

d&b Makes Premium Sound Solutions More Accessible with New Subscription-Series



German audio technology and solutions company, d&b audiotechnik today announces the new d&b Subscription-Series. The new scheme ensures d&b's extraordinary install sound systems are more commercially accessible to an even wider range of venues.

d&b is addressing the global trend of “pay what you consume” and offers an alternative to ownership. The Subscription-Series allows venue owners to upgrade their audiences’ sound experience with a brand-new d&b system without a large, upfront capital investment.

“We’ve been working closely with our customers to understand their changing needs and it’s clear that technical flexibility and commercial accessibility are highly valued,” comments Amnon Harman, CEO d&b audiotechnik Group. “Our new Subscription-Series gives any venue owner or manager who aspires to offer the best sound experience access to d&b solutions. The world has changed, buying behaviour has changed, and it’s critical that we address these new needs.”

The standard Subscription-Series plan enables customers to fast-forward their technical, creative and business goals with the security and flexibility of a low monthly payment and commitment periods as short as 24 months. The subscription fee covers all audio system solution hardware, including accessories, system commissioning, post-install services, maintenance, and decommissioning. At the end of the subscription period, customers can choose to continue their subscription, upgrade or adjust the system requirements, or cancel the service. The d&b sales partner and dealer network are part of the new offering and will continue to provide reliable and flexible services for the end customers.

Alongside the new Subscription-Series, d&b also offers a unique pay-per-use option. The add-on option enables customers to install additional d&b equipment for use at occasional special events. Venues are charged when the enhanced system components are actually used.

The d&b Subscription-Series will be available in the US, Europe (incl. UK), Singapore, Australia and New Zealand starting today.

“At d&b we have the mission to accurately transfer passions,” notes Harman. “We know that extraordinary sound enhances and shapes extraordinary experiences and that’s what our systems deliver. Subscription-Series will make our premium solutions even more accessible for all kinds of installation projects, no matter the size, budget or application.”

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