

Prase Media Technologies New Italian AUDAC Distributor



AUDAC, a manufacturer of professional audio solutions, announces Prase Media Technologies as its new exclusive distributor in Italy starting from April 29th. This appointment cements AUDAC's commitment to delivering high-quality audio products and solutions to the Italian market. Prase Media Technologies, member of the Midwich Group, is the ideal partner for AUDAC, having firmly established their presence in the AV industry through their extensive network and deep understanding of the Italian market. With over 30 years of experience in distribution of professional audio-visual equipment, Prase Media Technologies has built a highly respected reputation in the provision of innovative solutions and exceptional customer service.

"We are thrilled to welcome Prase Media Technologies to the AUDAC family as our distributor in the Italian territory," commented Mark Asselberghs, International Sales Director at AUDAC. "Their professionalism, AV competence and their customer happiness-oriented attitude, deeply comply with AUDAC's values. We strongly believe that this partnership will strengthen our presence in the Italian market, enabling Italian professionals to access our cutting-edge technology and innovative products with ease."

"We are honored to cooperate with AUDAC, one of the main and highly valued technology manufacturers for commercial audio applications. AUDAC's commitment to quality and innovation perfectly matches Prase's values. Furthermore, it harmonizes with the purpose of expanding and strengthening the hospitality and

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retail market in Italy that has always been one of the most important areas of interest of Prase.” stated Ennio Prase Managing Director Prase Media Technologies.

The full PVS brands portfolio provides a complete offering for audio solutions in the market. Consisting of AUDAC, in combination with PROCAB, leading manufacturer of professional cables and connectors, and CAYMON, specializing in racks and modular 19" solutions, the PVS group is a unique proposition.

Both AUDAC and Prase are committed to providing unparalleled support to customers across Italy, technical assistance, product training, and after-sales service through their common aim to elevate the audio experience for professionals, in industries including hospitality, retail, education, and corporate.

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