



## Media Release

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# Boston Acoustics & Amber Technology Form Australian Distribution Partnership

Amber Technology is proud to announce their appointment as exclusive Australian distributor for the internationally acclaimed range of **Boston Acoustics** loudspeakers & audio systems.

Based in Massachusetts USA, Boston Acoustics is a highly esteemed name amongst discerning audio lovers across the world. Since its formation in 1979, the company has consistently developed innovative, market-leading products offering a unique combination of pristine audio performance, stunning good looks and the highest quality standards.

In addition to an extensive selection of Home Theatre & Home Hi-Fi speaker systems, today's Boston Acoustics range also includes advanced car audio solutions, custom installation components and personal audio systems to suit virtually any application.

*"We're extremely pleased that Amber and Boston Acoustics will now be working together in the Australian market" commented Brian Lee, General Manager of Ambertech Lifestyle Entertainment. "The Boston Acoustics brand name has long been synonymous with the highest standards in performance & quality so the range is a perfect match for our philosophy of offering our clients only the best that the world has to offer."*

Matthew Malone, Export Sales Manager for Boston Acoustics added *"Our new partnership with Amber Technology was a logical choice. Amber's expertise, market reputation and substantial infrastructure will ensure Boston Acoustics is ideally positioned to enjoy continuing growth and expanded market opportunities across Australia. As importantly, it also means our existing Australian customers and dealer base will benefit from Amber's very strong national service & support structure".*

*...more*



The new distribution agreement with Boston Acoustics is a significant enhancement to Amber's already strong product portfolio. Apart from additional sales opportunities resulting from the synergy between such a high quality loudspeaker range and the acclaimed **Onkyo** range of electronics, Boston Acoustics also offers the opportunity for further expansion into the very strong car audio market.

Boston Acoustics high-performance audio systems are now exclusively distributed in Australia by Amber Technology and nationally available from an extensive network of selected audio dealers.

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**For immediate release....**

**About Boston Acoustics:**

Formed in 1979, Boston Acoustics is an internationally respected manufacturer of high-performance loudspeakers, tabletop products and advanced car audio systems for the most demanding applications. Boston Acoustics Inc is located in Peabody, Massachusetts, USA.

**About Amber Technology:**

Established in 1987, Amber Technology is one of Australia's largest and most respected distributors of high technology equipment solutions to the home entertainment and professional broadcast, recording & live production markets. Our expertise fully and uniquely encompasses the supply, production and delivery of today's rich audio visual experience.

**ENDS**