



FOR IMMEDIATE RELEASE

Symetrix Appoints Techrep Marketing for Ohio Valley

Seattle, WA, March 1, 2023— Symetrix, Inc. announced Techrep Marketing as its new rep firm for the Ohio Valley region. Techrep will represent the manufacturer's control and DSP solutions in Michigan, Ohio, Indiana, western Pennsylvania, and Kentucky.

"Techrep brings a level of technical expertise that is hard to find in a rep firm and they will be a great asset to our dealers in the area," said Paul Lamarre, Symetrix Regional Sales Manager. "They have a strong, experienced team with members strategically placed through the territory."

Each member of the Techrep team is Dante and CTS certified and has years of experience supporting customers with their DSP and control needs, so Symetrix customers will have excellent access to local support.

"Symetrix has an enduring reputation of excellence in the audio business, and at Techrep we are excited to be able to partner with a company that provides such a premium customer experience," added Chris Bednar, Techrep Vice President of Sales. "Symetrix's design philosophy puts audio quality at the forefront and delivers it with great value. These two factors help our customers create high-end experiences while simultaneously making them more competitive in the market."

Symetrix's products are a perfect fit with the existing brands in Techrep's portfolio, offering the ability to control and monitor many of the AV solutions it already takes to market. This will make Symetrix's DSP and control systems a core technology of the firm's product offering going forward and provide the opportunity to significantly grow the brand in the region.

"I am confident that they will offer the highest level of support to our existing customers in the territory," Paul said, "and looking forward to starting new relationships with the integrators and consultants they service."

To learn more about Symetrix full line-up of audio processing and third-party control solutions, please visit <https://www.symetrix.co> or email sales@symetrix.co.

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About Symetrix Inc.

Born out of a recording studio in 1976, Symetrix is a leader in high-performance audio hardware, software, and AV control systems. Backed by award-winning technical support and customer care, Symetrix's reputation is built on innovation, sound quality, and craftsmanship. By continuously expanding the capabilities of their AV solutions, Symetrix delivers the highest performing systems from conference rooms to sporting venues and everything in between. Symetrix's is headquartered in the Seattle, Washington metro area and has regional offices across the U.S. and throughout the world.

Media Contact:

Vin Keane, Symetrix Director of Marketing
(425) 329-8281, vkeane@symetrix.co