

PRESS RELEASE



OPTOCORE

January 2011

For Immediate Release

OPTOCORE MOVES ITS DISTRIBUTION TO SYNTHAX GMBH

Optocore, world leaders in fibre-optic based audio and data network distribution, has appointed Synthax GmbH as its distributor for Germany and Austria.

Optocore sales and marketing director, Tine Helmle, stated that the decision was based on many factors — not least being that the company is headquartered close by, in Munich.

“Synthax is highly committed, and have assigned four members of staff to work on the brand,” she said. “Their proximity to us will also improve training opportunities, client support and general communication.”

Marketing opportunities will also be enhanced by the fact that Synthax do not represent any digital consoles within their distribution portfolio. Tine Helmle explains, “Because we are aligned with certain console manufacturers — either in technical co-operation partnerships or producing bespoke emulation mode products — this has resulted in certain parts of the market being excluded in the past. However, this will now no longer be the case.”

Responded Synthax managing director, Christof Mallmann, “Optocore presents the most versatile and powerful multimedia network in the market. The company occupies an outstanding position in the event, fixed installation and broadcast markets — and has featured on many of our own shows, such as Olympic Summer & Winter Games, Coldplay’s *Viva la Vida* tour and Robbie Williams’ *Close Encounters* tours, Cologne Philharmonic Concert Hall, Main-Franken Theater Würzburg, Broadcast Berlin Brandenburg (RBB) and Austrian Broadcast (ORF).

“We have been selling high-quality audio technology for more than 20 years throughout Germany and Central Europe and this will provide the foundation for a successful and long-term business relationship.”

Optocore itself has a 17-year history, and its open platform policy enables all conventional standards and proprietary protocols to be transported over its networks. Synthax also acknowledges the company’s technical expertise and guaranteed support structure, setting the highest benchmarks in quality.

Further information from www.optocore.com and www.synthax.de

Tine Helmle
Optocore GmbH
Tel: +49 (0) 89 - 899 964 – 0
Fax: +49 (0) 89 - 899 964 – 55
E: t.helmle@optocore.com

Jerry Gilbert
JGP Public Relations
Tel: +44 (0)1707 258525
Fax: +44 (0)1707 267140
E: jerry.gilbert@ntlworld.com