

UK SALES CHANNEL OPENS FOR BEIJING'S MICW

eMerging To Distribute MicW Microphones in the UK & Ireland

December 2009: London-based AV sales and service company eMerging has reached an exclusive distribution agreement with Chinese recording microphone company MicW for the United Kingdom and Ireland. Effective immediately, the entire range of high-quality MicW mono and stereo microphones will be available in the UK through eMerging and a network of selected dealers.

A subsidiary of the Beijing-based high-quality measurement microphone manufacturer BWSA, the largest such manufacturer of microphones for test and measurement and industrial applications in China, MicW was formed in 2008 to concentrate on the market for recording microphones. After being active in the domestic Chinese market for a year, MicW launched its international sales activities in Europe in Spring 2009. The UK distribution agreement is the largest so far signed by the company, which is continuing to search for other sales partners internationally.

"As the home of one of the most active recording industries in the world, the UK is an important market for us," comments MicW Sales Director Qunli Wu. "We need a strong distributor in London with an active track record in sales and support, and with good connections to the audio-visual industries. The eMerging team fits all of these criteria.

Richard Bowen, eMerging co-founder, explains the thinking behind the deal. "MicW adds another important dimension to our activities as a distribution company. As exclusive UK distributors for Merging Technologies, Smart AV, and DAD we sell and support a lot of equipment for working with both high-quality audio and video, but nothing to handle audio capture — until now. The eMerging team has a lot of combined past experience in mic retail and support, and we will be drawing on that to deliver an aggressive UK and Ireland-based sales channel for MicW."

MicW's complete range of E, G and N-series condenser mics, from supercardioid shotguns to large-diaphragm cardioids, is available in the UK from eMerging with immediate effect. UK prices range from under 200 pounds for the most affordable of the E-series microphones to over 2000 pounds for a matched pair of large-diaphragm omnidirectional N101s, the top model in the range (prices exclude VAT). For more information, contact eMerging on +44 020 8941 6547 or see the company's web site at www.emerginguk.com.