 **FOR IMMEDIATE RELEASE**

**ASI Audio Appoints GerrAudio as Canadian Distributor**

Beachwood, OH, June 6, 2021 — ASI Audio, manufacturer of the innovative 3DME in-ear monitoring and hearing protection system, announces the appointment of Brockville, Ontario-based firm GerrAudio as distributor to the Canadian market. The announcement underscores ASI Audio’s ongoing expansion and penetration into new markets.

“GerrAudio is the perfect partner for ASI Audio,” states Evan MacKenzie, VP of Marketing and Sales for ASI Audio. “I have always admired their focus on pro audio products with innovative features that benefit the musician, engineer and design/installation markets with a very high degree of reliability and sonic integrity. We are looking forward to working with them to promote our product to the Canadian market.”

Geoff Maurice, VP & Director of Sales at GerrAudio Distribution, remarks, “The 3DME product from ASI Audio is something every musician – whether professional or hobby – should have. Using similar Active Ambient technology found in the custom in-ear system offered by Sensaphonics, the 3DME revolutionizes the way musicians hear themselves and their bandmates on stage while keeping them safe – at a much more attainable price point for the everyday musician. We believe the 3DME product has a place in all music stores and online retailers and are excited to get this new technology into the hands of those who will appreciate it the most.”

ASI Audio | [asiaudio.com](http://www.asiaudio.com/)

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Photo file 1: Gerr-PS\_GM-May2021.jpg

Photo caption 1: Pictured L-R: Peter Snelgrove, GerrAudio VP, Director of Operations & Ontario Sales Support; and Geoff Maurice, GerrAudio VP, Director of Sales

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**ABOUT ASI AUDIO**

Founded in 2019 by the team of hearing health advocate Dr. Michael Santucci Au.D. of Sensaphonics and Jim Harris, CEO of Think-A-Move, Ltd. (developers of innovative speech recognition products for high-volume environments), ASI Audio x Sensaphonics has combined patented technologies and market insights to create 3DME Music Enhancement, a fundamentally different approach to in-ear monitoring and hearing protection. 3DME combines Active Ambient technology and personalized sound quality via the intuitive ASI Audio app, creating a system equally useful for amplified and acoustic monitoring for musicians and concertgoers alike. Web: [www.ASIaudio.com](http://www.asiaudio.com).