

RA Music acquires Meters Music Audio Brand



Musical instruments and musical accessories conglomerate ERA Music Brands announces the acquisition of Meters Music - marketed at launch as an audio brand bringing British bass and guitar amplifier specialist Ashdown Engineering's legacy and expertise in design, engineering, and acoustic excellence to bear upon creating unique headphone and wireless audio products unifying lifestyle and audiophile aspirations - as of May 9...

Since launching globally from Las Vegas, Nevada, USA in January 2017 at CES - itself organized by the CTA (Consumer Technology Association) as an annual trade show that is widely recognized as being the most powerful tech event in the world by virtue of acting as the proving ground for breakthrough technologies and global innovators - Meters Music has certainly succeeded in creating some unique audio products perfectly reflecting its apt appellation.

Amalgamating a patented and fully integrated VU (Volume Unit) meter with studio-quality sound, those products present an unmistakably striking aesthetic that initially attracted ERA Music Brands to Meters Music. As alluded to by CEO & President Evan Rubinson - also assuming the role of Meters Music CEO & President as a result of the acquisition, "We are excited to build on the amazing concept and fantastic sound that Meters Music has grown to become synonymous with, all the

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while adding a global marketing push to propel this exclusive brand into a new era of music. Acting as stewards of the Meters Music brand and the decades of UK-based sound engineering that has gone into each and every pair of its headphones, we look forward to honoring its legacy of studio-quality sound going forward.”

www.eramusicbrands.com