall experience across both temporary and fixed applications. In education and training environments HOLOPLOT technology can significantly elevate audio delivery in classrooms and lecture halls improving the listening and learning experience. "Educational institutions are keen to provide immersive and engaging environments for learning, and HOLOPLOT technology will help to dramatically improve the quality in these establishments," Mr. Huang continues.

PCI Group is visiting major industry exhibitions to share and discuss the prospects of HOLOPLOT technology within the AV industry, currently exhibiting at InfoComm China from April 17th to 19th. Prospective and existing PCI Group clients will also be able to experience HOLOPLOT technology at the PCI Group headquarters in Beijing where the company is planning to host training seminars in its brand new, purpose built spaces. Further opportunities to interact with the equipment will be announced over the coming months, with demos and roadshows planned across the country.

"We are wholeheartedly enthusiastic about the opportunity to become a HOLOPLOT distributor," concludes Mr. Huang. "With HOLOPLOT we will revolutionize the way sound is experienced and create lasting impressions on audiences."

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