



FOR IMMEDIATE RELEASE

### **Williams Sound names new Swedish Distributor**

*Minneapolis, MN* – Williams Sound is pleased to introduce AVP Sales as its new, exclusive, commercial sound distribution partner in Sweden. AVP Sales is a distributor of professional audio equipment, representing a number of highly respected brands.

"We are pleased to add the Williams Sound portfolio to our company," says Mikael Collin principal of AVP Sales. "Their technology adds a high-quality segment to our company that we look forward to presenting to the Swedish market especially the leading-edge, real-time audio via Wi-Fi products that will provide multiple benefits to customer businesses."

Williams Sound's Director of International Sales Per Persson adds, "I am very excited about working with AVP Sales. They are a dynamic group with a thorough understanding of networked audio. They have an experienced, well-connected team. I am confident they will prove successful in furthering the footprint and awareness of the Williams Sound product line in Sweden."

**avp sales**  
**scandinavia**

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

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