

Powersoft expands footprint in China



Miao Wang has joined Powersoft China as a solutions engineer in its new Beijing office. Wang, who will host the highly anticipated Chinese launch of the UNICA platform at InfoComm China (19-21 July), is the latest hire for Powersoft's local operation, which recently relocated to the national capital from its previous office in Shenzhen. He will report directly to Abbu Hu, Powersoft's chief representative officer in China.

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Wang joins Powersoft from a local pro-audio equipment manufacturer, where he worked with clients to deliver professional sound solutions, introduce new products, and provide manufacturer support for important projects and installations. Previously, after studying professional audio at university, he worked as a sound engineer at a television station, handling live sound mixing and recording.

It was as a student that Wang first came across Powersoft's amplifiers, which, he explains, are as renowned in China for their power, quality and efficiency as in the rest of the world. He says he is enthusiastic about bringing his pro-audio industry expertise to bear in his new role and spreading the word about the company's industry leading hardware and software solutions with his Chinese colleagues.

"I am looking forward to contributing my experience and understanding of professional audio," he explains, "and sharing how Powersoft's powerful products provide the most suitable solutions for the market. I am also excited to collaborate with my new colleagues and partners to meet the needs of and provide the best service to our clients." Welcoming Wang to Powersoft, Hu says she is "looking forward to working with Miao to further drive awareness of the Powersoft brand in the Chinese market".

Alongside Xiang Ji, senior director of marketing for Powersoft's Chinese distributor, EZPro, Wang will host the official presentation of UNICA, Powersoft's ultra-versatile new install amplifier platform, and Universo, its complementary cloud-based software, at InfoComm China in Beijing. Attendees can discover the myriad benefits of UNICA and Universo first hand at the EZPro booth (Hall E, stand EE4-01) today (Wednesday 19 July) at 2.30pm local time.

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