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Immersive Audio Technologies Group acquires high-end home theatre outift StormAudio, following the management buyout of the Auro Technologies home entertainment and luxury audio product division.



The buyout encompasses the StormAudio hardware brand, IP, infrastructure and inventory. It was organised by Auro Technologies senior VP Yves Trélohan, together with Brussels-based Saffelberg Investments. Immersive will use its Nantes, France facility as global HQ for sales, marketing, R&D and manufacturing, together with StormAudio's existing Novato, California N. American sales, marketing and dealer support subsidiary and Hong-Kong sales and service support center.

"The response from the channel is that we've demonstrated technological superiority with the StormAudio product line," Trélohan says. "Whilst we maintain a great relationship with Auro, we are also excited about working more closely on technical and marketing initiatives with Dolby and DTS. For our dealers and distributors, we are committed to full sales, technical, and product development support, including full presence at CES, ISE and CEDIA Expos and many regional tradeshows around the world."

Post-acquisition StormAudio should remain as is, with uninterrupted day-to-day operations using the same personnel, phone numbers, website and warehousing. Currently it offers a hardware line of 5 preamp/processors, 3 power amplifiers and a 16-channel processing/amp AVR.

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