

## **FBT Audio (UK) brings Apex CloudPower to UK and Ireland as installation business surges**



L-R: Mike Roisetter, Mark Parkhouse

Combining groundbreaking cloud-based remote control with the sonic superiority of GlidePath architecture, the celebrated CloudPower series of amplifiers from Apex are set to arrive in the UK and Ireland with the appointment of FBT Audio (UK) Ltd as the range's exclusive distributor.

Effective June 1st 2021, the agreement comes as FBT Audio (UK) Ltd continues to experience rapid growth in its commercial audio division – a trend that has continued over recent years despite the effects of the COVID-19 pandemic.

Since their official launch towards the end of 2020, Apex CloudPower amplifiers have been hailed for their highly innovative approach to installed sound. Each model is designed to promote ease of browser-based operation via the cloud. They also deliver measurable reductions in distortion for a dramatically improved audio performance courtesy of GlidePath architecture, which integrates the amplifier and DSP circuits.

Described as capable of scaling from “a karaoke room to an opera house”, the range comprises four Class-D models – the 4 x 350W CP354, 4 x 700W CP704, 4 x 1500W CP1504 and 4 x 3000W CP3004.

Each is lightweight and compact at just 1U and can run in low impedance down to 20ohm or 70/100v line configuration. Also on board is feature rich DSP plus a built-in WiFi hotspot for simple setup, control and monitoring either locally using any HTML5 capable browser (Mac, PC, iOS or Android), or off-site using the built-in LAN connection.

“Our huge growth within the UK installation market in recent years is the perfect platform for Apex to launch these brand new game-changing products for systems integrators,” enthused FBT Audio (UK) Managing Director, Mark Parkhouse.

“From features like onboard streaming from AirPlay and Spotify to the gorgeous industrial design and OLED display, CloudPower amplifiers are essential for everyone who values power, control and reliability. We’re honoured to represent them in the UK and Ireland.”

For more information on the CloudPower range please visit the FBT Audio (UK) Ltd website.

[www.fbtaudio.co.uk](http://www.fbtaudio.co.uk)