LEA Professional Announces New Partnerships at ISE 2023

LEA Professional, manufacturer of innovative, high-quality, pro audio amplifiers with cloud- and IoT-based technologies, has announced three new European partners to support increasing customer demand. Benum in Norway, Imago Sonas in Denmark and Audiovision in Sweden will work to assist customers and represent the entire portfolio of LEA Professional products, including its smart, cloud-based amplifiers.

“With integrators recognizing the benefits to themselves and their end users of our technology, we have seen a massive uptick in customers, particularly in Europe,” commented Scott Robbins, Vice President of Sales at LEA Professional. “We have partnered with three leading Scandinavian representatives to serve our growing customer base to the best of our ability and provide wider access to LEA Professional technology.”

Amplification technology has changed dramatically over the last few years, yet most legacy amplifier companies have not transitioned to cloud technologies that LEA Professional offers. The LEA Professional Connect Series of IoT-enabled amplifiers are a commercial-grade audio amplifier family well-suited for installations of any size. The Connect Series features cloud connectivity allowing users to harness the power of the cloud for remote control, monitoring, configuration, and more from any personal device.

“In three short years, LEA Professional has made a huge impact on the AV industry, pushing it away from legacy systems towards flexible, future-proof technology,” commented David Budge, Founder and Managing Director at Blue5 Technology, LEA’s representative in Europe. “Demand for LEA’s technologies is increasing in Scandinavia, and with these new partners in Norway, Denmark and Sweden, LEA Professional is positioned to support this higher customer demand well into the future.”

Benum sells, distributes and installs audio equipment from world-leading brands, operating a local warehouse and technical department in Oslo with some of Norway's most competent technicians. The company focuses on solutions with the smallest environmental impact.

“Benum seeks to be a pioneering company in environmentalism,” said Ronald Hernes, CEO at Benum. “In addition to LEA Professional’s innovative products, outstanding customer support and industry legacy, their commitment to the environment through sustainable packaging and energy efficient products meant that they were an ideal partner for us to work with.”

Imago Sonas is a leading Danish distributor within the AV industry. They are very selective about who they represent and, like LEA Professional, are always willing to go the extra mile for their customers and partners.

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“It is rare these days for companies to prioritize customer support and to always have a real voice at the end of a phone,” said Mads Nørskov, CEO at Image Sonas. “At Imago Sonas customer relations is a number one priority, and we recognize that people truly enjoy working with LEA not only because they have industry-first technology but because they are responsive and willing to work with customers to satisfy their needs. I couldn’t imagine a better partner, and look forward to bringing their Connect Series amplifiers to the Danish market.”

Audiovision Sweden is a B2B technology supplier with extensive experience and broad technical competence. They place significant personal commitment on their product offerings.

“We only work with products that meet our high demands regarding function, quality and reliability,” commented Marcus Persson, Managing Director at Audiovision Sweden. “LEA Professional’s products are unique, support a wide range of installations and provide a seamless user experience. We are proud to work with a company of this caliber within the industry.”

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