

### Lake People and American Music and Sound join forces

Lake People will cooperate with American Music and Sound for the US market. The specialists for professional recording studio gear open new horizons to the high-quality products from Constance and ensure comprehensive availability through the local retail network.

For over 35 years, Lake People has been providing top-grade amplifiers and converters for all sound enthusiasts. In addition to solutions for professional studios published under the name Lake People, the Constance-based manufacture develops high-quality headphone amplifiers, phono preamps and DA converters for audiophile home use under the brand Violectric. Headphone amps like the G105 Mk II or the sound control centre V5902, both characterized by their sound quality and the exquisite craftsmanship made in Germany, are considered outstanding achievements among experts. The innovative circuitry amazes users in Germany and everywhere in the world – and will be available in the USA through American Music and Sound.

The Lake People developer team around mastermind Fried Reim offers headphone amps, converters, mic preamps and more tools for audio production to discerning sound professionals. Most recently, headphone amp models G103 and G105 were released in overhauled Mk II editions: the G103 delivers the superbly transparent amplification tailor-fitted to every set of headphones for RCA or XLR sources. The G105 can supply multiple musicians with individual headphone mixes due to its ingenious dual mono function. The Violectric portfolio introduces even more sonic gems to the USA: V5902 and V3802 can act as converters, headphone amplifiers or preamps, making them the perfect control centres for the playback signal chain. The V790 provides exceptional amplification for phono signals from very different sources. These and more products open an entire cosmos of sound that American Music and Sound now represents in the USA.

The US distributor American Music and Sound works with some of the most revered manufacturers in music production, audio technology and musical instruments. Companies like Focusrite, Kurzweil, Nord, Allen & Heath, Fostex and Novation trust in the expertise from Bloomfield in Connecticut. Lake People adds high-quality playback electronics to this illustrious circle. Patrick Sullivan, CEO of American Music and Sound, is delighted with the cooperation: “American Music and Sound is proud to partner with Lake People to bring their high quality, German designed and manufactured products to the American pro audio and HiFi markets. Their current product offering, including the Violectric and Nimbus ranges, truly leverages their over thirty years of development expertise and brings a wide range of solutions for the audio producer and enthusiast.”

This joyful anticipation is reciprocated by Lake People. “American Music and Sound is a prestigious partner for retailers and brands in the United States,” says Lake People Head of International Sales Michael Zirkel. “We are confident that our

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handmade products will gain attention in the important US market with the support of Patrick Sullivan and his team.”

On 19th and 20th October, AES Conventions visitors can see the new cooperation of Lake People and American Music and Sound at the Jacob Javits Center in New York: the high-quality audio devices from Lake Constance will be exhibited by American Music and Sound at booth 429 on level 3. From transparent mic preamps F311 and F355 to studio headphone amplifiers G103 Mk II and G105 Mk II, the Lake People products at AES Convention enrich the entire recording chain. All visitors are cordially invited to come and experience the quality products made in Germany.

[www.lake-people.de](http://www.lake-people.de)

[www.cma.audio](http://www.cma.audio)