

PRESS RELEASE



OPTOCORE

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For Immediate Release

Audiolink takes on Italian distributorship for Optocore and BroaMan

Leaders in the field of fiber network signal distribution, Optocore, and its partner company BroaMan, have appointed Parma-based Audiolink as its sole distributor for the Italian market.

Stated Audiolink general manager, Stefano Cantadori, “With Optocore and BroaMan as part of our already well-stocked portfolio we are able to offer customers flexible solutions at the highest level, in both the live and fixed installation sectors, particularly theatres.

“The reason we chose Optocore was simple. Today’s integrations require a massive chunk of fibre optic data, and Optocore, together with BroaMan, allows all the different signals to be managed on a single fiber ring with 100% redundancy,” he continued.

“Total redundancy means avoiding any type of problem—unforeseen circumstances that can lead to a lot of expense for the installer and the customer.”

In fact the Munich-based fiber specialists provide transport, routing, format conversion and digital data distribution together with complete management and diagnostic functions. Formats represented include Dante, MADI, AVB, Ethernet as well as protocols from the world of lighting (DMX512), video and others — all simply channelled down a single optical fiber.

They are particularly strong in installation and have equipped major theatres, opera houses and shopping malls.

Such flexibility and proven reliability has also seen Optocore/BroaMan solutions successfully implemented in a host of events, ranging from large scale festivals to opening/closing ceremonies of global sporting events.

Stated Tine Helmle, Optocore Director of Sales & Marketing (and MD of BroaMan), “We are very happy to have found a strong partner in Italy that will best represent our two brands. Stefano and his team are very competent people, with whom we can’t wait to start this collaboration.”

She also highlighted the synergy Optocore has with DiGiCo—a brand that has been successfully distributed by Audiolink for many years—as an obvious advantage.

“We particularly appreciate the ability of Audiolink to cover our main markets—both in the installation sector as well as in live audio,” she concludes.

The new collaboration is effective immediately.

For further information about Optocore visit www.optocore.com.

For further information about BroaMan visit www.broaman.com.

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Pics: 1. Tine Helmle; 2. The Optocore / BroaMan HQ in Munich

About Optocore

Based in Munich, Germany, OPTOCORE is the world market-leading provider of high bandwidth, low latency, resilient, scalable and flexible fibre optic based networks for the transmission of audio, video and data. For 20 years, Optocore has been continuously innovating and setting new standards with regards to digital network technology. OPTOCORE builds and develops synchronous optical fibre and CAT5 based network solutions for broadcast professionals — for fixed installations and live event applications. Utilising leading-edge technology and high-quality components Optocore guarantees durability and therefore long-term market and customer satisfaction. Due to the open system architecture, Optocore's platform offers other manufacturers the option to transfer conventional standard audio, video and data formats used in the pro audio industry, via an Optocore network. Technical expertise, QoS and an extensive support structure are guaranteed to all customers, together with the highest level of quality.

About BroaMan

BroaMan (Broadcast Manufactur GmbH) is the company behind high quality products made in Germany, that are aimed at broadcasters as well as production companies, sport facilities, professional AV integrators and many more applications. The company offers customised solutions as well as standard devices for every application that requires SD/HD/3G video transport or routing – whether a big and complex system for broadcast studio or OB Van, or a simple point to point for a small church, conference hall, etc. With DiViNe (Digital Video Network) all open standards can be integrated — digital video, audio and data — on the same fiber infrastructure. One of the main differentiators from other companies providing video over fiber solutions is the approach. BroaMan's customers can order a video system on demand, which is unique, and requires a different level of complexity and features, and yet it still has the best price ratio on the market. These BroaMan systems are tailored to match the customer's exact needs. Besides tailor made systems, BroaMan offers Standard Devices, which includes the Mux22 BNC Intercom. For the complete list of Standard Devices see:

<http://www.broadcastmanufactur.com/index.php/news-events/news/198-faster-delivery-time>, BroaMan has over 25 years of experience in creating fiber infrastructures and has provided many products for use in the portfolios of well establish companies such as ClearCom, DiGiCo, RTS and many more.