

PK Sound U.K.



PK Sound, the robotic line array company, has officially launched PK Sound U.K., establishing a direct presence in one of the world's most important and influential professional audio markets. The move affirms PK Sound's commitment to delivering the acoustic and operational advantages of its patented robotic technologies directly to partners throughout the region. The picture above shows George Pakenham and Mike Case.

To support this expansion, PK Sound has assembled a dedicated U.K.-based team led by Director of Global Network & Partnerships Mike Case. Joining him are George Pakenham as Applications Engineer, EMEA, and Martin Byrne as U.K. Business Development. Together, the trio brings decades of experience spanning live production, systems integration, technical support, and commercial development, positioning PK Sound to provide comprehensive sales, training, and deployment support for users across the United Kingdom and broader EMEA region.

"The U.K. is one of the most influential and technically sophisticated audio markets in the world, and I've spent my career working alongside the talented professionals who drive it forward," comments Case. "What drew me to PK was straightforward - I've seen what these systems actually do in the field, and the results are undeniable. The robotic control gives you a level of precision over acoustic coverage that changes how you approach a deployment, whether that's a touring

rig, a festival stage, a theatre, or a fixed install. You spend less time fighting the room and more time doing the job. I'm looking forward to getting more of the right people in front of these systems and letting them draw their own conclusions."

PK Sound's patented Multi-Axis Robotics offer remote and real-time mechanical control of a system's vertical and horizontal directivity. Unlike conventional line arrays, PK's robotic solutions empower users to precisely tailor acoustic coverage to the contours of any environment, minimizing reflections, reducing noise pollution, and optimizing intelligibility. The result is superior audience experiences alongside meaningful savings in labour, deployment time, and operational complexity for both mobile production companies and permanent installations.

To strengthen its position in the region, PK Sound U.K. has aligned with several highly regarded strategic partners. These include HD Pro Audio as a non-exclusive resale partner focused primarily on the installation market, alongside a pair of high-profile touring and rental providers whose efforts will be concentrated on live event applications. In collaboration with these partners, PK Sound has generated commercial momentum through a series of high-profile exhibitions and deployments. Recent activities include appearances at PLASA Focus Leeds and the ABTT Theatre Show alongside HD Pro Audio; the premiere of *Outlander in Concert: Echoes Through the Highlands* at Edinburgh's illustrious Usher Hall; and the WBC World Featherweight Championship event at St. Mary's Stadium in Southampton.

Additionally, a PK Sound T8 robotic line source system will be anchored at the historic Mercury Theatre in Colchester through August 2026. Available for both public and private demonstrations, the installation provides prospective users with a hands-on opportunity to experience the acoustic and operational advantages of PK Sound's patented Multi-Axis Robotics technology in a real-world environment.

"The United Kingdom has always been a critical market for our industry and represents a natural next step in PK Sound's global growth strategy," comments Jeremy Bridge, CEO of PK Sound. "We've assembled an exceptional team with deep regional expertise, strong industry relationships, and a shared belief in the value of our technology. Combined with our outstanding strategic partners, they give us tremendous confidence in our ability to expand the PK Sound brand and deliver meaningful value to customers throughout the U.K. for years to come."

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