

## Funktion One appoints AACK for Korean distribution

**KOREA:** Funktion One has parted company with long-time distributor Soundus and appointed AACK. The two companies joined forces at Koba 2014.

AACK represents a wide range of installation products including Peavey MediaMatrix, Biamp Systems, Australian Monitor, MTS amplifiers, beyerdynamic, Auralex acoustic treatment, VDC cable, Crestron and SurgeX. The company has handled large installations, working extensively in the corporate, government and worship sectors.

'With two of the major DSP platforms in its portfolio, AACK has proved itself in successfully

handling large projects,' said Funktion One's director of business development, Bill Woods. 'Although Funktion One's reputation isn't necessarily with projects of that size, we felt that given some of the products we've been developing, this would be a very good opportunity to work together. They also have a strong association with the church market, which is potentially a high growth area for us, given our reputation for high vocal intelligibility.'

'We are really happy about this appointment,' said AACK director Euny Min. 'Funktion One has a great team, we have a great team and they don't see us as a customer,



**AACK's Sooyang Joo and Euny Min with Bill Woods from Funktion One**

they have welcomed us as part of that team. I'm really excited about building up the market and changing the perception of their brand. It seems a shame that Funktion One is mainly seen as a club speaker; we don't see it that way. We think Funktion One has a really good intelligibility and we're aiming to position it as a professional install speaker that will bring high quality sound in any kind of situation, be it the corporate sector, government facilities, stadiums or houses of worship.'

Both companies anticipate that there will be orders to announce in the near future. 'I think it's going to be challenging for us to work with a company as dynamic as this,' concluded Mr Woods. 'It will be very good for us in Korea.'

[www.funktion-one.com](http://www.funktion-one.com)  
[www.aack.co.kr](http://www.aack.co.kr)

## PAT ANNOUNCES NAME CHANGE

**AUSTRALIA:** Reflecting the company's recent reach beyond pro audio, Professional Audio Technology Pty Ltd (PAT) has announced that it will now operate under the name Professional Audio & Television Pty Ltd. At the same time the company has announced its



**PAT will now operate under the name Professional Audio & Television Pty Ltd**

appointment as the exclusive distributor of Orban Television processors in Australia.

'The name change was inevitable for our business, as we continue our diversification within the broadcast industry,' said Patrick Salloch, managing director. 'We felt it was important that the name of our company reflects the industries we are servicing and the technology solutions we provide nowadays. As technologies are merging and our company is expanding its reach well beyond the 'audio only' applications, it was important to us to incorporate television into our name, but keep the well known and established PAT brand.'

[www.proaudiotv.com.au](http://www.proaudiotv.com.au)

## DB TECHNOLOGIES APPOINTS RIVERA DIGITEC INDIA

**INDIA:** Italy's dB Technologies is continuing the expansion of its international distribution network having announced Rivera Digitec as the Indian distributor for its retail product range. The deal has been hailed by dB Technologies international sales manager Gianluca Dalessandro as 'representing another big step ahead for us in Asia'.

One of India's leading musical instrument and pro audio distributors, Rivera Digitec India Pvt Ltd already boasts a number of high-end MI and pro audio brands within its portfolio, including Roland, Peavey Electronics, Zoom, and Shure. The company operates distribution offices in over nine



**Subhash Khandelwal of Rivera Digitec**

locations throughout the country, plus in-house service centres and a comprehensive dealer network.

Following the announcement, Rivera Digitec director Subhash Khandelwal described the company as 'absolutely delighted and

honoured to distribute and market dB Technologies in India. It is a very good brand and its products are technically superior and reliable. We believe the market will grow in India under our association'.

Mr Dalessandro concluded: 'I'm very proud to announce this new appointment. We keep improving our sales network with premium distributors like Rivera Digitec, who will definitely enhance our retail business. The Indian market is huge but the company is present in every important province, and this will make the difference for dB's development'.

[www.dbtechnologies.com](http://www.dbtechnologies.com)  
[www.riveradigitec.in](http://www.riveradigitec.in)

## OnAir Solutions named distributor of Sonifex in Australia

**AUSTRALIA:** OnAir Solutions has been appointed as a new distributor of Sonifex products in Australia. The agreement, effective



immediately, will see OnAir shipping the manufacturer's complete range of products for both one-off applications and integration into larger projects.

'We welcome OnAir Solutions

into the Sonifex team and look forward to working together to grow the Australian market,' said Marcus Brooke, managing director



of Sonifex. 'OnAir have extensive experience in systems integration and in finding applications for our wide range of Redbox audio and video interfaces. We're excited about this new appointment.'

OnAir is a specialist distributor for TV and radio broadcast, and live web events. Alongside the addition of Sonifex, OnAir represents other leading vendors including, Logitek, Worldcast Systems, ATEME, Sencore, Lawo, Volicon, NewTek, BlackMagic, AJA, Teradek and more. 'We have a broad range of skills to service the TV and radio broadcast markets and the Sonifex product range fits in very well with our future plans,' commented Paul Dengate, managing director of OnAir Solutions.

[www.onair.com.au](http://www.onair.com.au)  
[www.sonifex.co.uk](http://www.sonifex.co.uk)

## Xilica Audio appoints Systematik Engineering as Singapore distributor

**SINGAPORE:** Xilica Audio has signed an agreement with Systematik Engineering Pte Ltd, to distribute its products throughout Singapore. The agreement was reached after an initial meeting between the companies at this year's Pro Light and Sound.



'Systematik Engineering was recommended by our former exclusive distributor,' said Tim Cheung, manager director of Xilica Audio. 'Because of the relationship with them



was very close, we believed their recommendation that Systematik possesses high potential as our next distributor in Singapore. We do not just cooperate with our exclusive distributors, we build trust along the way. That's how our business grows.'

Systematik Engineering Pte Ltd was set up to distribute products into Singapore and the wider region. Its aim is to become a one-stop solution for the installers in the market.

'We chose to work with Xilica Audio because of its growing range of high quality products that will cover most of the needs of the project and rental markets,' added Systematik Engineering's managing director, Edwin Ng. 'A wide range of processors from the budget conscious type to the fully expandable Dante-based processors gives a flexibility that many other brands cannot provide.'

[www.xilica.com](http://www.xilica.com)