

sound moves

COMPANY PROFILE |



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# WHO WE ARE |

atlantic audio is a company dealing with professional audio techniques and media control. Founded in 1993 atlantic audio was formed from Crest Audio GmbH. atlantic audio, 100% daughter of Ampco Flashlight Holding (ampco.nl), is an internationally operating enterprise for events technology.



### Business contact information:

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 Account number: 0022 061 030  
 International bank connection:  
 SWIFT-BIC: DUSSEDDXXX  
 IBAN: DE 48 3005 0110 0022 0610 30  
 Tax numbers:  
 USt DE 204 528 625  
 Tax No. 106/5700/2525

# OUR MARKET |

The atlantic audio team focuses on the following market strategies:

## Engineered Systems |

Engineered Systems specializes in fixed installation technology. Apart from sales, the activities of the ES team include: technical support, support of the designers, architects and systems integrators, initializing complex scenarios as well as realizing training, seminars and presentations.

## Business to Business |

Business to Business is the direct sales team and covers the professional rental and event market as well as the high-end user. By means of maintaining close contact to the target group, the B2B team can respond to specific client requirements instantly.



# OUR STRUCTURE |

Sales	Support	Administration
<p><b>Engineered System</b></p> <ul style="list-style-type: none"> <li>- conferences/meetings</li> <li>- event halls</li> <li>- stadia</li> <li>- theatres/stages</li> </ul> <p><b>B2B</b></p> <ul style="list-style-type: none"> <li>- rental companies</li> <li>- presenters</li> <li>- broadcast</li> </ul>	<p><b>Productmanagement</b></p> <p>Planning, execution and controlling of product technique</p> <p>Customer care according to product functions</p> <p>Introduction of new products</p> <p>Analysis, demonstration and adaption of</p> <ul style="list-style-type: none"> <li>- customer requirements</li> <li>- product functions</li> <li>- general market trends</li> <li>- seminal product development</li> <li>- trainings, workshops and product presentations</li> </ul> <p><b>Service</b></p> <ul style="list-style-type: none"> <li>- stockkeeping</li> <li>- logistics</li> <li>- repair</li> <li>- replacement part delivery</li> <li>- servicing</li> </ul> <p><b>Communication/PR</b></p> <ul style="list-style-type: none"> <li>- Corporate Communication</li> <li>- Event and fair organisation</li> <li>- Media</li> <li>- Sales Support</li> <li>- PR</li> <li>- Presentation of reference projects</li> </ul>	<p><b>Back Office</b></p> <ul style="list-style-type: none"> <li>- office management</li> <li>- customer requirements</li> <li>- customer correspondence</li> <li>- data administration</li> </ul> <p><b>Finances</b></p> <ul style="list-style-type: none"> <li>- debtors and payables accountancy</li> <li>- outstanding balances</li> <li>- verifying, assigning and accounting of bills</li> <li>- payment transactions and dunning</li> <li>- controlling</li> </ul>

## OUR GOALS, OUR BRANDS |

atlantic audio was amongst the first companies in Germany to specialize in digital network technology and equipment. As opposed to focusing on speaker cabinets and mixers to determine investments in the past, nowadays it is network technology which will dominate high end projects. For the future atlantic audio endeavors to incorporate new

integrative and digital technologies with classic pro-audio experience. We aim to offer our clients the extensive knowledge of classic professional audio equipment we and our contacts have. Innovative solutions will ensure our users a rich submersion in wonderful audio. atlantic audio GmbH is distributor of the following brands:

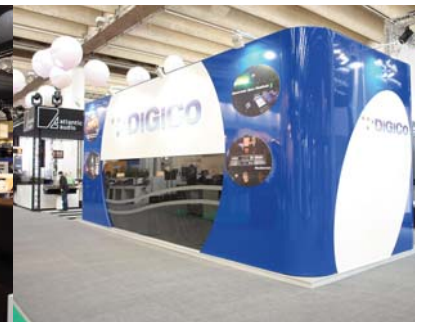
	ES	B2B	
Crest Audio	■	■	<a href="http://www.crestaudio.com">www.crestaudio.com</a>
MC <sup>2</sup> Audio	■	■	<a href="http://www.mc2-audio.co.uk">www.mc2-audio.co.uk</a>
Martin Audio	■	■	<a href="http://www.martin-audio.com">www.martin-audio.com</a>
Architectural Acoustics® by Peavey	■		<a href="http://www.aa.peavey.com">www.aa.peavey.com</a>
MediaMatrix® by Peavey	■		<a href="http://www.mediamatrix.peavey.com">www.mediamatrix.peavey.com</a>
Renkus-Heinz	■	■	<a href="http://www.renkus-heinz.com">www.renkus-heinz.com</a>
XTA Electronics	■	■	<a href="http://www.xta.co.uk">www.xta.co.uk</a>
DiGiCo	■	■	<a href="http://www.digico.biz">www.digico.biz</a>
Soundtracs	■		<a href="http://www.digico.biz">www.digico.biz</a>

We have two types of suppliers. The first type represents classic manufacturers from the professional audio market. The brands have been established on the market for decades and as such they are world wide reknowned. The other type include market leaders in digital technologies who complete the atlantic audio productportfolio. These are very carefully selected companies which have proved to be of consistent quality.

# OUR COMMUNICATION | FAIR



Prolight + Sound in Frankfurt

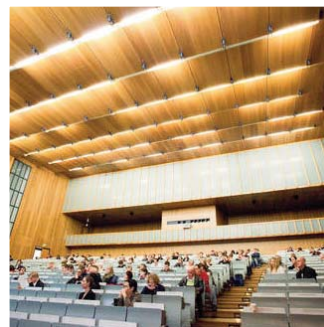
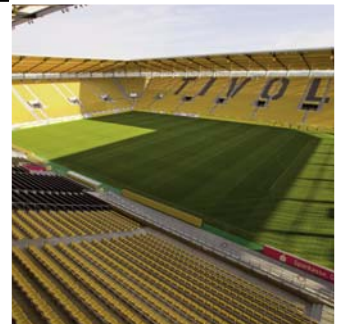




# OUR CLIENT BASE |

Together with its clients atlantic audio can look back upon an impressive portfolio. We have covered projects in the following categories:

- Cultural venues: e.g. expositions, museums, castles and theatres
- Stadia, sports venues and arenas
- Concert halls and city halls
- Cruise liners
- Schools and universities
- Conference and presentation rooms
- Banks and savings banks
- State venues
- Individual project offerers



**Engineered Systems**

Tivoli Aachen	Aachen	Renkus Heinz, Peavey NION
HNF Heinz Nixdorf Museums Forum	Paderborn	Peavey NION
Conference Center Heidenheim	Heidenheim	Peavey NION
Ev. Nathanael-Kirchengemeinde	Köln	Martin Audio OmniLine, Peavey Digitool MX, Crest CPX 2600
Generaldirektion Deutsche Telekom	Bonn	Peavey MM 208
Konferenzräume Flughafen MS/OS	Münster	Martin Audio AQ Serie und Peavey Digitool MX
Neue Terrassen	Dresden	Peavey MM 960 CN (4 Systeme)
Sparkasse Bremen	Bremen	Peavey MM 208 CN
Sparkasse Heinsberg	Heinsberg	Renkus Heinz Iconyx
Westfälisch-Lippische Sparkassenakademie	Münster	Renkus Heinz Iconyx und Peavey NION
Kulturkirche Köln	Köln	Renkus Heinz Line Array System, DiGiCo SD8
Christuskirche Velbert	Velbert	Martin Audio OmniLine
Hochschule für Gestaltung	Karlsruhe	Peavey MM 960 CN
Medienzentrum der Universität Osnabrück	Osnabrück	FPS PL 424, Martin Audio AQ Serie, Inter M Amping
Uni Campus Frankfurt	Frankfurt	Peavey NION und Renkus-Heinz Iconyx
HSH Nordbank Arena	Hamburg	Renkus Heinz
Millerntor Stadion St. Pauli	Hamburg	Renkus Heinz, Peavey NION
Messe Berlin	Berlin	Peavey Media Matrix Netzwerk
Messe Sinsheim	Sinsheim	Martin Audio AM Serie
Porsche Zentrum	Essen	Martin Audio AQ + WTUB, Crest Amping, Peavey Digitool MX
Toyota Motorsport AG	Köln	Peavey MM 208
<b>Neu:</b>		
Max Planck Institut,	Göttingen	Martin Audio OmniLine
Kulturzentrum Brühl,	Brühl	Martin Audio WF8LM, DiGiCo SD8, XTA DP 448
Biomedizinischer Campus,	Bonn	Martin Audio OmniLine
Universität zu Köln	Köln	Renkus Heinz ICONYX
TU Dresden	Dresden	Martin Audio OmniLine
TU Braunschweig	Braunschweig	Renkus-Heinz ICONYX Live
Nikolaikirche	Berlin	Renkus-Heinz ICONYX
Congress Union Celle	Celle	MCR System mit Renkus-Heinz und Peavey NION
St. Michaelis „Michel“	Hamburg	Renkus-Heinz ICONYX
Rathaus Hamburg	Hamburg	Renkus-Heinz ICONYX
Flagship Store New Yorker	Braunschweig	Martin Audio, Crest
Willy Brandt Haus	Berlin	Renkus-Heinz ICONYX
Airbus	Hamburg	Peavey NION
Groz-Beckert	Albstadt	Renkus-Heinz ICONYX
Hauptkirche St. Petri Kirche	Hamburg	Renkus-Heinz IC Live

**Theatres and musicals**

Plauen	Zwickau	Peavey MM 208 CN
Deutsche Oper am Rhein	Duisburg	DiGiCo D5
Musical Dome	Köln	XTA DP 448
Musical Übungstheater		DiGiCo SD8
Oper Wuppertal	Wuppertal	DiGiCo SD7, Soundtracs DS-00
Theater 11	Zürich (CH)	DiGiCo D5T, D5TC, DS 00, D5RE
Theater Augsburg	Augsburg	DiGiCo D5T
Theater Bremen	Bremen	Peavey MM 208 CN + 2 x DPC-II
Theater Heilbronn	Heilbronn	DiGiCo D5
Theater Ulm	Ulm	DiGiCo D5
<b>Neu:</b>		
Theater des Westens	Berlin	DiGiCo D5T, D5TC, DS00, D5RE
Stadttheater Gießen	Gießen	Martin Audio OmniLine
Oper Graz	Graz	DiGiCo SD7

### Studio & Broadcast

Bayrischer Rundfunk	München	Martin Audio OmniLine
Arena TV		Renkus Heinz ICONYX
Hodam Produktion	Dessau	DiGiCo SD7
Lukuton	München	DiGiCo D4
MDR	Magdeburg	DiGiCo SD7
NDR	Hamburg	2 x DiGiCo DS 00
QVC	Düsseldorf	DiGiCo DS 00
Rogall TV	Recklinghausen	DiGiCo D5
RTL	Köln	Martin Audio OmniLine

### Rental Companies

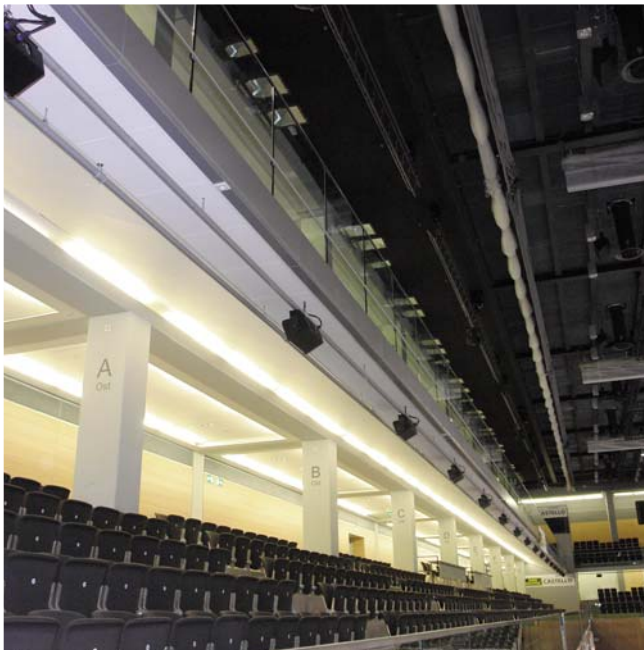
Sirius	Niederdorfelden	DiGiCo, Martin Audio
Complete Audio	Berlin	DiGiCo, Martin Audio
Satis & Fy	Werne, Berlin, Karben	DiGiCo, Renkus Heinz, XTA, Martin Audio
Live Audio	Braunschweig	DiGiCo, Martin Audio, Renkus Heinz
TDA	Essen	DiGiCo, Martin Audio
Rain Age	Landsberg	DiGiCo, Martin Audio
Alpha Media Solution	Hechingen	DiGiCo
Schalldruck Chemnitz	Chemnitz	DiGiCo, Martin Audio
Megatec	Radebeul	DiGiCo, Martin Audio
Rock Shop/Crystal Sound	Karlsruhe	DiGiCo
Pro Musik	Trier	DiGiCo
DS Dream Sound	Schweiz	DiGiCo
Ambion	Kaufungen	Renkus Heinz
<b>Neu:</b>		
KFP GmbH Five Star Conference Service	Frankfurt	Renkus-Heinz
Black Box Music Veranstaltungstechnik GmbH	Berlin	DiGiCo
Schalldruck GmbH	Berlin	Martin Audio, DiGiCo
Balance Audio Media GmbH & Co. KG	Köln	DiGiCo
WERNER AUDIO GmbH & Co. KG	Berlin	DiGiCo
LiTT Eventprofiler GmbH	Berlin	DiGiCo
Inphase Event GmbH	Auerbach	DiGiCo
AC Event GmbH, Kamenz OT	Gelenau	Martin Audio
Event Solution Veranstaltungstechnik GmbH	Köln	DiGiCo
Contour Veranstaltungsservice GmbH	Overath	DiGiCo
Fichtner Tontechnik	Tübingen	DiGiCo
Liveline GmbH	Bonn	DiGiCo
PRG production resource group	Hamburg	XTA

### At sea

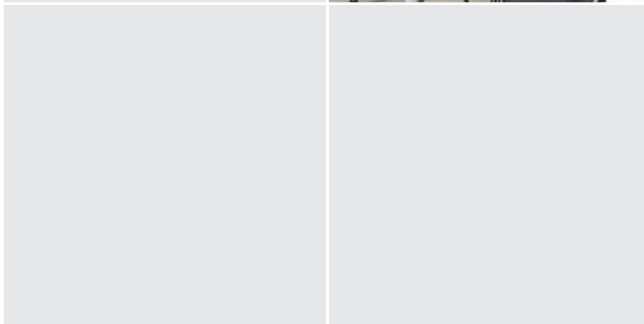
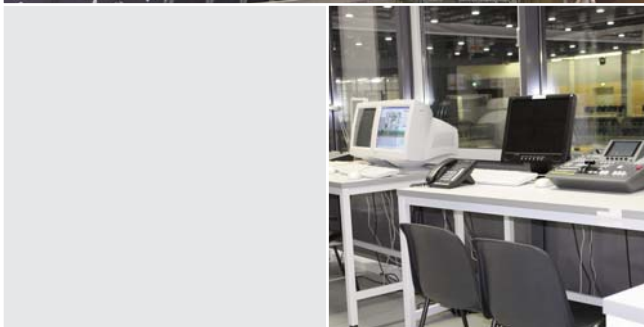
Radiance of the Seas Kreuzfahrtschiff	Kreuzfahrtschiff	Peavey MM 760
Serenade of the Seas Kreuzfahrtschiff	Kreuzfahrtschiff	Peavey MM 760
AIDAbella	Kreuzfahrtschiff	Martin Audio Line Array, Crest Amping
AIDAdiva	Kreuzfahrtschiff	Martin Audio Line Array, Crest Amping
AIDA luna	Kreuzfahrtschiff	Martin Audio Line Array, Crest Amping
AIDAblu	Kreuzfahrtschiff	Martin Audio Line Array, Crest Amping

This is an extract of our reference list.

# EXAMPLES |



Burg-Wächter Castello,  
multi-purpose hall,  
in the south of Düsseldorf



# EXAMPLES |



Concert of  
»Söhne Mannheims«,  
Schwerin



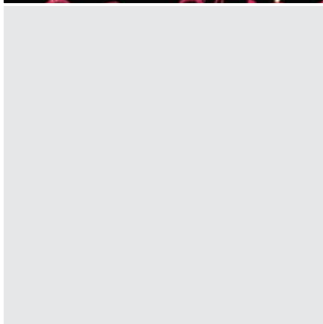
# EXAMPLES |



Joe Cocker in concert –  
Katschhof, Aachen



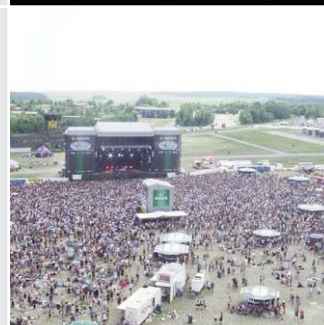
International Truck  
Grand Prix,  
Nürburgring



Motörhead –  
Jolly Joker,  
Braunschweig



Highfield Open Air,  
Erfurt



Southside Open Air  
Festival, among others  
with »Wir sind Helden«,  
Oasis, etc.

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■ Engineered Systems

■ Business to Business



PUR in Concert  
Dortmund

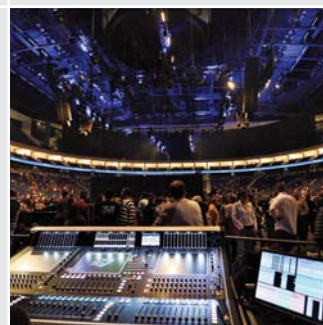
PUR in Concert  
Hamburg



PUR in Concert  
Köln



PUR in Concert  
Berlin



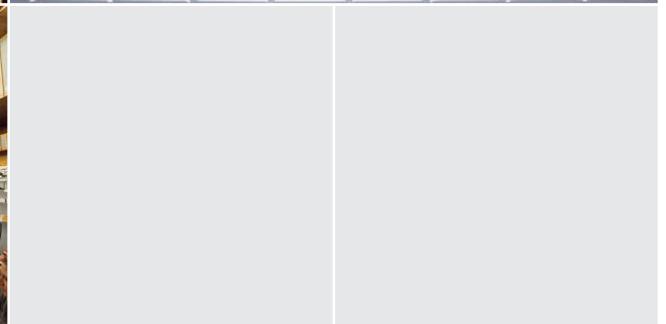
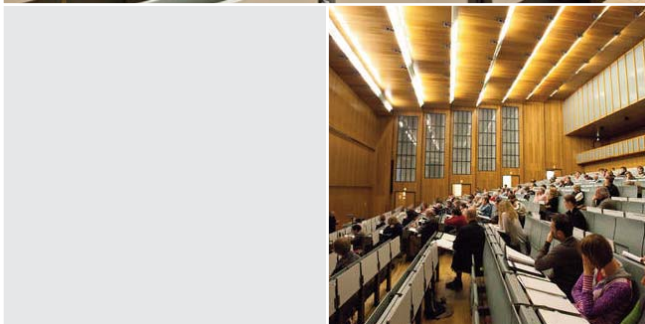
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Universität  
Köln



Campus Westend  
Uni Frankfurt



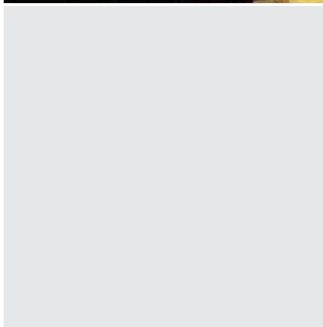
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Auditorium in the  
Technology and  
Development Center (TEZ)  
at the headquarter of  
Groz-Beckert in Albstadt



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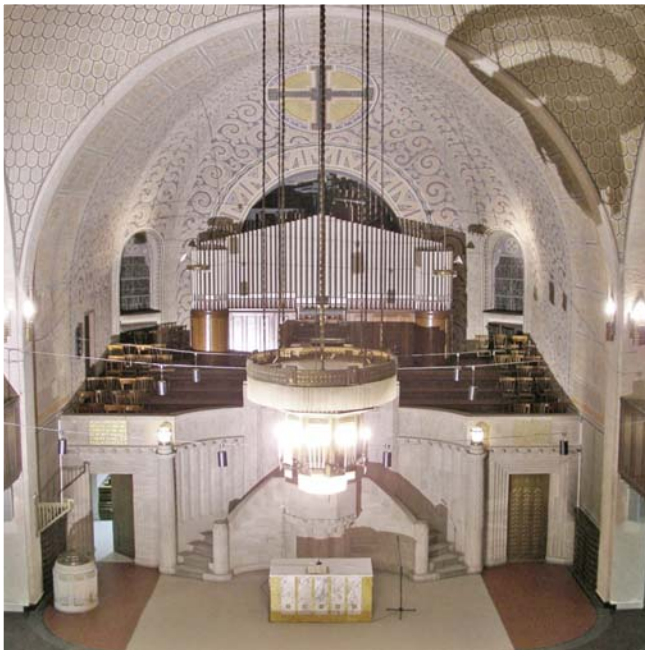
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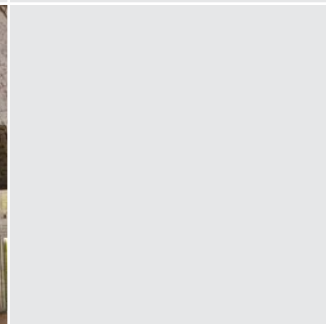
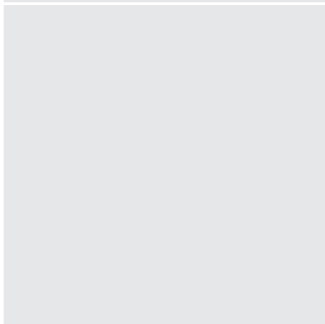
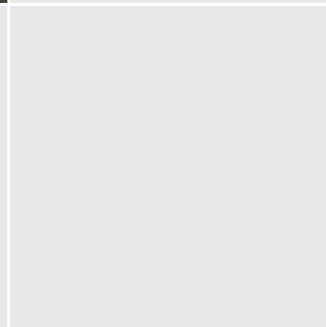
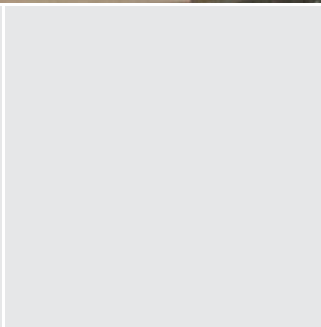
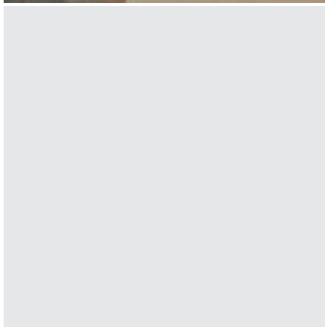


Alemannia  
Aachen





Christuskirche  
Velbert



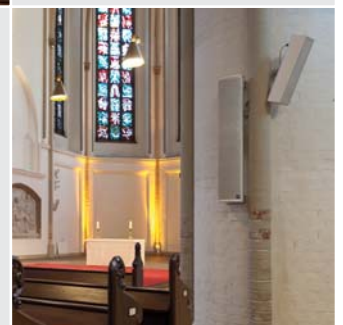
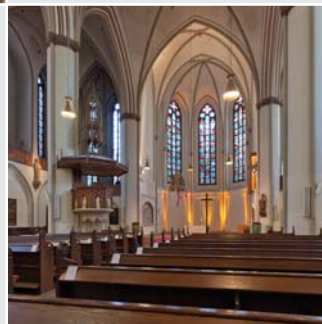
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■ Engineered Systems

■ Business to Business



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Hamburg



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F +49.21 31.760 19 00  
www.b-a-fox.com

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