

Austrian Audio: The Most Experienced Startup Ever?

Vienna, Austria, 16th January 2020. Introducing Austrian Audio, the classic microphone manufacturer bringing 350 years of cumulative engineering experience to the industry.

Austrian Audio opened its doors on July 1st 2017 immediately after the closure of the AKG Vienna offices. Initially staffed with 22 former AKG employees from all disciplines ranging from management, acoustics, electronics, test and measurement, mechanical design, RF/wireless, and software/firmware, this amounted to over 350 years of combined pro audio expertise on day one.

“We set out to approach product design and manufacture very differently,” says Martin Seidl, CEO. “We wanted to unleash the creativity of our engineering team and develop new products that truly add value to our customers, and create an environment where creative people can express themselves and have the confidence to always try something new.”

A fitting example is the company’s first product, launched in April 2019: the OC818 large diaphragm microphone. The microphone encapsulates a classic analogue design featuring a carefully handcrafted CKR12 ceramic capsule – designed and constructed by Austrian Audio's team of experts in Vienna. Based on the CK12 metallic capsule, the CKR12 ensures a pristine sonic performance, due to the design and manufacturing consistency *every* OC818 can be paired with any other OC818, or even the OC18.

“Many would be happy to have achieved that, but we wanted to go further and simplify studio workflows,” adds Seidl. “We developed the PolarPilot remote control app for the OC818, offering up to 255 discrete polar pattern designs, 60 seconds of clipping monitoring, and the PolarDesigner – offering even frequency dependent pattern design and additional controls for post-production.

“With a nod to our manufacturing heritage, Austrian Audio is carving out a new engineering initiative, committed to building instruments that embody a purpose and sense of longevity; our respected engineering team are now free to unleash their creativity in delivering the finest in audio tools and instruments for the forward-minded and heritage-hearted engineer, recordist, musician, and producer.”

The OC818 and its sibling, the OC18 classic cardioid microphone, are receiving rave reviews all over the world.

NAMM 2020 sees the company launch its first ever range of professional headphones – the HI-X50 and HI-X55 (on-ear and over-ear respectively). Both models are based on Austrian Audio’s proprietary ‘High Excursion’ technology that enables an outstanding linear listening experience.

“These products epitomise our team ethos and beliefs,” concludes Seidl. “We aim for the best quality, the most innovative features, and we always want to go that step further. We call it ‘MAKING PASSION HEARD!’”

NAMM 2020 takes place January 16-19, 2020 at the Anaheim Convention Center in California, where Austrian Audio will exhibit in the US for the first time in the Pro Audio Hall, ACC North / Level 1, booth number: 14121.

More about Austrian Audio

Austrian Audio opened its doors on July 1st 2017 following the closure of the AKG offices in Vienna and set out to create something new, challenging, and respectful to our heritage. We started with a core team of 22 former AKG personnel from management, acoustics, electronics, test and measurement, mechanical design, RF/wireless and software/firmware, bringing 350 years of cumulative engineering experience to the company. This culminated in the company's first product launches, the OC818 and OC18 large diaphragm microphones, which are receiving five-star reviews all over the world, followed by the HI-X50 and HI-X55 professional headphones launched at NAMM 2020. Austrian Audio strives to make your passion heard with the best sounding audio tools, combining the most advanced analogue design with leading-edge, technical innovations.

Through our B2B division Austrian Audio is also responsible for patents and proprietary technologies in audio, acoustics, transducers, noise-cancelling and measurement tools, and in the aviation and telecom industries. We also work with select industry leaders on feasibility studies, technology, and full product development, providing testing, qualification, screening, certification, ODM and other product development services.

Making Passion Heard!

Product photography can be downloaded here: <https://austrian.audio/press>

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