



Press Release

- 30th April 2007 -

Audessence At NAB Las Vegas

First Outing For New Professional Audio Company

Audessence directors, Martin Spencer and Graham Sloggett, introduced their new company to America and the rest of the world at the National Association of Broadcasters Convention in Las Vegas last month.

Although not exhibiting this year, the Audessence team had arranged to meet with a wide variety of exhibitors, both potential clients and distributors. Being currently in the process of establishing a worldwide network of dealers, Audessence met companies not only from America but from as far afield as Australia, Europe and Asia, also taking time to catch up with associates from the UK as well!

As a newly launched company, the primary purpose of the visit was to promote its new professional audio products (the PodBlaster and the ALPS-1, ALPS-2 and ALPS-3 professional audio level controllers) to potential distributors. Sales and marketing director, Graham Sloggett, said: "We were delighted with the level of interest in our new company, and especially by the fact that we had so many compliments about the effectiveness and operational simplicity of our initial product range".

Since returning to the United Kingdom, the Audessence team have been following up on a variety of contacts made. The company's first announcements concerning industry collaborations and product distribution are expected over the coming months.

Full details of the current Audessence product range can be found on the company's web-site at: www.audessence.com



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INFORMATION FOR EDITORS:

About Audessence:

Audessence is a professional audio equipment company which specialises in the design, manufacture and sale of audio control, levelling and processing equipment for broadcast radio and TV, Internet and educational markets.

The company was formed in early 2007 by managing director, Martin Spencer, who was previously technical director of Radica Broadcast Systems Limited. Martin has many years of experience working in professional broadcast audio, including extensive collaboration with U.S. manufacturer Inovonics Inc, most recently on the Omega_FM digital audio processor. Martin is joined by Sales and Marketing Director Graham Sloggett, who has considerable experience of international technical sales in general and the broadcast equipment field in particular.

Contact Details:

For more information about Audessence, the company, its products and services, please contact Graham Sloggett: graham@audessence.com

Public contact information for publication is as follows:

E-mail: <mailto:info@audessence.com>
Web: www.audessence.com
Phone: +44 (0) 870 850 2237
Postal Address: Bolney Place, Bolney, Haywards Heath,
West Sussex, RH17 5QT, United Kingdom.

Press images:

If you would like to make use of company logo or photographs in conjunction with the information contained in this press release, please contact Graham Sloggett with details of your specific requirements.

Please note:

Whilst we welcome personal callers, to avoid a wasted journey, please make a prior appointment before travelling.

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