

Prism Sound Appoints Sonic Lab as Its Distributor in Taiwan

Based in Taipei, Sonic Lab has an extensive customer base that encompasses local pro audio, broadcast and film scoring facilities.



Prism Sound has appointed Sonic Lab as its exclusive distributor in Taiwan. Based in Taipei, Sonic Lab was founded in 2014 and distributes equipment that enhances the quality and efficiency of workflows. The company also offers a wide range of support and consultation services including training.

Sonic Lab will now represent Prism Sound's entire recording and post production portfolio including its flagship ADA-8XR multichannel converter, its Award-winning range of audio interfaces such as Lyra, Titan and Atlas and all SADiE mastering and editing products including SADiE 6 software.

Sales Manager and Sonic Lab Founder Lee Pai Chou (a.k.a. Jemy Lee) says: "Prism Sound is internationally renowned for the quality and excellence of its products. Our clients in film scoring and music facilities noticed a profound difference after comparing Prism Sound with their existing devices because the company's equipment offers such excellent audio resolution. The ability to really appreciate what is happening to their audio content also helps them perfect their workflows."

Jemy Lee adds that the Prism Sound brand is already familiar to most senior engineers in Taiwan, but until now they have had few opportunities to experience the company's products first hand.

“Sonic Lab regularly visits major recording studios in Taiwan and we will now be offering our customer the opportunity to demo Prism Sound equipment in their own studios,” he says. “We also run educational workshops and seminars, and these will allow us to introduce Prism Sound to younger engineers in the industry. Finally, we will be translating Prism Sound case studies and technical articles into Mandarin and disseminating there through our own website and social media outlets so that we can give this brand the exposure it deserves.”

Mark Evans, Channel Sales Manager for Prism Sound, adds: “We are delighted that Sonic Lab will now be representing us in Taiwan, a vibrant and exciting market that Jemy and his team have a wealth of knowledge and experience in. It was clear from the very beginning of our discussions that Jemy shared our belief in the need for clean, transparent and neutral audio conversion. This common ground was one of the key reasons why we felt Sonic Lab was a perfect partner for our range of studio products. We look forward to working closely with them to develop Prism Sound's market in Taiwan.”

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