**PRESS RELEASE**

**PMC Appoints OTARITEC As Its Distributor In Japan**

*With more than 30 years’ experience in distributing high end pro audio and broadcast product, OTARITEC is the perfect fit for the PMC brand.*

**Biggleswade, UK: March 20th 2018:** UK loudspeaker manufacturer PMC has appointed OTARITEC as its distributor for Japan, with responsibility for its entire range of professional monitoring products.

Based in Shinjyuku, Tokyo, OTARITEC was established in 1980 by parent company OTARI, initially to distribute its own range of audio products. It has subsequently built a strong reputation for handling high end pro audio and broadcast products from many manufacturers including LAWO, Riedel Communication and d&b audiotechnik.

OTARITEC says PMC’s reputation for producing high-end professional monitoring systems was a key reason why it wanted to take on distribution for the brand in Japan.

“PMC don’t mass produce their products and this was an important consideration for us,” a spokesperson OTARITEC explains. “The brands we represent are all for the professional market and our customers expect them to be of the highest quality. PMC fits these criteria and we love their products because the technology is so original. The company has a long history in the Japanese pro audio and consumer markets and we are looking forward to sharing that history with the next generation of producers, engineers and musicians who have yet to learn about PMC’s values and its unique ATL technology.”

OTARITEC has excellent demonstration facilities at its headquarters and it will use these to showcase the full PMC range, including the recently launched result6 monitors and the larger midfield and main monitor systems.

“We see PMC products fitting into many different markets,” OTARITEC adds. “The natural sound they deliver suits all sound creators, not just those involved in recording and mastering. We are looking forward to building a long term relationship with PMC and to a successful future for the brand in Japan.”

PMC’s Business Development Manager, Chris Allen, says: “ORARITEC’s long standing reputation for delivering the best products and services into the Japanese audio markets made them the obvious choice to work with in the region. Having spent a substantial amount of time already with the team and laying the groundwork to grow PMC professional in Japan, I am very excited to be able to continue to support our current PMC users there, as well as develop new, exciting opportunities with OTARITEC for years to come.”

**-ends-**

**About PMC**

PMC is a UK-based, world-leading manufacturer of loudspeaker systems, the tools of choice in all ultra-critical professional monitoring applications, and also for the discerning audiophile at home, where they provide a transparent window into the recording artist's original intentions. PMC products use the best available materials and design principles, including the company's proprietary Advanced Transmission Line (ATL™) bass-loading technology, cutting-edge amplification and advanced DSP techniques to create loudspeakers that present sound and music exactly as it was when first created, with the highest possible resolution, and without coloration or distortion. For more information on our clients and products, see [www.pmc-speakers.com](http://www.pmc-speakers.com).

**PMC**

**Tel:**   +44 (0)1767 686300

[www.pmc-speakers.com](http://www.pmc-speakers.com)

**Press Contact**

Sue Sillitoe

White Noise Public Relations

**Tel**: +44 (0) 1666 500142

**Email**: sue@whitenoisepr.co.uk