

## **Advanced Telemedia New DirectOut for India**



DirectOut announces its latest collaboration with Advanced Telemedia (ATM). This strategic partnership marks a significant milestone for both companies and underlines its continued commitment to providing world class audio solutions. DirectOut welcomes ATM as its exclusive distributor in India. Established in 2002, ATM has earned its position as a leader in the distribution of professional audio

products, known for its dedicated customer service and nationwide presence.

Headquartered in the vibrant capital city of New Delhi, ATM has regional offices in Mumbai and Kolkata, ensuring that its premium services reach every corner of India. ATM's impressive portfolio includes exclusive distribution partnerships with premium brands. These long-standing relationships reflect trust and reliability and underline ATM's commitment to the highest quality standards.

Working with ATM opens up new opportunities for DirectOut to bring its innovative Audio Solution Model (ASM) to a wider audience in India. It is confident that ATM's customers will now benefit from premium devices and solutions that will elevate their audio production. Luca Giaroli, Chief Solutions Officer at DirectOut, is enthusiastic about the partnership, stating, "This collaboration is a win-win for both companies. ATM shares our commitment to delivering the best for our customers. We are confident that DirectOut's ASM will optimise production to international standards."

ATM's client list includes some of India's largest broadcasters including BBC, Network18, Disney, Times Network, ABP, NDTV, Republic TV, Zee News and CNBC. ATM's comprehensive after-sales support will ensure that DirectOut's customers in India experience seamless operation of their products. As the audio industry continues to evolve, DirectOut remains committed to providing innovative solutions and solidifying its position as the preferred partner for audio professionals worldwide. Giaroli concludes, "The partnership with ATM is another step in this direction and we look forward to setting the highest standards of audio excellence in India."

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