

FOR IMMEDIATE RELEASE

Williams Sound, LLC, Announces Partnership with Audio Induction Loop System Manufacturer

EDEN PRAIRIE, MN - [Williams Sound, LLC](#), announced today that it has established a partnership with European assistive listening system manufacturer, Humantechnik GmbH, to introduce audio induction loop systems into their U.S. product lineup. Humantechnik, Weil am Rhein, Germany, has developed and manufactured group and personal listening products for over 25 years in the European market.

“Williams Sound offered induction loop products many years ago, but the U.S. market gravitated towards FM and Infrared technology solutions and hearing aids trended away from models offering telecoils that could be used with loop systems. With the resurgence of hearing aids fitted with telecoils and the joint efforts of the Hearing Loss Association of America (HLAA) and the American Academy of Audiology (AAA) to promote loop technology, we feel the U.S. marketplace is once again receptive to induction loop products,” states Paul Ingebrigtsen, President of Williams Sound. “We continue to offer the full range of leading technology solutions for “Helping People Hear” and induction loops are one of those solutions. Humantechnik is a strong partner, contributing extensive experience and expertise with induction loop system design and installation.”

Loop systems enable hearing aid wearers to pick up the signals produced by the facility sound system directly in their telecoil-equipped hearing aids, free from annoying background noise, echo, or reverberation. Receivers are available for listeners who do not have a hearing aid or who have a hearing aid without a telecoil.

“Helping People Hear” is our mission,” states Janet Beckman, VP of Marketing. “With the introduction of the Americans with Disabilities Act and the new 2010 ADA requirements, public facilities are looking for reliable solutions to accommodate the hard of hearing public. Induction loop systems provide another option for public facilities to select the technology they feel best fits their facility and meets their community needs,” adds Beckman.

Williams Sound continues to gain market share in the audio-visual industry through strategic product development and partnerships, with an emphasis on delivering top-quality performance, reliability and exceptional customer service. “We understand the importance of advancing and growing in this industry, and this partnership allows us to expand our product offering and provide consultants and systems integrators with the highest quality selection of wireless listening solutions,” states Franck-Olivier Fabry, VP of Sales.

As a pioneer and leader in assistive listening manufacturing, Williams Sound offers digital, FM and infrared wireless listening solutions, and now positions themselves to be the total-solution provider in wireless listening systems. By offering all of these technologies, Williams Sound is able to help their customers select the best technical solution for their particular installation needs. Their complete suite of products supports house of worship, stadiums, interpretation conferences, corporate, government, healthcare, education, cinema and accessibility applications.

Williams Sound is excited about the timing of this new partnership and will be premiering several new induction loop product offerings at this year’s premiere tradeshow serving the professional AV communications industry, [Infocomm International](#), June 13 – 15 in Las Vegas, Booth # C8925.

Williams Sound is a global designer and manufacturer of wireless communication technology, serving personal and professional listening needs worldwide for more than 35 years. Williams Sound offers products and service for such commercial markets as hearing assistance, language interpretation, tour, corporate, education, government and house of worship. These products include the Digi-Wave™ Digital Communication Systems, Personal PA® FM Listening Systems, Portable Hearing Assistance Tour Guide Systems, SoundPlus® Infrared Systems and Hearing Helper® FM Listening Systems.

Press Contact:

Valerie Enkhaus, valeriee@williamssound.com, (952) 224-7742.

NOTE TO EDITORS: For more information, visit www.williamssound.com.

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