

Piano group launches speakers internationally

As part of its international expansion plan, Brodmann Acoustics, specialists in piano and sound, released its new Festival series at the International Consumer Electronics Show (CES) in Las Vegas in January 2011. The Festival series is the company's budget high end speaker series aimed at the mass market. The company also recently launched a new concert piano, and plans to launch an in-wall speaker series and a subwoofer system at the High End trade show in Munich in May 2011. Andrew Byrne, Head of International Sales at the Joseph Brodmann Group claims the company is also expanding into new markets. "We want to be one of the major international players," he says "and the biggest and best loudspeaker producer from Austria."



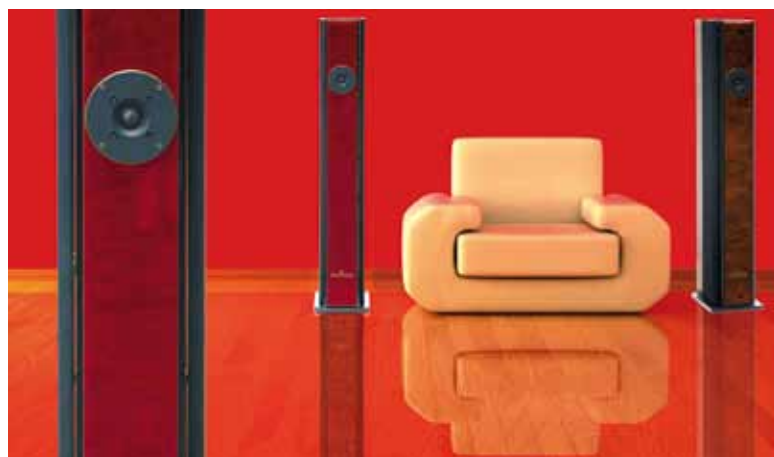
According to Byrne, The Joseph Brodmann Group was first established around eight years ago by Christian Höferl who left his role as Vice President of Bösendorfer Piano to start his own piano manufacturing business. When Bösendorfer was subsequently acquired by Yamaha in 2007, the loudspeaker programme which Bösendorfer had been operating at the time was sold to Brodmann. "I joined the company around three years ago at the start of

the loudspeaker programme," says Byrne. "We have been producing some new innovative loudspeakers in the last few years, and now we are starting the international marketing."

Although Brodmann's core product is currently the piano, Byrne claims it won't be long before its loudspeakers will be bringing in more revenue. "One of our main advantages is that we are totally different," he says. "We are technically different and we design our products differently. The designer of the speakers, Hans Deutsch has been in the business for 45 years. He is a real expert, and in combination with our piano expertise we make some very unique products."

The company's speakers range in price from from EUR 3,000 to 85,000 a pair,, with its Festival, Vienna Classic, and

Joseph Brodmann flagship series. As high-end products Brodmann speakers can also be custom built with different veneers and colours, and are being marketed internationally through distributors. Byrne claims customers are typically architects, interior designers, and the manufacturing companies of luxury vessels such as yachts. "There are three big markets that interest us at the moment," he says "Russia, China and the US. We are marketing through trade shows, and magazine and internet advertising. The CES was our launch into the US, and the feedback was positive. Reviewers claim that our loudspeakers sound good, but they can't explain why they sound good. It's a new type of product for an old market, and it utilises a new technology."




BRODMANN
ACOUSTICS

Brodmann Acoustics
Kudlichgasse 24
A-1100 Vienna
Austria
Website: www.Brodmann.at
+43 1 890 32 03 50
byrne@brodmann.at