



Press release

Renaissance signs with Audioengine to become sole New Zealand distributor of award-winning speaker range

Auckland, 5 November 2010

Renaissance (NZX: RNS) is pleased to announce it will be bringing the Audioengine speaker range to New Zealand.

Renaissance will be the sole New Zealand distributor of this award-winning range, which incorporates great sound, high-quality materials and simple but elegant designs.

Renaissance will stock the competitively priced Audioengine A5 and A2 powered speakers, which are packed with features, such as power amplifiers built inside the left speaker, saving space and power, and Kevlar woofers and silk dome tweeters to provide listeners with superb low end sound as well as smooth highs.

The speakers also offer unique, stylish design and great performance – as well as being compatible with iPod and other media devices, such as the Apple AirPort Express.

According to the Boston Herald, the A5 speakers – which are premium powered bookshelf speakers – “blew away all the rivals in terms of audio excellence”.

“We are excited about distributing the Audioengine speakers to our local resellers and retailers,” says Renaissance General Manager of branded product Chris Knox.

“All of the speakers in the Audioengine range are designed with efficiency and versatility in mind. They also look really good, which is important when you’re putting something on display.”

Renaissance expects the Audioengine range to appeal to mid to high-end consumers looking for a good quality sound system to add to their iPod or media device. It also sees the speakers as working well in either an office environment or the home.

Brady Bargenquast, Audioengine co-founder added, “We have had our eye on the New Zealand market for awhile. We have confidence in Renaissance’s extensive experience and

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local presence, and admire their versatility at working with numerous brands and creating a seamless user experience.”

Knox added, “New Zealand consumers deserve quality at a reasonable price point. We are continuing to explore relationships with premium Audio/Visual brands that are under represented locally, so that we can provide them with a sound distribution platform and relationship to successfully build their business in New Zealand, and local consumers with choice.

“Audioengine is the first step in our new strategy in this market sector.”

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About Renaissance

The Renaissance Group enables creativity in nearly all facets of the digital economy in New Zealand. Renaissance’s activities extend into technology distribution and retail, serving the ICT needs of educational institutions; technical service and support; training; network infrastructure design and application development; assembling PCs and servers; and vocational education.

The Renaissance distribution business provides brand management for a number of well-known, high-quality vendors, and has represented Apple in New Zealand for over 25 years. The company also runs MagnumMac, the largest Apple specialist retail chain in New Zealand, and on-campus retail chain, StudentIT.

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About Audioengine

Audioengine designs and builds innovative audio products with all your music in mind. Great sound, simple setup, and useful features at affordable prices is what Audioengine is all about. Check out our reviews and awards at: www.audioengineusa.com

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