



For Immediate Release

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Pro Audio Technology Expands Sales Team and Streamlines Technical Support

With the addition of new Sales Engineer, PRO customers will benefit from advanced support and technical services.

Lake Forest, CA – February 20, 2019 – [Pro Audio Technology](#) (PRO), the leading supplier of high-output loudspeakers and DSP-programmable amplifier systems, adds a new sales engineer to serve PRO dealers, reps, and international distributors with high-quality support and expertise to optimize systems.

A decades-long friend and colleague of PRO founder, president, and product designer, Paul Hales, Chris Farley will fill the newly created sales engineer role. Having served as PRO's lead software engineer for the last nine years, Chris will apply his expertise directly to PRO client projects, including all customer-facing pre- and post-sales technical support and customer service. Farley is an accessible PRO expert for system design, diagnosis and troubleshooting, product repairs, as well as an additional resource for exclusive calibration services.

"Maximizing the acoustic capabilities of a PRO system is complex, and specification, support, and installation require a high-level of technical competence. Chris brings that technical knowledge to the sales team where he'll make it easier for our customers to sell and install PRO products by providing system design, technical support, and on-site calibration services," said Hales. "Having worked alongside Chris for over 30 years, I know that our customers will appreciate access to his expertise."

"I am excited to work with PRO's esteemed customers directly," said Farley. "My goal is to be the go-to resource for all technical-related inquiries to ensure our customers get the larger-than-life experience PRO loudspeakers and amplifiers are known for."

Farley's appointment as Sales Engineer is effective immediately. For more information on Pro Audio Technology, please visit: www.proaudiotechnology.com.

About Pro Audio Technology

Through a thoughtful combination of consumer and professional engineering technologies, Pro Audio Technology (PRO) designs and manufactures a complete range of loudspeakers and DSP amplified loudspeaker controllers that address the needs of high-end residential installations. PRO products unite lively dynamics, high maximum output level, and refined acoustic performance – satisfying even the most discerning music and home theater enthusiasts around the globe. All PRO products are designed, engineered and manufactured in the USA. Pro Audio Technology products are available globally through an elite group of high-end residential custom installers. Pro Audio Technology is the brand name of Professional Home Cinema, LLC.

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