

ACT Entertainment New PK Sound Distributor



ACT Entertainment, the industry-leading manufacturer and distributor of live performance and music equipment, will begin offering solutions from PK Sound, the robotic line array company, to customers in North America.

“As a Canadian manufacturer with a growing international profile, we were looking for a distribution partner in North America that could help augment sales in the territory, but also ultimately serve as a regional support center for our network,” says Jeremy Bridge, CEO, PK Sound. “Working with ACT Entertainment opens our company up to new opportunities. This will be especially valuable as we continue to grow our business and product offerings in the coming years.”

“At ACT Entertainment, we are passionate about helping our clients realize their

creative vision and are always on the lookout for cutting edge products,” says Ben Saltzman, CEO, ACT Entertainment. “PK Sound’s unique, patented technology with robotic real-time control in both the vertical and horizontal plane is truly a one-of-a-kind, disruptive product. We are thrilled to introduce PK Sound as our first offering in the live sound market. Meeting Jeremy, James [Oliver, PK Sound CSO] and the entire PK Sound team strengthened my view that the brand is a perfect fit for ACT. I am proud to bring PK Sound to our clients and honored to work alongside such a strong team.”

To ensure success in the live sound market, ACT Entertainment has appointed industry veteran Ralph Mastrangelo as Director of Sales, Live Sound. Mastrangelo has an extensive background in and knowledge of the pro audio market, and for the past 30+ years has worked for companies like Clair Global and VER, leading business and product development. “I’m very excited to be a part of this unique partnership between PK Sound and ACT Entertainment,” he says. “Together, we will unleash this unique, innovative and game changing technology to the live sound market.”

Included in the initial product offering that ACT will supply is PK Sound’s medium-format T10 robotic line source element, which offers stunning SPL and clarity with remote, real-time control of vertical and horizontal coverage. The company’s patented multi-axis robotic technology is driven by PK .dynamics software to unite every stage of the modern live sound workflow in a single application. This ensures delivery of a superior level of intelligibility and impact by directing acoustic energy away from reflective sources and focusing it only where intended.

With this system, users can precisely tailor their systems to any venue or production as needed — such as an arena tour that needs to adjust for score boards or other obstructions, or a multi-purpose performance venue that hosts a variety of applications with unique acoustic needs. The system’s unique technology also mitigates noise pollution and overall acoustic impact on nearby communities or commercial centers in outdoor applications.

Looking to the future, the partnership between ACT Entertainment and PK Sound will continue to expand, with plans for the distributor to oversee North American product service and assist with the PK Alliance rental network. The ACT team will spend the coming months being trained by PK Sound’s engineering team to learn the ins and outs of the company’s various technologies.

“It has been a pleasure getting to know the ACT Entertainment team and finding ways for our companies to collaborate,” says James Oliver, Chief Strategy Officer, PK Sound. “We are currently working to stockpile the ACT Entertainment facilities with PK Sound inventory and components and aim to have them fully up and running for service and repairs by mid-2024.”

Additionally, PK Sound has future product developments planned, which ACT will be supporting. The brands will also work together on presentations at The 2024 NAMM

ACT Entertainment to distribute PK Sound Robotic Line Array System

Thursday, 09 November 2023 16:51

Show, where attendees can find them both in a demo room and directly on the show floor.

www.actentertainment.com

www.pksound.live