

M-Audio a Success at European Tradeshows

From AES Europe to Italy's Disma Music Show, M-Audio's strong worldwide presence continues

ARCADIA, Calif., April 21, 2003 – M-Audio, a leading manufacturer and distributor of hardware and software for computer-centric musicians, is pleased to announce the Company's successful participation in AES Europe 2003 and Italy's Disma Music Show. The AES Convention, Europe's most prestigious pro audio tradeshow, took place in Amsterdam from March 22 to 25. Just three weeks later, M-Audio traveled to Rimini, Italy to showcase the Company's latest products at Disma.

M-Audio participated in the AES Convention in conjunction with and in support of the Company's Benelux Distributor, Mafico BV. The Company exhibited a host of new interfaces, including the long-awaited FireWire 410—the first in a new line of FireWire products that take the Company's acclaimed mobile interfaces to even higher levels of functionality and performance. The show also highlighted the new MobilePre USB, a bus-powered two-channel preamp with built-in audio interface ideal for mobile recording. Attendees also got their hands on the M-Audio Ozone, an all-in-one USB audio/MIDI interface, mic preamp, keyboard and MIDI control surface. The AES show was also one of the first opportunities for the international audience to experience ProSessions—M-Audio's new line of affordably priced professional sound libraries.

"Although the Expo attendance was not up our expectation due to the current global political unrest, the show was a clear display of M-Audio's steadfast support of and by international markets," say Chris Adams, Director of International Sales. "We make it a priority to give European end users the same chance to see the latest products, meet with regional distributors and consult with M-Audio product specialists as their counterparts in the United States. Moreover, M-Audio is preparing to launch its most intense global marketing program ever. These tradeshows mark the beginning of non-stop visits, clinics, and tradeshow presence throughout the world."

Riding on the coattails of AES, M-Audio exhibited at the Disma Music Show 2003 in Rimini, Italy from April 11-14 in conjunction with Sound Wave Distribution. M-Audio's Chris Adams and Serge Durand were on hand at the Sound Wave booth, which featured 15 M-Audio Radium61s set up to trigger all the synth modules on display. In addition, two exclusive M-Audio stations featured Radium61s and Duos used with Sound Wave's software products. Also on display were M-Audio's new audio interfaces and sound libraries.

Record attendance levels reaffirmed Disma's role as Italy's premier music products trade show, and helped boost spirits during a difficult time for the industry. According to Moreno Mognol, President of Sound Wave, "Italian music industry sales have declined as a whole, but thanks to our leading line, M-Audio, we are the only ones that have grown yet another year."

About M-Audio

M-Audio (formerly Midiman) is a leading provider of digital audio and MIDI solutions for today's electronic musicians and audio professionals. Founded in 1988, M-Audio now has independent offices in the US, Canada, UK, Germany, France and Japan. M-Audio's ability to parlay advanced technology into affordable products has led the company to win some of the international audio community's highest praise and awards—including being named the industry's fastest growing company in 2000 and 2001 by *Music Trades* magazine.

M-Audio's mission of "Redefining the Studio" delivers new levels of control, virtualization and mobility that transform the way computer-centric musicians compose, perform and live their creative lives. In addition to manufacturing its own product lines like the popular Delta audio cards, Studiophile reference monitors, USB MIDI controllers and ProSessions Sound Libraries, M-Audio also distributes best-of-class products such as Propellerhead's Reason, Ableton's Live, Arkaos VJ and Groove Tubes microphones. The company has also recently launched a product line that brings professional-quality audio to the consumer electronics market.

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Pictures • AES Europe



The M-Audio booth, clean and ready ready to receive traffic from the first day of the show



At the M-Audio booth, Hein van der Klaauw from Mafico, Paul O'Brien from M-Audio UK, and Chris Adams



Local visitors are greeted by Vladimir Kastelan, Sales Manager for Mafico



Onlookers gaze at the M-Audio workstations and new products for 2003

Pictures • Rimini, Italy



The Sound Wave Distribution booth, located right at the entrance to the show



The booth displays multiple Radium61 keyboard controllers at every station



Moreno, President of Sound Wave distribution, shows off Strumenti Musicali's latest M-Audio ad with partner Paula



The BX5s and Radium61s on display drew quite a crowd



Franco uses M-Audio BX8s while demonstrating various Sound Wave Distribution products

M-Audio's Serge Durand and Chris Adams flank Moreno Mognol, president of Sound Wave Distribution