

FOR IMMEDIATE RELEASE

12-Sept-2024

## Sound Technology New Distributor for Elation and Obsidian in the UK and Ireland

Elation is delighted to announce that Sound Technology has been appointed as the exclusive distributor for Elation and Obsidian products in the UK and Ireland, effective September 1, 2024. In addition to its existing portfolio, Sound Technology will manage all aspects of Elation and Obsidian sales, service, training, and support in the region.

Located in Letchworth Garden City, north of London, Sound Technology is a leading distributor of high-profile brands in the professional audio, lighting, and MI retail sectors. The company is part of the Midwich Group, one of the largest specialist audiovisual distributors in the UK and Europe.

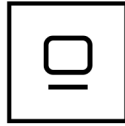


Marc Librecht, Sales & Marketing Director for Elation and Obsidian in Europe, emphasized the partnership's importance in driving growth in this key market.

“We are excited to have found a dedicated partner who can help us expand the Elation and Obsidian brands in this extremely important and influential market,” he stated. “Sound Technology’s local expertise, network, and understanding of the market are important drivers of success that we are confident will allow us to strengthen our presence in the UK and Ireland. The potential of this market for us is great, and we look forward to working closely with the Sound Technology team to deliver high-quality solutions.”

The exclusive partnership allows Sound Technology to broaden its professional portfolio with innovative lighting and control products, offering even more comprehensive solutions to its customers.

Steve Fay, Managing Director at Sound Technology, commented, “Elation is an exciting brand with an extensive portfolio which complements our existing stable and plugs some gaps in our offering. Elation brings significant value to the diverse markets we operate in, and we’re excited about this new collaboration. Partnerships are important to us and Elation, alongside our existing



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partners, shares our drive to provide our customers with the best possible solutions. This partnership enables us to offer our customers a broad range of solutions. In particular, Obsidian, which is a lighting control platform we've been familiar with since 2017, meets the demand for a professional lighting console.”

Over the years, Sound Technology has grown its lighting division into a prominent distributor in the live events industry. The company continues to grow its lighting division by hiring and developing dedicated lighting professionals and choosing partners that can help it grow.

Over the past 12 months, Sound Technology has increased the size of its team to service the growing demand for professional lighting equipment in the UK and Ireland. The company continues to develop a purpose-built experience center at its head office north of London. The 4000 square-ft premises provides an ideal environment for product demos, trainings, and customer visits, and is an excellent complement to an array of customer-centered events, including road shows.

“We continue to invest in building and growing our lighting and live events business,” Fay stated. “We spend a lot of time and energy on putting products in the hands of lighting designers, venues, integrators, and rental companies in the form of onsite demonstrations, shootouts, and other events so they can experience our products firsthand.”

The Sound Technology team hit the ground running at the PLASA show early in September, their debut outing as Elation and Obsidian distributors, which set the stage for a future of successful collaboration and growth.

Photo caption: Eric Loader, Global Vice President – Sales, Elation; Jonas Stenvinkel, International Sales Manager, Elation; Steve Fay, Managing Director, Sound Technology; Koy Neminathan, Business Development Director, Obsidian; Graham Hill, Business Development Manager, Elation

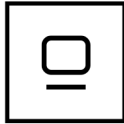
### **About Elation**

At Elation, we represent the elite in the lighting industry. We design and manufacture a comprehensive range of best-in-class entertainment lighting products valued by production/rental houses and lighting designers the world over. Our dedication to extraordinary quality and creative solutions has established us as the go-to choice for professionals. With a storied legacy of brilliance, our influence extends from iconic stages to cutting-edge studios across the globe. We also offer an advanced line of lighting control products through Obsidian Control Systems, as well as a full range of dependable specialty effects called Magmatic. We invite you to take a closer look at [www.elationlighting.com](http://www.elationlighting.com)

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