

### **Austrian Audio Expands Availability Across North America**

#### **Group One opens new dealers for microphone and headphone powerhouse**

In just their second year, Austrian Audio has seen enormous growth in their US retail business. Working closely with distribution company Group One Ltd, Austrian Audio professional studio microphones and headphones are now available through many major music stores and online retailers in the US market, such as Sweetwater, Guitar Center, Vintage King, B&H, Front End Audio, Washington Music, Zen Pro Audio, Kellards, MassMusik, Odyssey Pro Sound, Perfect Circuit, Pixel Pro Audio, Scitscat Music, Adorama, and Pro Audio Star.



When asked about their success, Martin Seidl, CEO of Austrian Audio, explains: “First of all, we’re very thankful for the way things are going. The biggest differentiator, of course, is the product quality. Once producers, engineers and musicians of name discovered the capabilities of our microphones and headphones, they started to talk about it and that created a real buzz.”

Austrian Audio counts big names among their friends and endorsers: Jim Ebdon (Sam Brown Tour 2019), who uses the OC818 exclusively for drum overheads, praises the definition this large condenser mic offers. Engineers like Colin Norfield (Pink Floyd, David Glimour), Adrian Hall (The Black Eyed Peas, Alicia Keys, Robbie

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Williams, Shakira), and artists like Mike Scott (guitarist for Prince, Justin Timberlake, Rihanna, Maroon 5) and Elise Trow are all enthusiastic Austrian Audio fans. The products are also favoured by content producers and musicians that reach millions of hobby and professional producers:

Glenn Fricker of Spectre Sounds Studios finds the Hi-X55 headphones “better at detail work than even studio monitors.” Joshua Carney, a.k.a Music Tech Help Guy, says the Austrian Audio OC18 is “one of the best solid state condensers I’ve ever used, especially at that price point.” Chris Selim at Mixdown Online finds the OC818 “incredibly versatile”, and Warren Huart thinks this mic might be “the everything mic”. For a full list of reviews and videos about Austrian Audio products, please click [here](#).

Bryan Bradley, President of Group One, understands the value of these powerful endorsements and how they can be best utilized to support sell-through at the retail level: “Austrian Audio has become an aspirational brand within a short period of time. The level of professionalism, the quality of the products, and the excellent marketing efforts have all helped create strong sell-through on the retail side of things. We couldn’t be happier with the early success of the line.”

Group One, with more than twenty five years of import and distribution experience, is the exclusive US distributor of leading professional audio and lighting brands from around the world such as Solid State Logic, Klang, DiGiCo, Calrec and more. “After experiencing the quality of Austrian Audio products first-hand, we knew this brand is a great fit for our company and complements the high end audio products we already represent,” said Bradley. “We are excited to help this excellent manufacturer to expand in the US.”

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