

## Press Release **PR0519YB**

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### **Yellowtec and their Malaysian reseller Stagetec Asia extend their cooperation in the Asian market**

Monheim am Rhein 04.07.2019 – Successful cooperation between Stagetec Asia and Yellowtec extended // Product solutions by Yellowtec influence the Asian broadcast market // Stagetec Asia becomes Official Yellowtec Distributor for Singapore

Marketing & PR

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#### **Stagetec Asia and Yellowtec strengthen their long-standing cooperation**

For several years, Stagetec Asia and Yellowtec have been successfully teaming up in the Asian broadcast market. Stagetec Asia has been active as Official Distributor of Yellowtec products in Malaysia since 2017. With the clear goal of always delivering the best and most efficient solutions to their customers, Stagetec Asia places all Yellowtec products on the Malaysian market - e.g. iXm Recording Mic, m!ka Mounting System or Intellimix Desktop Mixer. Now these activities are also being extended to Singapore.

#### **With innovation and clever ideas, the cooperation continues to advance broadcasting in Asia**

“Thanks to the premium-quality technology and Made in Germany workmanship of Yellowtec, we have excellent products in our portfolio. For many broadcast institutions and the requirements of their numerous projects Yellowtec products are the best solutions available at the moment”, explains Advon Tan, Managing Director Stagetec Asia. In order to further meet the demand for suitable technology in the Asian media landscape, the two companies are now extending their cooperation to Singapore. “We look forward to the new joint tasks. The cooperation and communication between Stagetec Asia and Yellowtec always works very well and takes place at eye level. In order for both companies to continue to further establish ourselves in the Asian market, the extension of our partnership is a logical and consistent step”, concludes Advon Tan.

#### **Achieving more together: Stagetec Asia and Yellowtec are now forming a successful team in Singapore as well**

“In order to gain a foothold in Asia, we need reliable local partners who are familiar with the local conditions, who are optimally networked and who know the exact requirements of the local target group,” says Andy Mikutta, Sales Director Yellowtec. “With Stagetec Asia we have found exactly the right partner we can rely on 100%.” This is the reason why Yellowtec is expanding their cooperation with Stagetec Asia. Together, it is important to further develop the Asian market and to now spread Yellowtec’s corporate philosophy and products in Singapore as well.

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## About Yellowtec

Continuously striving for higher standards of engineering and design, Yellowtec has become one of the most innovative manufacturers of easy-to-use professional broadcast solutions. Workflow-based optimizations and development processes lead to professional audio equipment Made in Germany which meets the highest standards of the broadcast market. As an innovator in product development, Yellowtec is committed to transforming complexity into usability. iXm Recording Microphone, Intellimix Desktop Mixer or PUC2 Audio Interface – for many applications Yellowtec sets new standards of technology, usability and esthetics. The company is based in Germany and operates around the world with about 50 highly qualified and unconventionally thinking employed experts. A second office is located in the USA. Selected references are Universal Studios, BBC, ARD, CBC, Radio France, Cumulus Media, and iHeartMedia .

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