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Wisdom Audio Expands Into European Marketplace With Netherlands Office and ISE Presence

- Establishment of Wisdom Audio BV in Netherlands signals commitment to European and international market development

CARSON CITY, NV and (ISE) AMSTERDAM, Netherlands – January 15, 2013 – Wisdom Audio, the leader in designing and manufacturing high-performance planar magnetic transducers for architectural speaker applications, will be demonstrating their architectural loudspeakers at Wisdom Audio's ISE exhibit, located in Hall 5, booth T-110 at Amsterdam RAI. This is the first time Wisdom Audio will be demonstrating their architectural loudspeakers at ISE, giving international residential integrators a rare opportunity to hear the brand's superior clarity and dynamic performance.

Wisdom Audio was founded in 1996 with one goal in mind, to create the world's finest loudspeakers unbound by limitations of current technologies and past design. Wisdom's pioneering use of large scale thin-film planar-magnetic transducers, electronic crossovers in place of passive designs, and innovative woofer designs were all developed to solve problems inherent in the limitations of traditional designs and how they interact with the listening room.

“Our passion to provide high performance speaker solutions that can accommodate a range of application and installation challenges, from multi-use rooms to dedicated theaters using advanced transducers in both line source and point source configurations,” said Mark Glazier, President, Wisdom Audio. “Whether your interest is in traditional two channel music reproduction or multichannel music and film playback, there is a Wisdom system to address your needs.”

Revered among high-end residential integrators after annual showings at CES and CEDIA trade shows, Wisdom Audio is strengthening their presence within the European marketplace at ISE. Wisdom Audio will be holding two demonstrations at two different locations at this year's ISE, each venue designed to display the versatility of their loudspeakers. One demonstration featuring Wisdom Audio's Insight in-wall P4i model will be held at Hall 5, booth T-110 and an integrated theater demonstration showcasing Wisdom's Sage Series speakers, SCS subwoofers, and digital audio processor manufacturer Datasat will be held in Hall 3, booth B136.

In the last year Wisdom Audio added Luc Guillaume, who joins the Wisdom Audio management team in the role of Chief Business Development Officer and will be based out of their new Wisdom Audio Europe BV office in the Netherlands.

“I am very pleased that we will be present at ISE 2013 and fully benefit from Luc’s addition to our team and the establishment of our Netherlands office. The timing is good for us with over 32 products at a range of price points, including our new entry level Insight Series. We are committed to develop the integrator channel in Europe and be exhibiting our full line of products for the first time outside of the United States. Being at ISE is a critical part of our strategic plan to meet with residential installers that want to offer an integrated high performance audio solution for their most discriminating clients. We are excited to participate,” says Mark Glazier, President, Wisdom Audio.

About Wisdom Audio

Wisdom Audio is the leader in designing and manufacturing high-performance planar magnetic transducers for architectural speaker applications with more than 100 man-years experience. Wisdom Audio was founded in 1996 to create no-compromise planar magnetic hybrid loudspeaker systems for the most demanding and critical audiophiles. Wisdom Audio systems employ proprietary, custom-made planar magnetic and dynamic transducers optimized for high performance, including high-end architectural audio reproduction applications.

Its hybrid-technology systems have earned praise and awards from the specialized media, while satisfying a growing base of customers and dealers worldwide. Wisdom Audio’s products, including their multi-award winning Sage Series architectural models, are handcrafted in limited quantities by specialized craftsman at its headquarters in Carson City, Nevada.

For more information, please visit www.wisdomaudio.com or call (775) 887-8850.

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