

Audio-Technica Europe confirmed Optimal Audio distributor for key European territories



Left to right: Dom Harter, Tim Carroll and Matt Rowe

Audio-Technica has announced their appointment as distributor for Optimal Audio – Focusrite plc’s new commercial audio brand – in no less than 17 territories across Europe and Africa. The company will assume distribution activities at launch on 20 April 2021.

Focusrite Group’s seventh brand, Optimal Audio has been in development over the past three years to simplify the often unnecessarily complex world of commercial audio, as Focusrite CEO Tim Carroll explains, “Optimal Audio provides a streamlined product offering working seamlessly together to deliver high quality sound that is easy to install and can be operated by anyone, not just engineers.

Dom Harter, now Managing Director for both Martin Audio and Optimal Audio, describes the focus of the brand as “offering a one-stop solution of control, amplification and loudspeakers for small to medium-sized commercial installations, with a focus on supporting multi-zone venues. At the forefront of the eco-system are four and eight-zone, powered and non-powered Zone controllers that have DSP at their heart. There is currently nothing else at this price point on the market which has the functionality and versatility to allow such a quick and simple setup.”

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Compatible with any device, Optimal Audio's WebApp makes system set-up straightforward, allowing installers as much access as they require to configure EQs, devise presets and structure time-of-day routines. Once completed, venue staff can then be presented with a simple, intuitive user interface which allows them to operate the system.

Audio-Technica Europe CEO Robert Morgan-Males said, "we are delighted to be entering into such a strategic distribution partnership with Optimal Audio for our EMEA direct markets. It's an exciting, innovative new brand that shares Audio-Technica's values of delivering quality audio for all while perfectly complementing our best-of class, end-to-end signal chain portfolio of distributed brands; from microphone through processing, to speaker. This distribution agreement allows us to yet again strengthen our commitment to providing customers with efficient, effective and streamlined solutions, and we're looking forward to working with Optimal Audio as the brand builds and grows over the coming years."



The full list of territories in which Audio-Technica will have sales responsibility for Optimal Audio is as follows: Belgium, France, Germany, Ireland, Luxembourg, Netherlands, Portugal, Spain, United Kingdom, Bosnia & Herzegovina, Bulgaria, Croatia, Romania, Slovenia, Algeria, Morocco and Tunisia.

www.distribution.audio-technica.eu

www.optimal-audio.co.uk