

## GLOBAL REACH FOR DIGIGRAM

- Article from PRO AUDIO ASIA Magazine January-February 2010 Pg.34

**ASIA:** French manufacturer Digigram has appointed Global Broadcast Supply (GBS) as its exclusive distribution partner in Southeast Asia, representing the full range of Digigram products.

The move coincides with the deployment of extra sales and marketing resources in the region, including the appointment of Nancy Diaz-Curial as sales account manager for Australasia, India and Japan. With headquarters in Singapore and a number of local offices throughout the Asia region, GBS now serves Singapore, Indonesia, Malaysia, Cambodia, Vietnam, Thailand, Philippines, Brunei and Myanmar. In addition for a number of internationally brands in the broadcast equipment sector, GBS also operates a systems integration division and an online store.

GBS's YC Tan was pleased to welcome Digigram into the company's portfolio. *"Digigram is an ideal fit for us,"* he commented. *"We share the same company philosophy in that we are dedicated to providing our clients with solutions to cater for their needs, and this principle is the core of our success. We have a large inventory that includes spares as well as efficient delivery, so customers are able to keep their operations running smoothly. Clients are always treated as joint partners so that mutual benefits are reaped from a long-term business relationship. The wide array of brands under the GBS banner enables us to be a professional one-stop shop for customers with different budgets and requirements. The addition of Digigram products to our portfolio, especially the innovative IQOYA IP audio codecs, gives us greater versatility to offer competitive system solutions."*



**YC Tan and Philippe Delacroix agree Digigram distribution**

Digigram president and CEO, Philippe Delacroix, was in complete agreement: *"GBS is committed to offering high levels of pre- and post-purchase service. They are also the principal suppliers to most of the main privately owned and government radio and TV stations."*

[www.digigram.com](http://www.digigram.com)

[www.GBSonline.com.sg](http://www.GBSonline.com.sg)