

## Alpha Technologies New Audio-Technica Distributor



**audio-technica**



Audio-Technica, an innovator in microphone and headphone technology and renowned for its high-performance discussion systems, announces the appointment of Alpha Technologies as the distributor for its commercial product line in South Africa. This strategic partnership aims to enhance the availability and accessibility of Audio-Technica's professional audio solutions, catering to the growing installed audio-visual equipment in the South African market. Alpha Technologies, with its proven track record in delivering cutting-edge technology solutions, is well-positioned to strengthen Audio-Technica's presence and provide unparalleled support to customers across various industries.

John Dodson, Business Development Manager at Audio-Technica, Middle East and Africa expressed enthusiasm about the collaboration, stating, "We are delighted to join forces with Alpha Technologies as our official distributor in South Africa. This partnership aligns with our commitment to delivering exceptional audio experiences to a broader audience. Alpha Technologies' dedication to innovation and customer satisfaction makes them an ideal partner as we continue to expand our reach in the region. Their expertise and extensive customer network make them the perfect choice to represent the Audio-Technica commercial product line "

Tiaan Hoogstad, Marketing Director at Alpha Technologies, echoed Dodson's sentiments, stating, "South Africa is a dynamic market with a growing demand for high-quality audio solutions. We look forward to a successful collaboration that will bring Audio-Technica's cutting-edge technology to a wider audience in South Africa. Alpha Technologies is committed to providing excellent service and support for Audio-Technica's commercial products, ensuring that customers receive top-notch assistance and access to the latest innovations in professional audio technology".

[www.alpha-tec.co.za](http://www.alpha-tec.co.za)

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