

## Martin Audio Announces Special 'Virtual' Launch Event

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Martin Audio has announced a Special Event to take place on February 16th, 2021, getting its 50th Anniversary year off to an energetic start. The virtual presentation will provide important updates, including the announcement of major new product and software releases.

Their rationale for a virtual event is that with much of the global tradeshow calendar still in doubt, there are very few opportunities in the near future for in-person collaboration to highlight significant additions to the international pro audio industry's arsenal.

Dom Harter, Managing Director at Martin Audio, believes the event will demonstrate the resilience of the company. "This last year has been a challenging one for the Industry as a whole, but at Martin Audio we have continued to invest heavily in R&D, with the positive outlook that companies continuing to create customer value will emerge from the pandemic with a brighter future. Celebrating our 50th anniversary year, we want to ensure we continue to drive forward the company's legacy, and this event will mark some significant additions to our portfolio."

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The showcase, which will last around 30 minutes, will run across three time slots on Tuesday February 16th to ensure that a global audience can attend.

“We’re looking forward to talking to as many people as possible, albeit virtually, and discussing how the next generation of Martin Audio’s ground-breaking products can meet and exceed the needs of users, venues and events all over the world.”

[www.martin-audio.com](http://www.martin-audio.com)