

What is Sam Runco Doing?

Written by Marco Attard
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AV industry veteran and CEDIA founding member Sam Runco joins the Wireless Speaker and Audio Association (WiSA) Advisory Board to support the adoption of wireless audio technology in the home.



Runco has over 30 years of experience in the industry and is the founder of custom home theatre product and services vendor Runco. He is recipient of the CEDIA Lifetime Achievement Award and an inductee in the Consumer Electronics Hall of Fame.

“WiSA-compliant speakers are the first to provide consumers with a superior quality, interference-free, wireless surround-sound experience while offering interoperability with other WiSA-compliant CE components,” Runco says. “I am looking forward to help guide the implementation, interoperability, and evolution of this exciting wireless home audio technology.”

He joins fellow Advisory Board members Aperion Audio, DEI Holdings (parent company to Polk Audio and Definitive Technology), GGEC, Hansong Electronics, Klipsch, Meiloon Industrial, Pioneer, Sharp, Silicon Image and Summit Semiconductor.

WiSA promotes the use of wireless audio in the home theatre segment. It has the industry's first interoperability specification and compliance testing programs for the makers of wireless speakers, DTVs, Blu-ray players and other CE devices. WiSA-compliant speakers and components carry an assurance of interoperability and should provide a high standard of HD wireless surround audio.

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