

PRESS RELEASE



OPTOCORE

OPTOCORE APPOINTS UNITED BRANDS AS NEW GERMAN DISTRIBUTOR

German fiber network specialists, Optocore, have appointed Dusseldorf-based United Brands GmbH (United B) as their new German distributors with immediate effect.

The move was a logical one for both parties. Said Tine Helmle, Optocore Director of Sales & Marketing, "With the expansion of our product portfolio such as Festival Box, AutoRouter and our Madi series United Brands was a perfect match. Due to their expertise and long-time experience in install and live events they bring huge potential in placing Optocore as the main sound distribution network on the market."

And United B's Jens 'Bubbes' Steffan, who will largely oversee the Optocore account, said, "Of course we were familiar with Optocore technology through our distribution of DiGiCo [digital consoles]. So it was just a small step to contact Optocore. The company has a lot of very interesting products, which perfectly match our customers' demands."

Discussions had started back in early March, he said. "We think Optocore is the only really professional solution for transporting audio in the digital domain. Based on our high standards with DiGiCo and Adamson, it is a perfect fit with all our other brands."

He anticipated a positive response from the professional live market, including installation, festivals, theatres ... "anywhere that flexibility and high-quality sound quality are essential." The main potential will be both as part of package with DiGiCo systems or as stand-alone Optocore systems with Festival Boxes or AutoRouter.

United B has wasted no time in getting started. Having already received formal Optocore training they have purchased a demo system and stock comprising Festival Box Petit, AutoRouter, DD32R-FX, DD4MR-FX and X6R-FX in different versions.

"We will use all of these options to create awareness," he concludes. United B will be systematically introducing clients to the new portfolio, with two key dates in January: Hamburg Open 2020 (January 22-23) and United B Winter Summit (January 28-29) earmarked for further exposure.

Summarised Tine Helmle, "This is the start of a new chapter for us in Germany and one which offers exciting prospects for both parties."

For further information about Optocore visit www.optocore.com.

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Pictured (left to right): Florian Myrus, Director, Optocore; Tine Helmle, Director of Sales & Marketing, Optocore; Jens 'Bubbes' Steffan, Head of Sales, United Brands; Miguel Augusto, Product & Sales Manager, United Brands

About Optocore

Based in Munich, Germany, OPTOCORE is the world market-leading provider of high bandwidth, low latency, resilient, scalable and flexible fibre optic based networks for the transmission of audio, video and data. For 20 years, Optocore has been continuously innovating and setting new standards with regards to digital network technology. OPTOCORE builds and develops synchronous optical fibre and CAT5 based network solutions for broadcast professionals — for fixed installations and live event applications. Utilising leading-edge technology and high-quality components Optocore guarantees durability and therefore long-term market and customer satisfaction. Due to the open system architecture, Optocore's platform offers other manufacturers the option to transfer conventional standard audio, video and data formats used in the pro audio industry, via an Optocore network. Technical expertise, QoS and an extensive support structure are guaranteed to all customers, together with the highest level of quality.