

Sound Devices expands into Live Sound Market



Sound Devices, part of the Audiotonix group, has been a major player in the location sound marketplace for 25 years, manufacturing wireless audio gear, digital recorders, and portable audio mixers trusted on sound stages around the world. The groundbreaking Sound Devices Astral wireless family has quickly become a trusted favorite of location sound professionals, thanks to user-friendly interfaces and workflows, unprecedented channel counts packed into compact devices, and universal operation. The latest products that Sound Devices is launching have features that serve not only film and television applications but propel the company into the global live sound market.

Joining Sound Devices' location sound audience are musical, touring, house of worship, theatrical, and other users in the live event space, so the company is appointing dedicated international distribution to support the live sound community. As part of this expansion, Sound Devices has chosen Group One Limited – a strong organization with extensive experience in live entertainment, and a fellow Audiotonix-group company – to be the exclusive distributor and partner of its live sound products in the United States.

“Group One has a history of partnering with disruptive brands, like DiGiCo, KLANG, Austrian Audio, and Fourier Audio, whose innovation gives users more than they thought was possible,” says Sound Devices CEO Matt Anderson. “Sound Devices’ Astral wireless family, including the A20-SuperNexus receiver, is a gamechanger for the live sound market and we can’t wait to work with Group One to bring them this technology.”

New products that are now available for the location and live sound markets include

new additions to the Sound Devices Astral wireless product family, such as the A20-SuperNexus wireless receiver with HexVersity, which packs up to an unprecedented 32 channels in just a one-unit 19-inch rack; the A20-Opto expansion box, which adds native Optocore audio I/O to interconnect DiGiCo consoles with A20-SuperNexus receivers; and the A20-Outpost-NL for remote-mounting NexLink antennae via Ethernet. In addition to those, Sound Devices is currently developing more Astral-family products that will be released later this year.

“Sound Devices’ Astral-series wireless audio systems are a fitting complement to our existing list of audio brands, including DiGiCo, Calrec, and SSL,” states Group One President Bryan Bradley. “We are excited to bring this innovative family of wireless products to a new audience in the live sound market.”

The partnership with Group One relates only to Sound Devices’ live sound wireless audio products. Sound Devices will continue to sell its entire product portfolio through its existing roster of excellent location sound resellers and distributors in the U.S. and throughout the rest of the world.

“As we begin to offer more products to support location sound customers and gain traction with live events, houses of worship, the performing arts, tours, and other live productions,” says Anderson, “we’re excited to work with Group One, its talented sales team, and its broader network of dealers.”

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