



FOR IMMEDIATE RELEASE

## **Williams Sound forges new partnership with Synergetic Audio Concepts**

*Minneapolis, Minn.* – Williams Sound is pleased to announce its sponsorship of Synergetic Audio Concepts (SynAudCon), a well-known leader in audio education. SynAudCon is dedicated to providing practical, in-depth training on the principles of audio and acoustics. Its stated mission is “to improve the accessibility of information by providing a collaborative environment of connected resources that encourages synergetic sharing and fosters the exchange of ideas.”



*The Williams Sound team stops by the SynAudCon ice cream social at InfoComm 2014 (L to R): Mark Medcalf, Kelly Williams, Paul Ingebrigtsen, Doreen Ingebrigtsen, Kent Peterson, Janet Beckman, Bob*

*Cushman, Kathy Callies, Greg Abram and Becca Bryant.*

Notes Brenda Brown, co-owner of SynAudCon. "We are very pleased to welcome Williams Sound as a SynAudCon sponsor. With a background in nursing, I'm pleased to welcome a sponsor who appreciates the challenges faced by -- and develops often life-changing products for -- those who have difficulty hearing. We look forward to collaborating with Williams Sound."

Adds Tony Braun, vice president of domestic sales at Williams Sound, "As a manufacturer, we understand the importance of having informed and trained customers to maximize the benefits of our products. We fully support SynAudCon's training efforts in the fundamentals of sound reinforcement and are excited to partner with such a fine organization for the mutual benefit of our customers."

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NOTE TO EDITORS: For more information, visit [www.williamssound.com](http://www.williamssound.com).

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***Williams Sound** is a global designer and manufacturer of wireless communication technology, serving personal and professional listening needs worldwide since 1976. Williams Sound offers products and service for such commercial markets as hearing assistance, language interpretation, tour, corporate, education, government and house of worship. These products include Hearing HotSpot™ Wi-Fi Audio Streaming, DIGI-LOOP™ Induction Loop Systems, Digi-Wave™ Digital Communication Systems, Personal PA® FM Listening Systems, Portable Hearing Assistance Tour Guide Systems, SoundPlus® Infrared Systems and Hearing Helper® FM Listening Systems.*

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