

Press release information – January 2005

Omnisonic introduces Sontronics brand at Winter NAMM 2005

Omnisonic International Distribution, based in Poole, Dorset, has launched its new Sontronics brand during a private showing at the Winter NAMM 2005 convention.

The first products to be released under the new brand are an innovative range of precision studio and stage condenser microphones designed from the ground up, and delivering some unique features.

Trevor Coley, owner of Omnisonic, commented, "I'm very proud of our new Sontronics brand. It has been achieved not only as the result of an intense period of research and development, but also with the support of some good friends across the Industry. We feel that our new microphone range represents the very best in quality and value, whilst meeting the benchmark standards set by the major brands that we all know".

"The fact that today's marketplace is getting a little 'busy' with OEM clones was encouragement enough to try to break this cycle and create something from scratch. Having previously enjoyed success in this field, I found that developing my own microphones and related products has been an eye-opening experience, if a little frustrating at times!"

All of the microphones have been developed in laboratory conditions, where their finely tuned performance characteristics are measured against some industry-standard studio microphones. Rather than being just another cheap 'me-too' product line, the Sontronics brand brings added value and features to meet the customer's requirements. It is fair to say that the Sontronics microphone range is one of the best-presented and most comprehensive ranges available in its market sector.

Engineered to reproduce an accurate low frequency image with a slight presence boost around the typical vocal frequencies, all Sontronics microphones give a very detailed result, especially when recording directly into DAW's or via stand-alone computer audio interfaces. Low self-noise figures from all models contribute to a sonic quality often only found on microphones costing many times more.

"I am particularly proud of the ORPHEUS & HELIOS models", adds Coley. "Their bodies are cast from a zinc alloy, which is lighter than and far less resonant than the traditional brass shell. The dual-diaphragm capsule is independently suspended inside the grille, allowing it to respond more naturally, which helps to give each microphone its own distinct character".

"It has been essential for us to get the brand image right from the start; I considered that cheap packaging is often an indication of what is inside the box and so a lot of time was spent finding the quality of packaging required. As a result, I'm pleased to say that our microphones are supplied in the best looking solid wood cases and aluminium flight cases in the business!"

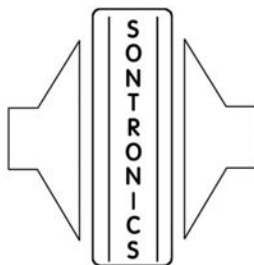
Attention to detail and consistent quality are core factors in the long-term growth and development of the Sontronics brand, and this will become more evident as new products are rolled-out over the next twelve months. The key aim is to deliver high quality, reliable products at reasonable prices. Each microphone is supported by a limited 3-year replacement warranty, giving reassurance to both dealers and customers.

Omnisonic International Distribution

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"One of the most difficult issues to overcome was finding the right distributors to carry the brand, and this has been an arduous task. However, I am delighted to announce that, following discussions with Stephen Helm, I have appointed **Sonic8 Ltd**, based in Leeds, as the sole UK distributor for Sontronics. It is rare to find a company with such integrity and dedication to what it is doing - I am sure that we will enjoy mutual success from this partnership in the years ahead".

"We have also appointed several international distributors, all of whom will be announced once the dust has settled after the NAMM show! Again, each and every one is a first-class company with first-rate people and I'm looking forward to growing the Sontronics brand with them all."

The Sontronics microphone range consists of the following:

- STC-1** Cardioid pencil microphone with variable pad and low-cut filter
- STC-1S** Stereo-matched pair of the above
- STC-OMNI** Omni-directional capsule for STC-1
- STC-HYPER** Hypercardioid capsule for STC-1
- STC-2** Cardioid large diaphragm condenser with -10dB pad and low-cut filter
- ORPHEUS** Omni/Cardioid/Fig-8 patterns with ± 10 dB cut/boost pad
- OMEGA** Cardioid valve mic with -10dB pad & low-cut filter via external power supply
- HELIOS** Continuously variable OMNI to Fig-8 pattern valve mic with -10dB pad & low-cut filter via external power supply
- STC-5** Cardioid handheld microphone with filter

For further details:

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