

Martin Audio & Generation AV team up for APAC Distribution Summit



Martin Audio and Generation AV recently entertained all APAC distributors at their Singapore Experience Centre to celebrate growth and discuss future opportunities. Dom Harter, Martin Audio Managing Director, was able to convey updates from across the Audio Reproduction division of the Focusrite group, which also includes Linea Research, Optimal Audio and TiMax. This was then followed up with a focus on the significant strides Martin Audio has made in its supply chain operation to help fuel the strong growth in the region. Harter, along with Sales Director, Bradley Watson provided demonstrations of the premium point source solutions of both FlexPoint and THS as well as a showcase of immersive sound solutions from sister brand, TiMax.

Case studies were shared by distributors including Audio Brains and their work with rental partner MSI across a wealth of live sound events, while Sino Huifeng showcased their success in KTV as well as nightclubs including the latest BEEN club in China, and finally a wealth of examples from TAG, Australia, including the Geelong Arts Centre, Australia's largest regional performance centre.

Further marketing updates were provided by Marketing Director, James King and the event was fittingly rounded off with Awards where PT Goshen Swara won for 'Outstanding Performance in Installed Sound', Vardhaman Megatech secured the 'Outstanding Performance in Touring Sound', Anthony Russo from TAG picked up the 'Most Significant Contribution' award, while the overall coveted 'Distributor of

the Year' award went to Sino Huifeng, China.

David McKinney, Managing Director of Generation AV, said, "It was a fantastic week and so good to have all our partners come together to celebrate the successes, and to lay out new plans for the future. Big thanks to all our partners for making the week a major success and having Dom, Brad and James join us made for productive discussions."

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