AVlex New Odiho US Distributor



Odiho has become the latest innovative pro AV manufacturer to name AVlex as its US distributor. It joins the likes of MiPRO, Superlux, Frenetik, Amadeus Acoustics and PressOn in a roster of trusted brands stocked and supported by AVlex. Odiho delivers real-time HD audio to smartphones without the need for a dedicated app, allowing sports fans to get closer to the action in a stadium, galleries to provide tour guide solutions and corporate events to offer sound and multi-lingual content. The unique solution provides a simple way to enhance experiences and acoustic comfort, relying on technology that everyone has easy access to.

“Odiho has already proven itself as a popular solution for some of the biggest events to take place in Europe, including the Paris 2024 Olympic Games, and we are certain that it will be just as popular in the US,” states Philip Van Peborgh, COO at AVlex. “Several of the world’s largest sporting events are coming to the US in the next few years, so we can see demand for a proven solution to increase fan engagement at those. But the Odiho proposition is much more than that. We can see real opportunities in everything from conferences and events to museums and DOOH advertising. We are delighted to be introducing Odiho to the US market and we are certain that it will be a huge success.”

Odiho has a broad range of potential use cases. For crowded events and conferences, it offers the ability to provide accurate content to attendees, whether that is audio from multiple conference streams or instant translation. For cultural

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venues it provides the ability to deliver rich content to audiences such as deeper information about museum exhibits. Public venues, such as sports bars, airports and gyms also present a major opportunity where muted screens can gain a fully engaged audience.

On top of all of these, the live sports sector offers a variety of use cases from college sports all the way through to elite competitions. Whether that's enhancing experiences where crowds need to be quieter like tennis and golf or providing multi-lingual commentary to international multi-sport events, the Odiho platform has the ability to enhance the fan experience.

"The US is an incredibly important new market for Odiho," adds Gauthier Dalle, Co-founder and Managing DIrector at Odiho. "Our platform has been shown to enhance the fan experience for some of the biggest events in the world. But our offering is much bigger than this. Anywhere you find a silent screen, like airport lounges, DOOH advertising, gyms or public venues, you can rely on Odiho to deliver engaging audio content via anyone's smartphone."

Odiho's range of hardware (including the unique XL-D injector offering 12 audio channels in 1U rackspace) and software solutions are in stock and available in the US now, through AVlex.

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