



Williams Sound expands global distribution footprint

Minneapolis, Minn. -- Williams Sound is pleased to introduce NMK Electronics Ent. (NMK), its exclusive Commercial Sound Distribution partner in Dubai, effective June 2015.

NMK began operations in 1987, focusing on the audio, video and lighting industry. The company has grown into a leading distributor of professional audio products in the Middle East. With its portfolio of reputable brands, a dynamic team and strong financial foundation, the company is clearly a market leader in their territory.

Notes Constantinos Drimakis, operations manager at NMK, "During our visit at last year's ISE show in Amsterdam, we stopped by Williams Sound's booth and were truly impressed with the professionalism of the company, as well as the products recently released and presented at the show. Williams Sound represents an innovative company that caters to both the systems group and professional audio group, and its product range fills a gap in the NMK portfolio.

"Williams Sound's Hearing Hotspot, Digi-Wave and Digi-Loop testify a rising brand in the audio industry. With NMK's continuous efforts in educating the market, promoting solutions and developing brands, I am confident that, in the next 12 months, Williams Sound will find new levels of success and establish their name in the Middle East."

Adds Doreen Ingebrigtsen, vice president of international sales for Williams Sound, "The global need for assistive listening systems and new technology in this industry is growing quickly, and Williams Sound continues to innovate and maintain an enviable position. We plan to partner with new and highly regarded distributors around the world in 2015. I feel strongly that NMK will be a significant distribution partner for Williams Sound in the future. Their dynamic and knowledgeable team is highly qualified to market the Williams Sound brand for hearing assistance, interpretation, and a variety of other innovative, wireless communication solutions. I look forward to this collaboration and its exciting potential."

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™ Live Audio via Wi-Fi, Digi-Loop® Induction Loop Systems, Digi-Wave™ Digital Communication Systems, Personal PA® FM Listening Systems, Portable Hearing Assistance Tour Guide Systems and SoundPlus® Infrared Systems.

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NOTE TO EDITORS: For more information, visit www.williamssound.com.

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