

## **Sonic Electronics New AUDIX Distributor**



AUDIX, a manufacturer of superior-quality microphone solutions, announces the appointment of Sonic Electronics as its new distribution partner for the Middle East and Africa. With offices in the UAE, Qatar, and Saudi Arabia, Sonic Electronics delivers top-tier audiovisual solutions tailored to the unique needs of various industries, including entertainment, corporate, education, defense, government, and hospitality. Sonic Electronics represents a diverse portfolio of technology brands and specializes in professional audio, video, control, lighting, rigging, and stage effects equipment. Over the last three years, they have quickly become a trusted name in the AV industry by providing extensive project support services with an unwavering dedication to customer service.

“We are excited about our partnership with Sonic Electronics,” said Bjørn Rennemo-

Henriksen, Audio Sales Sr Director, Videndum Media Solutions. "The ambitious standards of Sonic Electronics align perfectly with AUDIX's commitment to impeccable audio quality. Whether it's in the MI or live scene, audio recording studios, or conference settings, AUDIX's value proposition enables Sonic Electronics to consistently provide best-in-class solutions to their customers."

Sonic Electronics will represent AUDIX's full product portfolio in the Middle East & Africa, specifically focusing on the United Arab Emirates, Kingdom of Saudi Arabia, Qatar, Bahrain, Oman, Kuwait, and Africa regions. Beyond just distributing products, Sonic Electronics takes pride in offering comprehensive project support, including design solutions, acoustic studies, video simulations, and technical training. Sonic Electronics' dedication to delivering fully integrated and optimized solutions, combined with their extensive experience and relationships, positions them to effectively drive the adoption and penetration of AUDIX in the region.

"Partnering with AUDIX represents a significant milestone for Sonic Electronics. Their innovative products and commitment to excellence perfectly aligns with our mission of delivering top-tier microphone solutions to our customers," remarked Mr. Santhosh Vasu, Managing Director of Sonic Electronics. "Together, we aim to redefine industry standards and set new benchmarks in the AV sector. We are enthusiastic about the potential of our collaboration and are confident that through our combined expertise and dedication, we will deliver unparalleled value to our customers. As we embark on this journey together, we eagerly anticipate cultivating enduring partnerships to drive mutual success in the region."

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