



**For Immediate Release**  
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## **Ground Zero to Debut at KnowledgeFest; Introduce New Product Line-Up**

*German-engineered audio products company to market product mix focused on North America*

**DAVIE, FLA., August 2, 2018 (MEDIAWIRE)** – SounDigital USA announced that Ground Zero, a worldwide speaker and amplifier brand distributed by SounDigital in the United States, will make its first independent appearance at KnowledgeFest, August 17-19 at the Dallas Convention Center. The company's booth will be located next to the SounDigital show floor exhibit at Booth No. 101. The enhanced presence of the Ground Zero brand signals its push to grow its presence among retailers and specialists in the U.S. market.

Founded in 1995, Ground Zero engineers products from its headquarters in Germany. It is known for revolutionary subwoofer designs which set and broke sound records in the 2000s. The company has since expanded into power amplifiers and most recently, digital signal processing.

As Ground Zero's U. S. distributor, SounDigital has selected an array of products from the company's 400+ SKUs that best fit the U.S. market. Almost all current SounDigital sales representatives will offer Ground Zero products in their territories. SounDigital will also create a U.S.-specific website for the brand at [groundzero-america.com](http://groundzero-america.com). Retailers and technicians will obtain product support through SounDigital's Florida headquarters.

"For the last 23 years, Ground Zero has steadily grown its reputation for outstanding sound quality and no-compromise performance," said Diogo Ianaconi, CEO of SounDigital. "Since becoming the official U.S. distributor in August of last year, we have put together a plan to expand its footprint with a carefully selected mix of products and attractive dealer programs. We're excited to present these to the industry this month in Dallas."

In addition to Ground Zero's booth presence, the brand will host a vendor training Sunday, August 19 in Room C145 during KnowledgeFest. Attendees will review the new product line and learn the processes behind its development. The company will also announce its upcoming events and programs for the 4<sup>th</sup> quarter. KnowledgeFest attendees can reserve a seat in the workshop at <https://mea-events.as.me/groundzero1>.

For more information on the 2018 U.S.-based Ground Zero product line, contact your SounDigital representative or call (786) 600-1056. You can also email SounDigital at [info@soundigitalusa.com](mailto:info@soundigitalusa.com).

*Image(s):* [Ground Zero at KnowledgeFest](#)

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