

PRESS RELEASE

Association of the Musical Instrument and
Music Equipment Industry

SOMM signs Avid Technology GmbH as a new member

Berlin, 13 May 2016 Avid Technology GmbH, a Munich-based manufacturer of software and hardware for media production, has become a member of the Society of Music Merchants e. V. (SOMM).

The leading association of the music instrument and musical equipment industry thus advances its internationalization by welcoming another internationally active industry participant. The industry association announced this in Berlin on Friday.

Avid was established in 1987. The company's products have already won several Emmy Awards and a 1998 Oscar for Science and Technology. Its main products include the Pro Tools audio production software and the Sibelius music notation software.

The signing of Avid Technology GmbH further enhances SOMM's role as a leading organisation within the musical instrument industry. SOMM represents the interests of manufacturers, distributors, retailers and media (publishers) in the musical instrument industry on a national and international level.

About SOMM e. V.:

The SOMM – Society Of Music Merchants e. V. – umbrella organization of the musical instruments and music equipment industry in Germany – represents the interests of about 60 companies from the areas of manufacturing, distribution, sales and media of the musical instrument industry, standing for about two thirds of the German MI market.

The association represents the cultural and economic interests of the musical instrument and music equipment industry at national and European levels, with the aim of strengthening the industry's competitiveness across all market sectors, helping shape governmental and legal policies in accordance with the industry's requirements, defining market standards and offering services to members, promoting an up-to-date advanced and continued training, as well as intensifying the active music making and musical skills in our society.

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