Standard Audio Systems AB New Swedish Renkus Heinz Distributor



A new partnership has strengthened the position of globally recognised loudspeaker manufacturer Renkus-Heinz, Inc. in Sweden. Standard Audio Systems AB – a provider of premium audio solutions – will serve as the brand’s exclusive distributor in the local professional audio market, offering more opportunities for Renkus-Heinz to be implemented in projects across the country.

Karl Kahlau, CEO of Standard Audio Systems AB, expressed his excitement about the collaboration: "We are honored to be appointed as Renkus-Heinz's exclusive distributor in Sweden. The brand’s reputation for excellence aligns perfectly with our mission to provide our customers with cutting-edge audio solutions. With the ICONYX Series among the other exceptional product ranges from Renkus-Heinz, we are confident in our ability to meet the diverse audio needs of our clients." Standard Audio Systems AB distributes a portfolio of market leading professional audio products across Sweden, offering technical support and services where necessary. This new partnership with Renkus-Heinz expands Standard Audio Systems’ portfolio with a selection of innovative products, including the renowned ICONYX Series.

The steerable loudspeakers from Renkus-Heinz – now driven by the OmniBeam algorithm – stand at the forefront of sound reinforcement technology, ensuring exceptional audio quality, clarity, and dispersion control. Delivering customizable coverage patterns to ensure optimal sound performance, the loudspeakers are the

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ideal solution for auditoriums, theatres, houses of worship, museums, retail and more. Renkus-Heinz has revolutionised the beam-steering market, standing at the forefront of creative technology that has never been easier to implement – allowing the audio coverage to be tailored specifically to the audience's shape with the “snap to audience area” feature. This generates ideal FIR coefficients for every unique venue.

Renkus-Heinz, Inc.'s Export Sales & Marketing Director, Michal Poplawski, also commented on the partnership, saying: "We are thrilled to partner with Standard Audio Systems AB. Their extensive experience, knowledge about complex audio designs, and commitment to customers to provide truly professional system solutions, make them an ideal ambassador for Renkus-Heinz. We are confident that this collaboration will strengthen our presence in the region and facilitate access to our state-of-the-art audio solutions."

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