

Flagship “YOUR SHOWROOM” Concept by AVEM

After months of designing, planning, preparation and final installation, AVEM and Ultimate Music have jointly opened their flagship showroom in the northern state of Malaysia, Penang. AVEM officially opened the showroom on 28th of January 2010, with a small gathering of customers over lunch and some product demos and musical performance. The directors of AVEM were present to welcome the customers and get to know them better. About 100 plus customers and industry members attended the opening.

This new showroom, which AVEM considers the first of its kind and scale in Malaysia, is housed within a bright yellow/blue building of its own, and, together with Ultimate Music, boasts a display floor space of over 8,000 square feet. The ground floor is occupied by AVEM for their professional audio, lighting, visual and public address systems displays. AVEM decided to adopt the exhibition style display as this allows for flexibility for various brands to be showcased. A few major sections are apparent here, namely the Emix PA booth, the IVA booth, the Behringer booth and even a Karaoke section. A multi-brand section with various brands on display caters to meet any requirements of our customers. Facilities for customers include a meeting area plus PCs and internet access for customer convenience.



This new showroom boasts a unique feature of having its own mini auditorium with a seating capacity of about 100 plus people for doing audio, visual and lighting demonstrations and even small live gigs. This auditorium is fully equipped with IVA line array sound systems, DTS and Zomax moving heads and lasers, and ready for small functions and performances.

AVEM built this concept showroom to showcase a wide variety of audio, lighting and PA products to the market. This showroom is actually targeted at resellers, dealers and integrators to come test and demo products to their clients.

“Over the years, we realized that resellers, dealers and integrators lacked full scale facilities to demonstrate products to their clients, especially out of KL. It is a heavy investment to build a full scale showroom, so we created this showroom for our resellers to demonstrate the products to their clients. We don't sell from our showroom, our resellers do the selling. We just provide the facilities to showcase and demonstrate, thus the concept of ‘YOUR SHOWROOM’,” said Mr KK Phang, the General Manager of AVEM.

Penang Branch Manager Mr Phung said, “We want our resellers to feel comfortable at AVEM, so they can confidently bring their clients and demo in their own time and fully enjoy the comforts of ‘YOUR SHOWROOM’. Come and enjoy yourself here, experience our auditorium's sound and light demo, have meetings, sing a few songs in our karaoke section. Don't forget to jam at Ultimate Music upstairs.”

On the 1st floor is Ultimate Music, with their vast display of musical instruments from Behringer, BC Rich, Schecter, Bugera, Sonor, Stagg and many more. Guitars, drums and many other instruments and accessories are the essence of Ultimate Music. Beside displays, musicians are able to try out the instruments, even jam on the spot, as the setup is ready for jamming.

This Penang showroom is the pilot project and there will be more showrooms coming up at Kuching, Kuantan and Johor Bahru over the next one year. AVEM's “YOUR SHOWROOM” is located at Butterworth. Penang.

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