### **Powersoft STRENGTHENS**

### **APAC TEAM**

### Raymond Tee WILl serve as application engineer for the APAC region.

Florence, Italy

May 13, 2019

Powersoft has hired Raymond Tee as application engineer for the APAC region, effective 1 April 2019. He brings a wide range of experience in live sound and fixed install application to the role and will report to Powersoft’s global business development manager for fixed install and application engineering manager, rack amplifiers, Marc Kocks.

Tee’s primary duties will be to support Powersoft’s distribution networks and end users in the region, enabling them to get the most out of the company’s products, as well as providing training and support for control software platform, ArmoníaPlus.

Kocks commented: “Raymond has proven to be a perfect fit thanks to his work as application engineer for other manufacturers, as well as his experience with local Malaysian companies. The APAC region is a very important one for Powersoft, with many established and emerging markets, and this appointment strengthens the team even further.”

After being chosen for the role, Tee undertook an intensive training period at the Powersoft headquarters in Scandicci, Italy and he has been conducting training sessions with end users and distributors in the APAC region since then.

“At Powersoft we are investing heavily in enlarging our application engineering team,” continued Kocks. “We want to help customers getting back the value they paid for our products, and we put in place a global team available 24 hours-a-day to assist end users, consultants, system integrators, rental companies and distributors with design support, training and integration of our products.”

“It was the technology inside Powersoft amplifiers that have always impressed me,” said Tee. “I first came across them in early 2000s when I was working in Malaysia as a system engineer. Back then we were used to very chunky amplifiers, and to see a unit so compact able to deliver such power without compromising the audio quality was simply mind-blowing for me. When I discovered that I was going to be able to work for such a company, I was ecstatic!”

He added: “All of the people I met during my time in Italy were very professional and proud to be part of the Powersoft family. Throughout my career working with various companies, I’ve realised it’s a very rare thing to rub shoulders with the founder of the company. At Powersoft, I’ve been able to experience just that. To see the founders of a company that I’ve so admired still hard at work is a real privilege.”

For more information about Powersoft, visit: http://www.powersoft.it/en/

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ABOUT POWERSOFT:

Powersoft is the world leader in lightweight, high power, single rack space, energy efficient amplifiers for the professional audio market. Founded in Italy in 1995, headquartered in Florence, Italy, with offices in New Jersey, Powersoft couples the experience and precision of its production department with exceptional components to deliver products with perfect audio response and high-performance reliability. Its state-of-the-art amplifiers can be found in an array of markets, ranging from stadiums, sporting arenas, theme parks, performance venues and airports to convention centers, churches, and clubs, and are used by the world's leading tour sound companies. For more information, visit the Powersoft website: [www.powersoft.com](http://www.powersoft.com/)