

## **Martin Audio Wavefront Precision for MidAtlantic**



The MidAtlantic region has recently become something of an enclave for Martin Audio's burgeoning Wavefront Precision line array series ... and in particular WPC. A flurry of recent sales in the MidAtlantic has helped weave a powerful network of users, giving each access to lucrative cross-rental opportunities when large event support is required. This was highlighted by Martin Audio USA's Northeast Regional Sales Manager, Martha Callaghan. She reports that Kennedy Event Services recently bolstered their existing WPM inventory by upscaling to 16 WPC, supported by 12 SX218 subwoofers in the tri-state New York Metro region.

Midway Productions also added 16 WPC to their 32 strong WPM fleet, as well as investing deeper in iKon amplifiers. They are based in Christiansburg, VA, servicing the many large higher education systems in the region, such as Virginia Tech and Radford University, in addition to their festival and corporate clientele. Midway also offers SXH218 subwoofers, XE300 wedges, and CDD-Live powered cabinets in their inventory.

Also in Virginia, long-term Martin Audio partner Southard Audio boosted an already substantial WP inventory from the British manufacturer with further WPC enclosures, as well as adding extra SXH218 subs. "Virginia in particular has become a WP stronghold with our partners there ... including Soundworks of Virginia," notes Callaghan. "The network of Wavefront Precision boxes available for rental and production on the East Coast has been growing considerably this spring, with these partners continuing to build their WPC inventories."

Nor does it stop there. Taking a wider vista across the Wavefront Precision portfolio, she points out that "considerable quantities of WPS and WPM" are also domiciled in the rental stocks of other East Coast partners, including IMS Technology Services in Philadelphia, and Audio Inc, Frost Productions and ADI in the NYC Metro area. One of the satisfied customers is Steve Payne, CEO/Founder of Soundworks of Virginia, Inc. "We have found the Wavefront Precision systems to be very well received," he stated. "The WPC 10in series is particularly suited to a wide range of applications and is very popular with our customer base."

"We have no problem cross renting from fellow Martin Audio companies when we find our substantial inventory taxed. WPL, WPC and WPS have all proven themselves to be exceptional and versatile speaker systems that we can plug into almost any sound reinforcement challenge and come out being heroes." Reflecting on this welcome development, Martha Callaghan concludes, "There's no longer any cause for concern about where to find WP when our customers need extra boxes for an event."

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