

ProAVLAsia

LIVE SOUND | LIGHTING | RECORDING | INSTALLATION | AV | BROADCAST | POSTPRODUCTION | September–October 2023

INDIA IN FASHION

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JOURNEY

RTM'S NEW ANGKASAPURI
KOTA MEDIA COMPLEX

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MORE INFO



POWERSOFT.COM

Powersoft sets up a base in Tokyo

JAPAN

Powersoft is preparing for a new era of growth in Japan following the opening of a dedicated office in Tokyo. The Japanese office is the Italian company's fourth, joining its headquarters in Scandicci, its US business in New Jersey and its China representative office in Beijing.

Spearheading Powersoft's expansion in Japan is its newly appointed market development manager, Haruka Murayama, a pro audio veteran who brings nine years' industry experience to the role. Murayama most recently spent five years in sales with Bose Professional's Japanese subsidiary, where she became familiar with

the X Series, Powersoft's high-powered live sound amplifier platform, and previously worked for the Japanese distributor of Harman, Shure and DPA Microphones.

The opening of a representative office in Japan is part of Powersoft's strategy for growth by increasing its presence globally, with a focus on the Asian markets. The new

office will ensure a direct connection to the market, allowing for more effective management of customer feedback. Luca Giorgi, Powersoft's sales director, said Murayama's experience and expertise will be "essential" to meeting the challenge of growing the Powersoft business in Japan.

"Powersoft views Japan as a very strategic market where we have more potential for growth," he explained. "Powersoft's growth in the country has been good through our historical partner, AudioBrains, but we believe that we can increase

and consolidate that growth by adding Powersoft's local resources, and it's for this reason that we have decided to set up a representative office with Akira Mochimaru and the recent appointment of Haruka: to have local people able to boost the generation of extra demand through local relationships.

"This direct link with the market will help us to better receive feedback and requests from clients and enable Powersoft to provide better products and services to such a demanding market."

Murayama said she is relishing the opportunity to accelerate Powersoft's expansion into Japan, where the company's amplifiers are considered "the benchmark for tours and installations". "I am confident in promoting our products because Powersoft is already known for its high quality and innovation, which customers appreciate," she added.

"Powersoft's growth in the APAC region is a concrete investment aimed at taking advantage of the many opportunities that the APAC market offers for developing and intensifying business activities, offering our portfolio of unique and innovative solutions and products, and adding a further piece to our international growth and development plan," concluded Luca Lastrucci, CEO of Powersoft.

www.powersoft.com



Haruka Murayama

Melodia launches 1 SOUND in Indonesia

INDONESIA

Following on from the announcement that Melodia Sound and Lighting Systems has partnered with 1 SOUND to be its official distributor in Indonesia, owner of Melodia, Rudy Winarto and his team gave 1 SOUND sales executive Leonardo Dani a warm welcome recently, as he toured Melodia's facilities. Together, they launched 1 SOUND in Indonesia at the SMEX Music Expo followed by a launch event in Bali at the Aston Kuta Hotel.

"Around 25 participants attended, including dealers, systems integrators,



L-R: Sontastic's Ian Johansson, Leo Dani and UK audio consultant Michael Kennaway

technicians, venue owners and an international audio consultant," said Dani. "It was a real success. I was supposed to visit Bali for the first time during the two days remaining of my stay but, instead, I had to run from a resort to a hotel to a club to start talking about renewals with 1 SOUND. Not bad for business!"

Winarto and Dani also took part in a one-hour broadcast radio interview on

Saura Surabaya FM, where they discussed 1 SOUND product lines, the future of the company and the value it is bringing to the pro audio industry. The video interview of Dani and Winarto speaking about 1 SOUND and the Melodia cooperation can be found on 1 SOUND's YouTube channel.

www.1-sound.com
www.melodiamusik.com



The radio interview

Avid acquired by STG affiliate

WORLD

Avid has announced that it has entered into a definitive agreement to be acquired by an affiliate of STG in an all-cash transaction valuing Avid at approximately US\$1.4bn, inclusive of Avid's net debt. Under the terms of the agreement, Avid stockholders will receive \$27.05 in cash for each share of Avid common stock.

"Since our founding over 30 years ago, Avid has delivered technology that enables individuals and enterprises who create media for a living to make, manage and monetise today's most celebrated video and audio content across the globe. We are pleased to announce this transaction with STG, who share our conviction and excitement in delivering innovative technology solutions to address our customers' creative and business



needs," said Jeff Rosica, Avid's chief executive officer and president. "STG's expertise in the technology sector and significant financial and strategic resources will help accelerate the achievement of our strategic vision, building on the momentum of our successful transformation achieved over the past several years."

William Chisholm, managing partner of STG added: "STG has admired Avid's heritage as a category creator and pioneer in the media and entertainment software market for many years. We are excited to partner with Jeff and the management team to build on the company's history of delivering differentiated and innovative content creation and management software solutions. We look forward to leveraging our experience as software investors to accelerate Avid's growth trajectory with a deep focus on technological innovation and by delivering enhanced value for Avid's customers."

www.avid.com
www.STG.com