Shanghai Univision New Martin Audio Distributor



Martin Audio is strengthening its enterprise AV market presence in China with the appointment of Shanghai Univision (You Shi Wei Xin) as a new distribution partner. Joining established distributors Sino Huifeng and Guangzhou Guidance, Shanghai Univision will deliver dedicated expertise to the corporate, education and government market, supporting consultants and integrators with application-specific design and deployment. Under the new agreement, Shanghai Univision has been appointed the sole distributor for Martin Audio's Wavefront Precision WPS series, TORUS 820 constant curvature array and O-Line modular micro line array - solutions ideally suited to corporate, commercial and large-scale integrated environments.

Commenting on the appointment, David Wong, Director of Sales at Generation AV (Martin Audio's APAC representatives) states, "Shanghai Univision has a proven track record of success in the Enterprise and AV installation market in China. We are excited with our new partnership and look forward to providing our full support to the Univision team."

Shanghai Univision serves the Chinese market as a specialist AV and IT distributor. From its Shanghai headquarters and regional hubs in Beijing and Shenzhen, the firm provides the high-level pre-sales and after-sales expertise required for complex system deployments. Frank Xiao, General Manager of Shanghai Univision states, "We are delighted to partner with Martin Audio in China. As a world-renowned UK brand & manufacturer, Martin Audio is dedicated to delivering state-of-the-art products, top-tier performance, and unmatched service.

"Our team is eager to collaborate with Martin Audio and Generation AV. By

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integrating the Wavefront Precision WPS series, TORUS 820 constant curvature array, and O-Line modular micro line array into our portfolio, we will provide a more comprehensive total solution to vertical markets across China. We look forward to working alongside other partners to build upon Martin Audio’s legendary success and legacy in the region."

The new partnership was unveiled during a recent customer event in Beijing where over 100 industry professionals - including consultants, system integrators, and dealers - to the latest Martin Audio solutions, and on the Shanghai Univision booth at the recent Pro Light & Sound Guangzhou Show. Dom Harter, Managing Director of Martin Audio comments, “Over the years Martin Audio has built a strong reputation in China for high performing audio solutions across many vertical markets. The technical expertise within the Shanghai Univision team is second to none, and we are confident they will have many successful Martin Audio installations coming soon across China.”

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