

Austrian Audio Partners with MC WAR Rap Battles

Vienna, Austria, 16th January 2020: Austrian Audio has announced a collaboration with MC WAR, which champions the official sport of rap battling. The partnership will see MC WAR use Austrian Audio microphones and headphones for its artists' productions and rap battle competitions.

MC WAR combines the competitive nature of rap culture and its ability to send messages to its audience through the medium of battle rap. MC WAR, which dubs itself 'The Official Sport of Rap Battling' was formed in 2003 with the aim of turning rap battling into a sport – with the platform growing exponentially since then.

What was once known as a subculture, has taken the mainstream hip-hop industry by storm, being featured in numerous television specials and movies, reinforcing MC WAR's work to bring rap battling into the spotlight.

“What we are presenting is a robust opportunity to place the Austrian Audio brand in front of millions of people in 2020,” comments Amir James, COO of MC WAR. “Through the platform of battle rap, coupled with the superstar status of our participants, we will help Austrian Audio drive sales and consumer interest to extraordinary heights.”

“We're excited about our partnership with MC WAR as one of the most powerful, creative, and entertaining formats in today's music industry,” adds Walter Rührig, Market Development Manager and Artist Relations, Austrian Audio. “With MC WAR, Amir James and his partners have formed a unique and outstanding platform for delivering rap battling to its fan community. Austrian Audio is proud to be MC WAR's partner for professional microphones and headphones.”

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>

For more information, contact us at +43 1 934 682 6300 or sayhello@austrianaudio.com or <https://austrian.audio>

Austrian Audio products are distributed in the USA through Momentum Audio Sales: John@MomentumAudioSales.com
Cell: 805-420-8211, Office: 805-233-7831.