

## New DirectOut Partnerships in Latin America



DirectOut, a provider of professional audio and broadcast solutions, announces its strategic partnership with Aeris Group and the appointment of Diego Cardenas as Business Development Manager for Latin America. This collaboration marks an important milestone in DirectOut's expansion plan and reinforces its commitment to delivering enhanced local support throughout the Central and Southern American regions.

Aeris Group, renowned for its expertise in assisting brands in developing their sales networks in Latin America and providing comprehensive support in educational and marketing activities, joins hands with DirectOut to further drive growth and deliver exceptional solutions to customers in the region. This partnership is characterized by the deep personal involvement of Diego Cardenas, who assumes the role of regional BDM for DirectOut.

Diego Cardenas, a highly experienced Pro Audio & Acoustics Engineer with over 11 years in the industry and a co-founder of Aeris Group, expresses his enthusiasm, saying, "This is a very exciting time in the Professional Audio and Broadcast Applications world. I truly believe DirectOut's groundbreaking technology and

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solutions are the cornerstone of the future of our industry. Our mission is not only to succeed with DirectOut but also to establish the highest standard in quality and reliability for all our customers throughout the Latin American region."

Diego has built an impressive career as a Consultant in Sound System Design & Optimization, providing support and training for a wide range of applications, including AV integration, top-level installation projects, and professional touring and live sound. His expertise has been instrumental in serving clients across more than 22 countries worldwide.

Jan Ehrlich, CEO of DirectOut, comments, "The signing of Diego and Aeris is a clear signal to the Central and Latin American market. It is essential for DirectOut to respond to the linguistic and cultural differences. Furthermore, we want to be able to offer our customers superior support while expanding in this region. Given the versatility of our solutions, especially regarding DSP and networked audio systems, it is essential to have qualified support and sales assistance within the same time zone. Diego is highly appreciated by his clients in the industry and therefore our preferred candidate."

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