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## FOR IMMEDIATE RELEASE

### **Williams AV Recognizes Outstanding International Distributors and Celebrates a Decade of Partnership with NMK Electronics**

**Eden Prairie, MN, March 25, 2025 – Eden Prairie, MN** – Williams AV proudly announces the recipients of its 2024 International Distributor Awards, honoring outstanding contributions to sales growth, market expansion, and product expertise. In addition, Williams AV is celebrating a decade of successful partnership with NMK Electronics Trading LLC, marking an important milestone in their distribution relationship.

#### **International Distributor of the Year 2024 – Amber Technology**



*Figure 1L to R – Michael Carvosso, Williams AV, Peter Amos, Amber, Nathan Brady, Amber, Per Persson, Williams AV, Michael Carman, Amber, Mark Condon, Amber*

Amber Technology, Williams AV's exclusive distributor in Australia, achieved record-breaking sales in 2024, demonstrating remarkable growth from an already high-performance level. The company has excelled in supporting Williams AV products with exceptional brand management, marketing, and technical services. Their experienced sales team ensures comprehensive coverage across Australia. While Amber's primary successes have been in Hearing Augmentation with infrared, Wi-Fi, and hearing loop systems, they effectively support the full breadth of Williams AV's product portfolio.

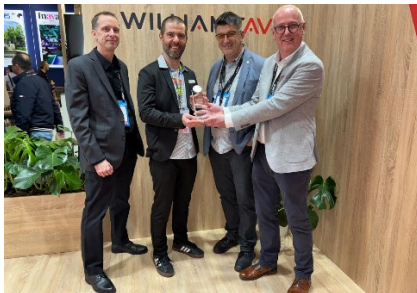
## International New Distributor of the Year 2024 – Audiologic



*Figure 2L to R – Per Persson, Williams AV, Julian Young, Williams AV, Stuart Leader, Audiologic, and Simon Jones, Audiologic*

Audiologic has made an impressive impact in its first year representing Williams AV in the UK and Ireland. Exceeding ambitious sales targets, Audiologic has rapidly expanded market reach and strengthened brand recognition. Their extensive partner network integrates Williams AV technology across key sectors, including education, government, and corporate environments. With a highly skilled technical team, Audiologic provides expert application support for Williams AV and TeachLogic solutions in assistive listening, language interpretation, tour and communication systems, and classroom audio.

## International Rising Star Distributor 2024 – Audio-Technica Central Europe



*Figure 3L to R – Per Persson, Williams AV, Alan Ropoša, Audio-Technica, Attila Arki, Audio-Technica, and Julian Young, Williams AV*

Demonstrating exceptional dedication to the Williams AV brand, Audio-Technica Central Europe significantly expanded its sales performance through strategic market activities and increased brand awareness across Central and Eastern Europe. Particularly successful in driving Digi-Wave and FM sales, the company also supports other key Williams AV technologies, including infrared, Wi-Fi, and hearing loop. Their team of industry veterans has played a crucial role in strengthening Williams AV's presence in the region, setting the stage for continued growth.

## Celebrating 10 Years of Partnership with NMK Electronics



*Figure 4L to R – Varun Asokan, NMK, Per Persson, Williams AV, Dino Drimakis, NMK, and Sanjay Kumar, Williams AV*

In 2025, Williams AV marks a decade-long collaboration with NMK Electronics Trading LLC, its valued distribution partner in the Gulf Cooperation Council (GCC) region. This milestone reflects a strong and mutually beneficial relationship, with NMK playing a pivotal role in expanding the reach of Williams AV and TeachLogic product lines across the Middle East.

Per Persson, Williams AV's VP of International Sales, who presented the award in Dubai alongside International Technical Sales Manager Sanjay Kumar, expressed his appreciation: "It has been a pleasure working with NMK. Over the past ten years, we've seen remarkable growth and development for both our businesses. NMK is not only a premier AV distribution company in the region, but they are also fantastic people to work with."

Dino Drimakis, Director – Strategic Development at NMK Electronics, shared his thoughts on the partnership: "Congratulations to Williams AV on an incredible 10-year journey! Our collaboration has been truly rewarding, built on shared values of quality and excellence. We look forward to strengthening our partnership and continuing to create meaningful impact in the region."

Williams AV congratulates all its award-winning distributors and looks forward to further strengthening these partnerships in the years to come.

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## About Williams AV

Headquartered in Eden Prairie, Minnesota, Williams AV has been the leader in assistive communication technology since 1976. The company revolutionized the industry with the first assistive listening system, transforming how people connect and communicate by breaking down communication barriers and enhancing intelligibility.

Williams AV's comprehensive portfolio includes solutions for assistive listening, language interpretation, intercom systems, classroom audio, guided tours, and entertainment. Designed for seamless integration



and accessibility, these products foster inclusive communication experiences in diverse environments—from classrooms and courtrooms to houses of worship and stadiums.

With a global presence spanning over 60 countries, Williams AV collaborates with a trusted network of distributors and integrators to deliver innovative solutions for professional and consumer use. Committed to innovation, quality, and exceptional service, Williams AV is dedicated to empowering individuals and communities worldwide.

**Williams AV – *Empowering Connections Through Assistive Communication.***

Learn more at [www.WilliamsAV.com](http://www.WilliamsAV.com)

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