**d&b audiotechnik sponsors Stadia & Arena Asia Pacific 2016**

**Yokohama Arena, Japan 26-28. 09.16.** Loudspeaker systems manufacturer, d&b audiotechnik, will join exhibitors at the 2016 Stadia & Arena Asia Pacific (SAAP) event, where all the latest sports venue developments and ideas will be discussed among industry professionals from around the world.

Ralf Koehler, Head of Global Business at d&b commented: “Stadiums and arenas are an important focus for d&b and this show is vital to our understanding of the markets’ needs. Permanently installing a sound reinforcement system is not just about delivering great audio, it’s about improving the value of the venue as a whole, and giving customers that unique, connected audience experience, every time.”

Now in its eighteenth year, the SAAP conference and exhibition is internationally recognised for bringing a network of industry leaders together, from all areas of sports venue entertainment, from design and build, to management, operations and technology. The show is an opportunity for guests to hear from of a world class panel of experts and talk face to face with a diverse range of service providers.

“Last year’s event at the Singapore Sports Hub was a great success for d&b, so we’re delighted to be sponsoring this year’s show in Yokohama,” adds Koehler. “We’re excited about sharing the value of improving sound, and bringing our thirty five year experience in high performance live entertainment to the discussion.”

As well as welcoming questions and conversation at the stand (CO9), d&b will be participating in the Virtual Stadium Showcase on September 27th, a quick fire round of presentations delivering ideas and inspiration to improve your venue.

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About d&b audiotechnik: d&b operates internationally in the field of electroacoustics as a manufacturer of loudspeaker systems and electronics for high quality speech and music reproduction or sound reinforcement in public places. d&b is regarded as one of the leading companies in this market on the basis of its technological developments, system integration principles, quality of construction, and standard of service. The company, with a workforce of 360, has branch offices worldwide. The company headquarters are in Backnang near Stuttgart. Research and development as well as production are accommodated there. [www.dbaudio.com](file:///\\psf\Home\Desktop\new%20templates\www.dbaudio.com)