



Press Information – for immediate release

Fohhn Audio announces AtlasIED as North America Distributor

US electronics manufacturer and audio solutions provider is appointed as exclusive distributor of Fohhn systems in North America.

Nürtingen, Germany, 10th August 2016 – Fohhn Audio AG, a leading manufacturer of digitally adaptive loudspeaker solutions has officially announced the signing of an exclusive distribution partnership with **AtlasIED**, the leader in innovative commercial audio solutions. Through this agreement, AtlasIED will act as North America's sole distributor and provide local sales, marketing, and support services for Fohhn's growing US and Canada business.

With over 80 years of experience in the commercial audio industry, AtlasIED was formed as the result of an organizational merger in 2015 between two long-standing sister companies, Atlas Sound and Innovative Electronic Designs (IED). In its current capacity as an active global electronics manufacturer, AtlasIED offers around 2000 specialized audio solutions, with particular emphasis on enterprise-wide communication, mass notification, business music, speech privacy, and VoIP endpoint solutions for Fortune 1000 companies, airports, schools, industrial plants, hospitals, hotels, and large retail chain stores. They also serve smaller businesses like your local coffee shop, bar, restaurant, and house of worship.

"With this partnership, AtlasIED can provide our dealers with complete turnkey systems for the most demanding acoustic environments. Fohhn's Linea Focus series provides incredible 'real-time' digitally steerable loudspeaker technology that allows highly reverberant spaces to achieve excellent speech intelligibility," says John Ivey – President of AtlasIED. "We serve a large amount of public facilities such as airports, rail stations, shopping centers, and entertainment venues. Today, these environments require improved audio intelligibility standards for properly alerting people during mass notification and emergency evacuation scenarios. With Fohhn beam steering loudspeakers and our own deep product portfolio, we can provide an industry-best, highly intelligible system package that starts with the audio source and covers everything from mic stands, cables, equipment cabinet, power distribution, DSP, and digitally steering loudspeakers - all working perfectly together."

Uli Haug, Sales & Marketing Director of Fohhn Audio says: "The appointment of AtlasIED gives Fohhn a serious, long-term business partner who is ideally suited to building and supporting the brand in North America, especially in the professional AV system integration, mobile and fixed installation sectors. We are delighted to welcome AtlasIED on board and look forward to a fruitful partnership."

Atlas IED

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<http://www.atlasied.com/fohnn-digital-beam-steering-technologies>

www.fohnn.com

About Fohhn

Fohhn Audio AG specializes in the manufacturing of professional loudspeaker systems for both mobile and fixed-installation sound reinforcement. For over 20 years, the Nürtingen-based company has developed system concepts that combine innovative design and functionality with first class sound

quality. Development of all Fohhn systems takes place in-house in Nürtingen, Germany, incorporating the company's own highly developed DSP-, amplifier-, network- and remote control technology. Special focus is placed on the integration of state-of-the-art technologies such as Beam Steering and on the latest developments in 3-D audio and digital audio networking technology.

Fohhn is currently distributed in more than 30 countries. Fohhn customers and users include, among others, the Opéra Bastille and Charles de Gaulle airport in Paris, the University of Heidelberg, Mainz Cathedral, Hengdian Studios in China, the Shanghai Tower, Doonsan First Methodist Church in South Korea, the Danish Parliament, as well as the German, Kazakh and United Arab Emirates pavilions at EXPO 2015 in Milan.

www.fohhn.com

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