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The Wireless Speaker and Audio Association Continues Building Momentum and Expands Membership

Onkyo Corporation, DALI, Gibson Guitar Corporation, and Amber Technology join the WiSA Association

[The Wireless Speaker and Audio](#) (WiSA™) Association today announced the addition of key players in the home entertainment market as WiSA members. The WiSA Association is an industry group dedicated to bringing reliable, high-performance, interoperable, wireless, surround sound audio products to the home theater market. Joining the Association to advance its mission are A/V receiver and speaker manufacturing pioneer, [Onkyo® Corporation](#), premium speaker brand [DALI®](#), legendary guitar manufacturer, [Gibson® Guitar Corporation](#) and speaker brand Accent Digital, distributed in Australia and New Zealand by [Amber Technology®](#).

“Delivering high quality wireless audio speakers, A/V equipment, and other CE products which can interoperate with each other is a high priority for us and our customers,” said Munenori Otsuki, president and chief executive officer of Onkyo Corporation. “We look forward to working with the WiSA Association to deliver game-changing products that will finally give the consumer the high-definition wireless audio experience they want for their home theater.”

According to Leichtman Research Group’s (LRG), 1Q 2013 Research Notes, “HDTVs are present in 75% of U.S. households, up from 23% five years ago.” Additionally, CEA (Consumer Electronics’ Association) reports that the most important criteria for consumers when choosing a viewing device is image quality, sound quality, ease of use, and convenience. The WiSA Association, through its compliance program, addresses these key growth drivers. WSA-complaint systems solve the ease of use issue with unique automated set up capabilities either by simply pressing a button on the remote or by manipulating a smartphone or tablet driven application. WiSA-compliant systems deliver cinema quality sound with 24bit, up to 96Khz uncompressed audio. With the mandate that WiSA-compliant products must be interoperable, the consumer can enjoy the convenience and freedom-of-choice to mix and match components from different manufacturers with the added capability to scale their wireless speaker system from 2.0 all the way up to 7.4 whenever they want with whatever brand they want.

“At DALI, we are passionate about creating loudspeakers with outstanding performance and honest reproduction of sound exactly as it was created,” said Lars Worre, chief executive officer of DALI A/S. “Developing new technologies such as wireless capability and joining the WiSA Association to ensure interoperability between our products and CE devices for the home will be key to our overall success in the space.”

“Through the WiSA Association, members are able to provide a solution to the growing market requirements by offering interference-free, wireless HD digital audio products that are easy to set up and interoperate with other compliant CE devices like HDTVs, set-top-boxes, gaming devices and more,” said Jim Venable, president of the WiSA Association. “The trends in the industry coupled with consumer demands for quality, ease of use, and convenience reflects the reasons for the surge in WiSA membership and why many well-known speaker companies, CE companies, ODM/OEMs and even a guitar company are getting involved with the Association.”

“We have a rich history as pioneers in the guitar business and have extended our expertise with innovations in the home theater category as well as the professional A/V market,” said Henry Juskiewicz, chairman and chief executive officer of Gibson Guitar Corporation. “Delivering high definition wireless audio solutions is a strategic priority for Gibson and joining the WiSA Association makes perfect sense because it is the only multi-channel wireless technology out there that is capable of delivering the HD audio experience that the broad market is demanding.”

“Amber Technology is one of Australia and New Zealand's largest and most respected distributors of quality sound and vision products for both consumer and professional applications.” said Scott Mckenzie, national sales manager of lifestyle products at Amber Technology. “We see wireless technology as a key driver for our future and our collaboration with the WiSA Association is vital to that mission. “

WiSA Association at [CE Week](#) – New York, NY, June 26-27, 2013

The WiSA Association will be attending CE Week and ShowStoppers with a table top booth (143) in the Altman building. If you are attending, please stop by to receive a presentation and demonstration. If you have questions, please contact Linda Ferguson at lfergus@wisaassociation.org.

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