

## **ASI Audio Appoints Z Marketing Specialists Inc. as Manufacturer's Rep**

**For the region of Southern California and Las Vegas**



ASI Audio, manufacturer of the innovative 3DME in-ear monitoring and hearing protection system, announces the appointment of the Mission Viejo, California-based firm Z Marketing Specialists Inc. as its manufacturer's representative for Southern California and Las Vegas, Nevada. The announcement further underscores ASI Audio's ongoing expansion and penetration into new markets.

"Steve Zanki and his team have nearly three decades of dealer relationships in the Southern California and Las Vegas markets, and they are truly one of the cutting-edge rep firms in the pro audio industry," stated Evan MacKenzie, VP of Marketing and Sales for ASI Audio. "Z Marketing represents the best in utilizing and embracing new technology, while at the same time they understand the importance of taking care of customers. We are looking forward to working with them to help promote

our products in Southern California and expand our presence in Las Vegas.”

Steve Zanki, CEO and Principal at Z Marketing Specialists, remarks, “ASI Audio’s 3DME in-ear monitors are a perfect complement to our existing product lines and fulfills a real need in the market for our dealers and their customers. We were interested in representing an in-ear monitor line, and because what ASI is doing is very different from a lot of other in-ear monitors that get plugged into a mixing console or wireless monitor system, the 3DME system was extremely interesting to us. Because you can combine the monitor mix with the built-in mic signals to blend in the natural room sound from the band and the audience, the 3DME system gives the user a much more realistic listening experience. We are looking forward to getting the 3DME system into the hands of dealers whose customers are looking for the next level in personal monitors.”

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