

**Austrian Audio Joins METAlliance As Newest Pro Partner**  
*Vienna company is known for progressive microphone technology*



Pictured in Vienna are members of the Austrian Audio team.

Nashville, TN, January 2020 – The METAlliance (Music Engineering & Technology Alliance) has announced that Austrian Audio has become the newest Pro Partner of the organization. Pro Partner membership is limited to companies that have shown the ability to manufacture and distribute products that meet the organization’s professional audio standards.

The METAlliance's George Massenburg commented: “We’re excited to see another great manufacturer that shares our commitment to providing quality in audio recording. We’re looking forward to seeing more Austrian Audio products that meet those needs.”

Austrian Audio opened its doors in 2017 following the closure of the AKG offices in Vienna and set out to create something new, challenging, and respectful to its heritage. The new company started with a core team of previous AKG personnel from management, acoustics, electronics, test and measurement, mechanical design, RF/wireless and software/firmware, bringing 350 years of cumulative engineering experience to the new company.



**AUSTRIAN AUDIO**

“Austrian Audio is honored to become a member of the prestigious METAlliance,” commented Martin Seidl, Austrian Audio CEO. “It is our company’s aim to ensure we manufacture products that offer the highest levels of quality in the recording chain, which is very much in line with the METAlliance’s ethos. For us as a start-up company, it’s very encouraging being chosen as a professional partner by the alliance founders.”

## **Austrian Audio will exhibit in the US for the first time at WinterNAMM 2020**

Pro Audio Hall, ACC North / Level 1, Booth #14121.

Learn more at: <https://austrian.audio>

The METAlliance Pro Partnership is a group of companies that share the founders' belief that a call for quality is important. It is limited, by invitation, to those companies that provide products and services deemed worthy of consideration by professionals. Austrian Audio joins other METAlliance Pro Partners: AKG, Audio-Technica, Avid, Cakewalk, DPA Microphones, Eventide/JBL Pro, LEWITT Microphones, Lexicon, Manley Laboratories, GML, Millennia Music & Media Systems, Neumann USA, Prism Sound, Royer Microphones, Sanken Microphones, Solid State Logic, Sommer Cable, Sonnox, Steinberg, tc electronic, Universal Audio, and Yamaha.

### **About the METAlliance**

Established in 2005, the METAlliance (Music Engineering and Technology Alliance) was founded by globally recognized, award-winning audio engineers and producers Chuck Ainlay, Frank Filipetti, George Massenburg, Elliot Scheiner, Al Schmitt, and the late Phil Ramone and Ed Cherney. The METAlliance works with educators to help insure the skills and techniques that have developed through the history of recording are carried forward.

The METAlliance ProPartner program rewards those manufacturers truly deserving recognition as advocates for better quality in audio recording and reproduction. Through the ProPartner program, the organization works closely with manufacturers to evaluate, recognize, and certify products that meet the best standards for quality in the recording arts and science.

***METAlliance: strategic union of music producers and engineers dedicated to maintaining the highest standards of audio recording.*** <http://www.metalliance.com>

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