Powersoft signs Partnership with Vega Global



Powersoft has announced the signing of an agreement with Vega Global, an industry leader in APAC and MEA in digital workplace solutions, audiovisual, video conferencing and collaboration technologies, for the supply of professional amplifiers to expand and strengthen the audio solutions it offers to end customers.

The agreement includes a long-term supply in 16 geographies in the APAC and MEA regions, where Vega Global operates, and Powersost will provide direct access to its portfolio of amplifiers: Duecanali and Quattrocanali Series, Mezzo Series and the new cloud-based UNICA platform.

The class-leading and energy-efficient Canali and Mezzo Series amplifier platforms feature numerous advantages, including Smart Rail Management technology that helps reduce overall power consumption in a compact design. The amplifiers feature digital gain attenuator control, remote on/off switches and protections to prevent power spikes and short circuits, thus making it a safe investment. The UNICA platform, implementing new five-patent technology, enables continuous remote control, saving even more on operating costs.

Thanks to this collaboration, Powersost will be able to better understand customers' needs and explore new audio product opportunities, thus increasing its presence and visibility in target markets and new areas. And thanks to the distinctive technical features of Powersoft's products, Vega will complement the audio solutions offered to its end customers with a focus on the corporate (Mezzo Series) and hospitality (Quattrocanali, Duecanali and UNICA) markets.

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“Working with a partner like Vega Global represents an opportunity for us to maintain a competitive advantage in the market and ensure the mutual cross-pollination of know-how. This partnership is part of Powersosft's strategic and development path, undertaken by the company to enhance its potential and find new and unique technological solutions to increase its global presence,” comments Luca Lastrucci, CEO of Powersoft. “As shown in the 2022 Annual Report, Powersoft is reaping important results in economic terms; growing revenues and margins prompt us to be confident and to keep pursuing our business model.”

“We are thrilled to partner with Powersost and bring their high-quality, professional services to our clients,” says Matthew Deayton, deputy CEO of Vega Global. “As a business, we are committed to delivering exceptional customer experiences and adding value to our clients, and we believe this partnership will enable us to do just that. We look forward to building a strong and successful relationship together.”

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