



Leader in High-Performance Audio Hardware, Software, and AV Control Systems, US-based Symetrix Inc. Partners in India, with Alphatec for Seamless Distribution Services

National, 20th July 2023: US-based [Symetrix Inc.](#), a leading provider of high-performance audio hardware, software, and AV control systems, has announced its expansion in the Indian market. This strategic partnership aims to strengthen Symetrix's presence in the dynamic Indian AV market while fostering innovation through close collaboration with Indian partners and customers. In a move to solidify its foothold in India, Symetrix Inc. has signed a strategic distribution partnership agreement with Alphatec.

Founded in 1976 in a recording studio in Seattle, U.S, Symetrix Inc has built a reputation for innovation, sound quality, and craftsmanship. With its focus on craftsmanship, performance, and the most significant degree of customer satisfaction while adhering to their values, the company's award-winning technical support and customer care ensure that customers receive the highest level of service.

Talking about Symetrix's collaboration with Alphatec, **Jim Newhouse, Director of International Sales, Symetrix Inc**, said, " We are excited to bring our cutting-edge audio solutions to India. The size and the growth velocity of the Indian AV industry make India an important market for us. We are also thrilled to collaborate and fuel our strength with Alphatec to offer deliver a high-performance audio experience to our customers."

Regarding the association, **Devasis Barkataki, Founder and Managing Director of Alphatec**, said, "Symetrix's track record of innovation and commitment to delivering high-performance AV solutions align perfectly with our values and goals. Together, we aim to empower the Indian AV market with cutting-edge technologies and provide our customers with superior audio hardware, software, and AV control systems. This collaboration represents a significant step towards revolutionizing the industry and meeting the unique demands of our Indian customers."

By combining Symetrix's expertise in AV technology with Alphatec's local market knowledge and network, the collaboration aims to provide enhanced support and superior AV solutions to customers in India. This partnership further aims to offer enhanced accessibility to a diverse range of high-quality audio products, namely the **xIO XLR-Series**, the **T-7 Glass touchscreen**, and the **AV-Ops Center remote monitoring platform**.

As Symetrix continues to expand its global footprint and drive innovation, customers can expect a continued focus on research and development, ensuring the delivery of advanced AV processing and control solutions. The company remains dedicated to upholding its reputation for excellence and providing award-winning technical support and customer care to clients worldwide. Prominently known for engineering audio tools that deliver studio-quality sound, Symetrix Inc is a 40+ year old brand and sold in over 60 countries.

Symetrix newest offerings include the **xIO XLR-Series** which is a new line of performance IO device that set the standard for audio quality, build quality, and features. Apart from that the **T-7 Glass touchscreen** is ideal for customized system management in a variety of settings, including houses of worship, conference rooms, auditoriums, and hospitality venues. The **Symetrix AV-Ops Center** is a cloud-based platform providing remote monitoring and management for any system using a Symetrix Composer Series DSP.



Alphatec



About Alphatec:

Alphatec is a leading distribution house for the world's best and industry-leading professional audio and video equipment across India and an exclusive partner of the best AV brands around the world. Headquartered in Mumbai, Alphatec is associated with over 30 global AV brands, Alphatec is currently managing products that are committed to reproduce the most truthful sound and visuals; and bringing integrated AV solutions to clients and their spaces. It currently has presence across 14 regions, 500 cities and towns with 1100+ dealers and system integrators, and 20 authorized service centers. In addition to its expansive physical presence, the company is also present across all major e-commerce platforms like Amazon, Flipkart and Bajaa.

Website: <https://www.alphatec.co.in/>

About Symetrix Inc.

Born out of a recording studio in 1976, Symetrix is a leader in high-performance audio hardware, software, and AV control systems. Backed by award-winning technical support and customer care, Symetrix's reputation is built on innovation, sound quality, and craftsmanship. By continuously expanding the capabilities of their AV solutions, Symetrix delivers the highest performing systems from conference rooms to sporting venues and everything in between. Symetrix is headquartered in the Seattle, Washington metro area and has regional offices throughout the world.

Website: <https://www.symetrix.co/>