



CAD AUDIO PRESS INFORMATION
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CAD AND ASTATIC RE-BRAND AS CAD AUDIO

Solon, OH--CAD Professional Microphones and Astatic Commercial Audio Products are re-branding as CAD Audio to expand the company's product offerings across several markets, optimize the efficiencies of its distribution and sales channels, and streamline its marketing, PR and promotional efforts.

The company's original roots can be traced back to the Astatic Corporation, established in 1931 in Conneaut, Ohio by two radio engineers dedicated to the development of a static-free or "Astatic" microphone. The company evolved into Astatic Commercial Audio products, which offers a wide variety of microphones for industrial, commercial and installed sound applications. Recent innovations include Astatic's variable pattern microphones, culminating in the revolutionary 1600/1700VP remote control variable pattern mic.

In 1988, CAD Professional Microphones was formed as a division of Astatic to design and build microphones for the recording and live sound markets. Among many visionary products, CAD developed the cost-effective high performance Equitek Series microphones that largely defined the project studio revolution in the late eighties and nineties. Today, CAD is distinguishing itself with innovative, high quality American-designed and manufactured microphones such as the E100S condenser mic.

The company was reorganized as Omnitronics, LLC in 2000. And now CAD, Astatic and Omnitronics will be known as CAD Audio as of September 1, 2009.

Under the new CAD Audio brand, there will be four series of products: Recording, Live Performance, Astatic Commercial and Personal Audio. These new organizational changes will be reflected on the company's new website, cadaudio.com and in all product, sales and promotional materials in the future.

Commenting on the rebranding, Vice President, Sales and Marketing Tony O'Keefe said, "The CAD Audio brand simplifies and maximizes the effectiveness of our sales, distribution and marketing. It also emphasizes the wide range of microphones and related equipment we have to offer while freeing us up to develop a broader array of audio products in the years to come. We're very excited about the unlimited potential of this new company."

For more information about CAD Audio/Astatic Commercial, please call 800.762.9266 or visit www.cadaudio.com.