



Distribution on a *Personal Level*



## News Release

### **Almo Professional A/V Adds ClearOne, Yamaha UC and MXL to Sound Options Audio Sourcing and Engineering Group**

***Almo's E4 Experience in New York Metro Area Sept. 25 and Atlanta Oct. 15 To Feature "Sound Options Experience" Live Demo Room***

Philadelphia, PA — September 23, 2019 — [Almo Professional A/V](#), the Pro AV industry's [Favorite Distributor](#), today announced [ClearOne](#), [Yamaha Unified Communications](#) and [MXL](#) as the newest brand additions to its [Sound Options](#) dedicated audio sourcing and technical engineering group. All three are showcasing the latest audio products in the "Sound Options Experience" live demo room during the [Almo Fall 2019 E4 Experiences](#), coming to the New York Metro Area on [September 25](#) and Atlanta on [October 15](#).

**[Listen to an interview](#) about the fall E4 Experience highlights with Melody Craigmyle, Vice President of Marketing and Communications for Almo Corporation.**


[Announced last year](#), Almo Pro A/V's Sound Options group offers all the favorite audio product brands while providing the audio-specific sales, technical, and engineering expertise needed to complete a smart and successful AV installation through a single resource. From mics, speakers, DSPs, mixers and specialty applications, Sound Options is the trusted resource for everything professional audio with all products backed by Almo's service, support and warranty.

"Audio will always be a critical part of an AV install – we know all too well that if the audio is even slightly off, it can adversely impact communication and negatively affect an entire project," explained Rob Ziv, director of business development for Almo Professional A/V. "We are here to help our partners get the audio right the first time. With more than 50 top audio brands available, Almo affords the convenience and efficiency of purchasing audio from a one-stop source. We also provide the added benefit of technical support from our highly trained and experienced Business Development Managers (BDMs), all of whom have a direct line to the audio manufacturers."


Ziv added, "The addition of ClearOne, Yamaha UC and MXL have opened the door to so many projects for our partners. During the E4 Experience, attendees will have the opportunity to check out the newest demo equipment and try out these products first-hand in a dedicated Sound Options audio pavilion. They'll also be able to talk with our BDM team and the various audio representatives on hand."

**ClearOne** ClearOne Almo now carries ClearOne's complete line of audio conferencing, visual collaboration, and AV networking products to professional audio/visual integrators, dealers and consultants throughout the USA. ClearOne products available through Almo include DSP mixers, microphones, speakerphones, conference phones, video collaboration platforms, BYOD collaboration solutions, professional cameras, network media streaming equipment, sound reinforcement solutions, and audio distribution products.

**Featured E4 Experience products include: Beamforming Microphone Array Ceiling Tiles, Collaborate Live 1000, and Converge Pro2 48VTD.**

 **YAMAHA** Yamaha Unified Communications This summer, Almo became the first North American distribution partner to be added since the transition to the Yamaha Unified Communications brand last year. Almo is expanding access to the brand through distribution of the full Yamaha line of conference phones, Video Sound Bars™, and microphone solutions.

**Featured E4 Experience products include: YAI-1 Conference Ensemble, CS-700 Video Sound Bar and YVC-1000 Bluetooth & Conference Phone.**

 **MXL** MXL is a leading manufacturer of professional audio products for unified communications, steeped in a 20+ year history of manufacturing high-quality microphones for professional music recording studios. MXL Microphones partners with many leading web conferencing software companies, such as Zoom Video Communications, to deliver custom microphone solutions that create the best-sounding conferencing experience possible. Almo's [Zoom Room Bundle](#) featuring MXL will be shown during the E4 Experience.

**Featured E4 Experience products include Conferencing Microphones, Portable Conference Microphones and HD PTZ Cameras.**

#### **About the Fall E4 Experiences**

E4 New York Metro is on September 25 at the Teaneck Marriott at Glenpointe in Teaneck, NJ. E4 Atlanta is on October 15 at The Hotel at Avalon in Alpharetta, Georgia. Both run from 7:30 a.m. to 4:00 p.m. local time and are free, including parking, for Almo Pro A/V resellers, integrators and their end users. For more information and to register, go to [www.e4experience.com](http://www.e4experience.com).

#### **About Almo Professional A/V**

Almo Professional A/V is the nation's largest professional audio visual distributor with forward-thinking product integration, training and education, managed services, and technical support capabilities. With highly skilled sales and business development manager teams, reseller education programs, distribution centers across the U.S. and carefully chosen product lines for the Pro A/V channel, Almo Professional A/V provides customers with the full distribution experience on a local and a personal level.

Almo Professional A/V is a division of Almo Corp., the nation's leading independent distributor of consumer electronics, major appliances, furniture and housewares. For more information about Almo Professional A/V, please call 888-420-2566 or go to [www.almoproav.com](http://www.almoproav.com). Almo Professional A/V can also be followed on LinkedIn at to [www.linkedin.com/company/almoprov](http://www.linkedin.com/company/almoprov), Twitter at to [www.twitter.com/almoproav](http://www.twitter.com/almoproav) and on Facebook at [www.facebook.com/almoproav](http://www.facebook.com/almoproav).

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