Martin Audio Launches New Products at Open Day



In an evolving post-pandemic world, Martin Audio has continued to keep ahead of the curve in its method of introducing new products to a global customer base. It has revisited the successful formula first introduced at the recent ISE 2023 show in Barcelona - whereby non-attendees could share the same product launch experience as those who made the trip to Barcelona … except in the virtual world. As a result, the company has laid out its stall for a similar online experience in advance of its now firmly established biannual open days. These will take place at their High Wycombe HQ, the difference this time being that the visitor experience will take place within the company's newly refurbished facility.

"The international launch of our new TORUS 8 in Barcelona was very much an experiment in the way we presented new products to both the market and the media," said Director of Marketing, James King. "Fortunately both the real-world attendance at our booth and our demo room, alongside the number of logins and catch-up replays to the two streamed events fully vindicated our decision and far exceeded expectations. "It therefore makes perfect sense to repeat the successful formula to combine our celebrated UK Open Days with a curtain raiser online Special Launch Event, a week before."

The online event is scheduled for April 12, when, as previously, separate sessions

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are scheduled for 8am and 4pm (GMT). The Open Days then take place on April 18-19 where visitors can experience the entire suite of new products previewed a week earlier at the online event. It promises to be a packed showcase, running constantly from 9.30am through to 5.00pm on both days. In addition to the highly acclaimed TORUS 8, which picked up the coveted ‘Best In Show’ award at ISE - along with its matched flown cardioid SXCF115 subwoofer - products from Focusrite Group partners, Linea Research, Focusrite Pro and Optimal Audio will be on view. The presentation will conclude with a crescendo of Martin Audio’s latest systems. Visitors can register for a day pass leaving flexibility for when they wish to arrive and leave.

Summarising, James King said, “We now see this style of presentation as the future for us going forward, as momentum within the company reaches an unprecedented high. Customer flexibility is paramount in our minds, and this provides the opportunity for the Martin Audio community globally to attend a mini-exhibition … whether virtually or in person.”

UK Open Days Location: Martin Audio HQ. Century Point, Halifax Road, Cressex Business Park, High Wycombe, Buckinghamshire, HP12 3SL. UK.

Registrations for the Open Days, as well as the online launch event can be done at the website below.

www.martin-audio.com

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