

**audio/effetti**®



# COMPANY PROFILE

**2026**

# 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.

With more than 70 brands and more than 15,000 products in its catalogue, Audio Effetti today stands out for the **experience and expertise** it has acquired by working closely with industry professionals, and for its ability to offer highly specialised technical support, thanks to its **team of product and after-sales specialists**.



technologies  
for the entertainment  
industry.

**70+**

DISTRIBUTED  
BRANDS

**15k**

PRODUCTS IN  
CATALOGUE

**20+**

SALES  
REPRESENTATIVES





## 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**.



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.

The products distributed by Audio Effetti are used in several business segments, including, but not limited to:

## 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.



# Our Services



## MIEIORDINI B2B PLATFORM

The B2B platform MieìOrdini 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.



## INSTALLATION ASSISTANCE

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



## LED WALL CALIBRATION

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



## 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** customers' specific **needs** and **identify the optimal solution**, thus ensuring maximum success for each project.



## 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**.



## 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**.

# Products portfolio



VIDEO



PROFESSIONAL  
AUDIO



LIGHTING



SPECIAL EFFECTS



STRUCTURES AND  
ACCESSORIES

Accsoon

agora

allcolor  
Tapes & Tools

Antari  
FOG MACHINE

APPOTRONICS

audiophony

pa  
AUDIOPHONY  
SOUND SYSTEMS

AVA

beetek

Blackmagicdesign

B

BriteQ  
LIGHT SYSTEMS

celexon

Contest  
MULTIMEDIA

Contestage

CYP

datavideo

Divo

DJPOWER

ego  
DISPLAY

ego  
PROFESSIONAL

ego  
Technologies  
for entertainment

elokance

evolite

evolite  
PRO

EXPLO  
SFX

flexa<sup>4</sup>  
SENSORS

FUJIFILM

Harmonic Design

Hilec  
LIGHT & SOUND ACCESSORIES

HPA

HuddleCamHD

JBSYSTEMS

J&B SOUND SOLUTIONS

JV  
CASE

LASERWORLD

Le Maitre  
PROFESSIONAL LIGHTING EFFECTS

LEM  
Commercial

LITEC

LONE  
AUDIO

MAC  
MAN

MADRIX  
LIGHTING CONTROL

musiccube

NEUTRIK

NOVASTAR

OSRAM

PANDOLIN LASER SYSTEMS

Professional Displays  
PHILIPS

PIXELHUE  
imagine - control - reality

PLUGGER

PLUGGER  
CASE

PLUGGER  
studio

PP  
DS

PROSPECTA  
CHOOSE THE RIGHT CABLE

OPTICS

PULSEEIGHT

resolume

ROLUX

RONSON  
Public address system

Rfi  
Display  
Laser Systems

Segon  
PROFESSIONAL AUDIO

SGM

SHOWVEN

SONY

SWIFF  
AUDIO

SYNQ

tam

tam  
professional luminaires

CONFETTI MAKER

TRABES

twinkly  
PRO

VISUAL  
PRODUCTIONS

WMB

YESTECH

# 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**.

We operate with passion, transparency and an unwavering commitment to excellence, **aiming to accompany our customers at every stage, from design to installation**.

## 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®**

**Audio Effetti Srl**

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

Tel. +39 010 5451 202  
info@audioeffetti.it

[audioeffetti.com](http://audioeffetti.com)