



## For Immediate Release

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## Luxury Immersive Hardware Brand StormAudio Selects Azione Unlimited as First Buying Group

**Nantes, France – December 19, 2018** – Reference CEDIA channel immersive audio hardware brand [StormAudio](#) is pleased to announce that it has joined the Azione Unlimited buying group.

Azione Unlimited consists of 201 dealers and select participating manufacturer-partners that work together to collectively grow their businesses. This is accomplished by way of special vendor-specific sales, marketing and training programs along with the collective “think tank” that all parties bring to the table. Led by industry veteran Richard Glikes, the group is in its 7th year of operation.

Playing at the top end of the custom residential channel and progressing steadily since its 2016 launch in the US, France-based StormAudio offers arguably the most compelling line of immersive audio preamp / processors and amplifiers available to home theater installers today. Praised for reference performance, innovative feature sets and ease of programming, the processors are available in 16, 20 and 32 channel analog and digital configurations. All incorporate Dolby Atmos®, DTS:X™, Auro-3D® and Dirac Live® Room Calibration.

Under new leadership in the US by recently-appointed National Sales Manager Gary Blouse, Azione is the first buying group that StormAudio has elected to participate in. “As we begin to execute our plans for 2019 it made perfect sense to align with Azione. We are encouraged by Azione’s collaborative environment and confident that together we will further elevate its dealers’ already high standards for cinema performance,” says Blouse.

“Azione Unlimited is *the* most selective group when it comes to vendor partnerships. The addition of StormAudio into the Azione ranks was an easy decision. Storms’ processors are best in class, with a reputation of superior sound quality and unparalleled flexibility. Our dealer members’ desire to sell the finest brands make this a cherished marriage and a recipe for amazing success,” says Azione Unlimited Founder and President Richard Glikes.

For all StormAudio US press inquiries, please contact Paul Muto at [paul@mutocomm.com](mailto:paul@mutocomm.com) or 631.849.4301.

### About StormAudio

StormAudio delivers superior audio electronics that support all existing and future leading sound formats, such as Dolby Atmos®, DTS:X™ and Auro-3D®. Created for the most demanding customers, with a focus on service and technical support, the products offer “best-in-class” performance, versatility, reliability and the most advanced market features. Designed and manufactured in France, the brand’s products are available through a specialized distributor network worldwide. Learn more at [www.stormaudio.com](http://www.stormaudio.com) / Follow on Twitter @ StormAudioFR and Facebook: <https://www.facebook.com/StormAudioFR/>

### About Azione Unlimited

Azione Unlimited, the education and buying group for integrators, is a consortium of like-minded custom installers, home technology professionals, and vendors. The organization helps its members achieve greater levels of prosperity, technical acumen, and sophistication in running their businesses and serving customers. Founded by industry veteran Richard Glikes and headquartered in Chester Springs, PA, the organization is celebrating its sixth year. In addition to two high-energy, information-packed conferences per year, Azione provides its members with a host of benefits, from product discounts to educational middle management meetings, and marketing tools. Learn more at [AzioneUnlimited.com](http://AzioneUnlimited.com). Follow @AzioneUnlimited on [Instagram](#), [Facebook](#) and [Twitter](#).