

PRESS RELEASE



OPTOCORE

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For Immediate Release

Optocore appoints SONUS as new Lithuanian distributor

Optocore has confirmed the appointment of SONUS Exsertus as its new Lithuanian distributor.

Founded in 2013, SONUS had approached the German fiber network specialists when they were looking for new solutions regarding signal distribution. “We immediately saw the potential in this partner, since fiber, in our opinion, is the future of signal distribution,” said Head of Business Development, Ramūnas Alenskās.

With many premier global sound and lighting brands in its distribution portfolio, SONUS is a total stage technology supplier, with a customer base covering theatres, cultural houses, concert halls, conference centres, and many other applications throughout Lithuania, Latvia, Estonia and Georgia.

The addition of Optocore to its portfolio was an obvious next step. “We could see the unlimited possibilities in transferring any signal from point A to any other point required,” continued Alenskās. “In the near future Optocore interfaces, which we will use in our installations, will speak for themselves, and customers will be able to see at first hand the endless possibilities.”

Already they have some prestigious venues lined up, as Ramūnas Alenskās confirms. “We have installations at the Lithuanian National Drama Theatre (with four halls), Druskininkai Cultural Centre (with three) and a few other lined up with Optocore signal distribution solutions.

To underline its faith in the brand, SONUS exsertus has already made a significant opening investment in Optocore drive racks, with demo systems comprising: Festival box petit; AutoRouter AR-20; M8-BNC; X6R-FX-8AE-SRC/8MI and X6R-FX-8AE-SRC/8LO.

The new distributor is also encouraged by the level of support it has been receiving from Optocore. “They have the best team and it is always a great pleasure every time we have a meeting with them. Their team is always ready to provide all the answers necessary and come up with the best solution for a system design.”

As a result, they are now looking forward with anticipation to the year ahead. “To have Optocore in our portfolio means we can provide more innovative and reliable solutions to our customers. At the same time we can make our designs much faster, and installations more sustainable, with less copper and less energy,” confirms Ramūnas Alenskās. “‘Fast’, ‘Easy’, ‘Reliable’, ‘Sustainable’, ‘Innovative’ ... these five words tells us everything!”

The move will certainly benefit both parties. Commenting on the appointment, Optocore Sales Distribution Manager, Dawid Somló, added, "We have known Ramunas, Tomas and the SONUS crew for a long time, having met at various fairs and industry events. Suddenly we arrived at the same conclusion—that we were both ready for cooperation! Sometimes the obvious and simplest solutions emerge by themselves and so it is with great pleasure that I welcome the SONUS team into the Optocore family. I am delighted that the Lithuanian pro audio market will have the opportunity to learn about our solutions from highly specialised professionals."

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

For other information, contact:

Tine Helmle
Optocore GmbH
Tel: +49 (0) 89 - 899 964 – 0
E: t.helmle@optocore.com

Jerry Gilbert
JGP Public Relations
Tel: +44 (0)1707258525
E: jerry@jgp-pr.com

Photo caption (left to right): Ramūnas Alenskas, SONUS Head of Sales, Dawid Somló, Optocore Sales Distribution Manager, and Tomas Ždanovičius, SONUS Sound System Designer/Engineer

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