

## Austrian Audio Grows Internationally with New Marketing Strategies

### Hi-X65 Now Available in the US and Canada



Austrian Audio had made big strides in the last year, thanks partly to the excellent cooperation with their distributors. Not only in the US, where the distributor Group One has opened a large number of stores for Austrian Audio, but also internationally. In the US and Canada, the Hi-X65 professional open-back over-ear headphones, the latest release from Austrian Audio, are now available for purchase in stores and online.

In the past six months, the company has added new distributors in Chile, Mexico, India, Singapore and Thailand. Additionally, Austrian Audio products will start shipping to Iceland, Malaysia, Brazil, Malta, South Africa and Russia this summer.

“We are very excited to work with each of our amazing partners worldwide. Of course, we are supporting their efforts by providing education and sales materials for our products. But ultimately they know their markets best,” says Martin Seidl, CEO of Austrian Audio. “We’re overwhelmed by their loyalty and motivation. It is fantastic how much they stand behind our products and love the reputation of our brand. They do such an outstanding job promoting Austrian Audio products in all parts of the world.”

The distributors employ winning marketing strategies to support the sales of Austrian Audio headphones and microphones. Many of them have produced excellent videos showing the OC818, the OC18 and the headphones Hi-X50 and Hi-X55 in use, often with major artists in their country. This led, for example, to even more marketing pizzazz when K-POP sensation IU, one of the most popular singers in South Korea, chose the OC818 to record her latest music in a video that consequently garnered over 23 million views.

French and UK distributors have been drumming up reviews and praise like a recent article in *Wired* magazine, *On-mag*, 5 star reviews on *What Hi-Fi*, and more. Other examples include videos of classical music, an area where the OC818 absolutely shines. The Chinese distributor Acton Music recently published a video with talent Zixin Chen’s passionate performance of Beethoven’s Piano Sonata, recorded with Austrian Audio microphones.

“Our distribution has now grown to over 60 countries, with more coming onboard every month. The market can see that we are steadily building our brand and we appreciate their confidence, effort and support in our young company, especially during the recent challenging times. We will have an exciting 12 months ahead,” states Dave Karlsen, Manager Distribution Sales.

Latest Additions to Austrian Audio's International Distributors:

- Chile: URDILE S.A
- Mexico: Solid Electronics
- India: ProMusicals
- Singapore: Loud Technologies Asia Pte Ltd
- Thailand: ProPlugin Co.,Ltd.
- Malaysia: Music Bliss
- Iceland: Hljodfaerahusid
- Malta: Black Box
- Brazil: Music Company
- Estonia & Latvia: Rock Distribution
- Russia: SLAMI
- South Africa: Rokit Distribution

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