

Third Martin Audio APAC Distribution Summit



For the third successive year, Martin Audio and Generation AV entertained all APAC distributors at their Singapore Experience Centre to celebrate growth and discuss future opportunities. Attending the recent event, Dom Harter, Martin Audio Managing Director, shared updates from across the Audio Reproduction division of the Focusrite group, which also includes Linea Research, Optimal Audio and TiMax. Harter confirmed, “More partners are representing multiple brands, and while we want to ensure that each brand continues to flourish in its own right, there are increasing opportunities for convergence and valued-added solutions to customers.”

Addressing the notable interest in spatial audio which naturally leads to the potential sale of additional loudspeakers and electronics, the agenda included dedicated demonstrations of TiMax panLab and in-depth training with TiMax SoundHub, in combination with different loudspeakers and electronics from the Focusrite Group stable. Group Marketing Director, James King, shared recent updates to his team’s roles and functionalities designed to fuel both individual brand growth and cross-brand opportunities. Further updates included the strides

made in supply chain operation, as well as the Group's pragmatic approach to the international trade challenges of recent months. Early previews of upcoming new products and software also added excitement to future potential in the region.

A familiar and popular inclusion was the case study session in which distribution partners talked through success stories and their approaches to the market. Brad Watson, Sales Director, commented, "It's always enlightening to see the strides being made in the territory and the ingenuity on display to win in various vertical markets. All distributors walk away inspired and with a fresh playbook of ideas they can try out in their own local market."

The event was rounded off fittingly with an Award ceremony which saw among many other awards, Luxury Supply, Cambodia, win best new Distributor, whilst Fuzion Far East, Thailand, picked up the award for Outstanding Performance in Immersive Sound. The most coveted title of 'Distributor of the Year' went to TAG, Australia. David McKinney, Managing Director of Generation AV, said, "It was a fantastic week and so good to have all our partners come together to celebrate the successes, and to lay out new plans for the future. Big thanks to all our partners for making the week a major success and to Dom, Brad and James whose joining us made for productive discussions."

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