

Prism Sound Appoints Golden Age Music As Its Distributor



Prism Sound announces that Golden Age Music has joined its roster of international distributors by taking on responsibility for the company's entire range of products in Sweden and Denmark. Founded in Sweden in 1982, Golden Age Music is a leading supplier of high end pro audio equipment from manufacturers such as Eventide, PMC Speakers, Chandler Limited, API, Barefoot Sound and Slate Audio. Prism Sound's offering includes high quality audio interfaces such as the recently introduced ADA 128 modular audio conversion system, the ADA-8XR multichannel converter and the award-winning Lyra, Titan and Atlas audio interfaces.

Golden Age Music founder and director Bo Medin says: "The Prism Sound brand is legendary in conversion technology and a great complement to the other brands that we carry. I have been aware of the company for many years and accepting the offer to distribute its equipment was a no brainer."

Mark Evans, sales director for Prism Sound, adds: "Golden Age Music is highly respected in the Swedish and Danish pro audio markets because it delivers an exceptional level of service and support to pro audio customers. This perfectly suits

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our philosophy as Prism Sound is renowned for creating tools that professionals want to use because they deliver exceptional audio quality. We are looking forward to working with Bo to highlight our product range in Sweden and Denmark and introduce new customers to our brand.”

Bo Medin believes there is plenty of opportunity to deliver sales and he is looking forward to increasing the brand’s visibility in the Swedish and Danish markets. “I believe that there is good potential for Prism Sound to cement its position as a premier and successful brand across various market sectors,” he says. “My guess is that the Lyra 2 and the Titan audio interfaces will see the biggest sales numbers, but I also think the ADA-128 has great potential and will also be very well received.”

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