



# COMPANY PROFILE

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# About us

Audio Effetti is a company specialising in the distribution of Video, Audio, Lighting and Special Effects for the entertainment business as well as installations in corporate, retail and educational environments.

Founded in 2001, Audio Effetti has grown over time thanks to a constant search for cutting-edge technologies and strategic partnerships with some of the most prestigious international brands.

**70+**

**DISTRIBUTED  
BRANDS**

**15k**

**PRODUCTS IN  
CATALOGUE**

**20+**

**SALES  
REPRESENTATIVES**



**technologies  
for the entertainment  
industry.**

# Our mission



Helping our customers realise unique projects with high quality products is our goal. We achieve this through a careful selection of our brands, an extensive sales network, a team of specialists with years of experience in the industry, and an after-sales service that is unique in Italy.

***Marco Medica, CEO of Audio Effetti***



# The distributor of choice

Our catalogue of innovative products meets the needs of system integrators, service providers, design studios and retailers.

## Application segments



### SHOW AND ENTERTAINMENT

Provision of advanced technology for **concerts, live events, theatres, and shows.**



### AUDIOVISUAL PRODUCTIONS

Technical solutions for **television, film studios and theatres.**



### ARCHITECTURAL INSTALLATIONS

Integrated systems for **permanent and temporary installations**, for both indoor and outdoor spaces.



### CORPORATE EVENTS

Audio, video and lighting solutions for **conferences, exhibitions and corporate presentations.**

# Strengths



## STRATEGIC PARTNERSHIPS

We collaborate with **prestigious Italian and international brands** to offer our customers access to the most advanced and high performance technologies.



## TECHNICAL EXPERTISE

Our team of **highly qualified professionals** with **years of experience** in the industry offers specialised advice, training and ongoing technical support to meet customer requirements.



## CONSTANT INNOVATION

We are committed to offering customers increasingly innovative solutions, **anticipating market trends** and responding to the **needs of the future**.



## COMPLETE ASSISTANCE

We provide **support at all stages of a project**, from conception to implementation, with fast and efficient **customer service** and active **after-sales support** throughout the Italian territory.



## ONLINE ORDER MANAGEMENT

Our proprietary MieiOrdini.com platform is designed and developed to allow **online consultation of the entire product catalogue**, checking availability and prices **in real time**.

# Our services



## MIEIORDINI B2B PLATFORM

The B2B platform MieiOrdini allows our customers to **consult the product catalogue, check availability and price in real time**, resulting in total control of order management and an optimisation of both time and resources.



## ITALY'S LARGEST WAREHOUSE

Our new 1,500 m<sup>2</sup> warehouse makes it possible to have a **large volume of products ready for delivery**, ensuring efficiency and **fast delivery** even for products of foreign brands.



## PAYMENT METHODS

The variety of payment methods we accept ensures a **hassle-free shopping experience**. **Customised payment methods** can be agreed with our sales staff.



## PROJECT ASSISTANCE

We are at disposal to **analyse the customer's specific needs** and **identify the optimal solution**, thus ensuring maximum success for each project.



## INSTALLATION ASSISTANCE

Our skilled technicians can advise on the correct installation methods to **ensure optimal operation** of the customer's application.



## AFTER-SALES TECHNICAL ASSISTANCE

We are at the customer's side with our team of technicians for any **warranty or out-of-warranty needs**, both at our headquarters and at authorised technical assistance centres **throughout Italy**.



## LED WALL CALIBRATION

Technical support is available to calibrate and **optimise LED systems** and achieve 100 per cent quality from installations.



## TRAINING COURSES

Our specialists can support and train technicians to enable them to **deal with any requirements** and solve any problems that might arise **on their own**.

# Product portfolio



**VIDEO**



**PROFESSIONAL AND HOME AUDIO**



**LIGHTING**



**SPECIAL EFFECTS**



**STRUCTURES AND ACCESSORIES**





PRODUCT PORTFOLIO

# Video



**VIDEO PROJECTORS**



**MONITOR DISPLAYS**



**OFFICE COLLABORATION**



**PROFESSIONAL VIDEO CAMERAS**



**VIDEO PRODUCTION**



**TELEPROMPTERS**



**VIDEO EDITING AND POST-PRODUCTION**



**LED WALL**



**VIDEO SIGNAL PROCESSING AND MANAGEMENT**



**STREAMING AND ENCODING**



**PLAYERS AND RECORDERS**



**MEDIA SERVERS**



**SUPPORTS**

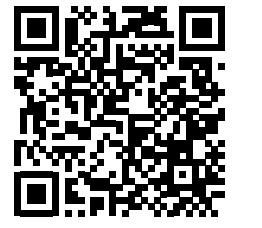
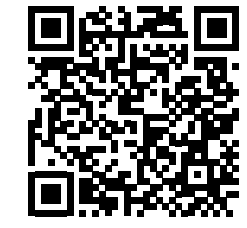


**ACCESSORIES**



PRODUCT PORTFOLIO

# Professional and Home Audio



**AV NETWORKING**



**AUDIO MIXERS**



**AUDIO AND VIDEO PLAYERS**



**AUDIO PROCESSING**



**AMPLIFIERS**



**SPEAKERS**



**WIRED MICROPHONES**



**WIRELESS MICROPHONE SYSTEMS**



**HEADPHONES**



**INTERCOM SYSTEMS**



**INSTALLATION AND PA SYSTEMS**



**RECORDERS**



**HI-FI**



**ACCESSORIES**



PRODUCT PORTFOLIO

# Lighting



**MOVING LIGHTS**



**LED BARS**



**LED PARS**



**WALL WASHERS**



**BATTERY-OPERATED LIGHTS**



**STAGE, THEATRE AND KEY LIGHTS**



**EFFECT LIGHTS**



**ARCHITECTURAL LIGHTS**



**LIGHTING CONTROLLERS**



**DMX AND LIGHTING TOOLS**



**ACCESSORIES**



PRODUCT PORTFOLIO

# Special Effects



**CO2 EFFECTS**



**SPARK EFFECTS**



**CONFETTI AND  
STREAMER EFFECTS**



**FLAME EFFECTS**



**BUBBLE EFFECTS**



**HAZE AND FAZE  
EFFECTS**



**SMOKE AND LOW  
SMOKE EFFECTS**



**SNOW AND FOAM  
EFFECTS**



**AIR EFFECTS**



**LASER EFFECTS**



**BLACKLIGHT  
EFFECTS**



**KINETIC SYSTEMS**



**CONTROLLERS**

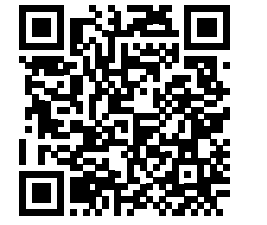
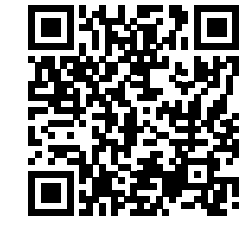


**CONSUMABLES  
AND ACCESSORIES**



PRODUCT PORTFOLIO

# Structures and Accessories



**PROFESSIONAL  
TOWERS AND  
STANDS**



**TRUSSES**



**STAGING**



**DESKS**



**TAPES**



**CABLES**



**CONNECTORS**



**PLUGS AND  
JACKS**



**PATCH PANELS**



**POWER  
DISTRIBUTION**



**SAFETY**

# Why choose us

Choosing Audio Effetti means relying on a partner with decades of experience and in-depth knowledge of the industry.

Our range of innovative products, combined with specialised technical support and always readily available customer service, ensures tailor-made solutions for every project.

## Our values



### LISTENING

We understand the **customer's needs** and strive to **propose effective, efficient and affordable solutions.**



### COLLABORATION

We **work as a team** to support the most complex projects with innovative products and **follow our customers** in a comprehensive manner, **every day, all over the territory.**



### PROXIMITY

The team of **sales representatives throughout the country** is a natural extension of our company. Human relationships are at the heart of our **customer relations.**

## Audio Effetti Srl

Via Aldo Manuzio 57A r.  
16143 - Genoa (GE) Italy

**Tel. +39 010 5451 202**

For general information:  
[info@audioeffetti.it](mailto:info@audioeffetti.it)

For commercial information:  
[ordiniitalia@audioeffetti.it](mailto:ordiniitalia@audioeffetti.it)

For service and after-sales:  
[assistenza@audioeffetti.it](mailto:assistenza@audioeffetti.it)