

Prism Sound Appoints SSL Asia As Its Distributor

The company's entire range of audio interface products will now be available through SSL Asia in Singapore, Malaysia and Myanmar

Audio conversion specialist Prism Sound has appointed SSL Asia Pte Ltd as its new distributor for Singapore, Malaysia and Myanmar, with responsibility for its entire product range including the recently launched ADA-128 modular audio conversion system and its award-winning range of audio interfaces such as Lyra, Titan and Atlas.

Covering the South East Asia region, SSL Asia was originally established to represent console manufacturer SSL but now handles distribution for many other well know pro audio brands including Queded Speakers, Warm Audio, JoeCo, Antelope Audio, Konig&Meyer, AEA Ribbon Microphones and Chandler Limited. Its client base covers all section of the audio industry, from recording and broadcast through to live sound and the home studio market.

The company's headquarters in Singapore has a fully equipped demo facility where customers can try out various products. Alongside sales and distribution, it also handles turn-key projects ranging from simple studio installations to complex solutions, such as an entire nine-room postproduction suite with an AuroMax-ready Immersive mixing theatre that it recently designed and built for a client.

"The collective experience of our team is immense," says SSL Asia's General Manager Malcolm Chan. "We believe in letting the products we represent speak for themselves in terms of sonic quality and in Prism Sound's case the brand has an established international reputation that goes hand-in-hand with the other brands that we represent, so it's a very naturally partnership,"

Mark Evans, Prism Sound's Sales Director, adds: "We are delighted that a company with the pedigree of SSL Asia is now representing our product range. Their contacts, particularly with the next generation of audio professionals, will allow us to reach new audiences and expand our market share in the South East Asian region."

SSL Asia is already having success with the brand and has made a number of Lyra and Atlas audio interface sales.

"Hearing customers say things like 'you now have the complete top quality solution from console to interface' is a testament to us and the Prism Sound brand," Chan adds. "We look forward to growing together and providing the best products and services to our customers."

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