

## Lake People electronic introduces new developers Helmut Butz and Daniel Suchy



Lake People expands its R&D department with Helmut Butz and Daniel Suchy. Helmut Butz is well-known in the world of professional audio technology, having made a name for himself by creating exquisite and unusual sound processors. Daniel Suchy brings his experience with modern digital know-how to the manufacture to enhance the digital portfolios of Lake People and Violectric. Together with long-time Lake People developer Jochen Müller and mastermind Fried Reim, the team of four strives to integrate analogue and digital technology in innovative new products, pointing the way to the future.

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- Helmut Butz: analogue experience
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- 35 years and still hungry for innovation: Lake People
- Hybrid future with fresh ideas

### Summary

**Lake People introduces new developers**

### **Manufacturer**

Lake People

### **Websites**

[www.cma.audio](http://www.cma.audio)  
[www.violectric.de](http://www.violectric.de)

### Images

**Product picture** [http://cmaaudio.rtfm-pr.de/cmaaudio\\_Lake\\_People\\_Entwickler.jpg](http://cmaaudio.rtfm-pr.de/cmaaudio_Lake_People_Entwickler.jpg)

### **Image archive**

[http://cmaaudio.rtfm-pr.de/cmaaudio\\_Lake\\_People\\_Entwickler.zip](http://cmaaudio.rtfm-pr.de/cmaaudio_Lake_People_Entwickler.zip)

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**Gauting, 15<sup>th</sup> July 2021** – Lake People celebrates the 35<sup>th</sup> anniversary by enrolling new developers. From now on, four experienced engineers take care of the audio solutions of tomorrow – for studios and private music enjoyment alike.

### **Combined know-how near Lake Constance**

Lake People, Violectric, Niimbus – names that stand for top quality in audio reproduction and craftsmanship. The Constance-based manufacture has established itself over the past 35 years, gaining popularity with both professional and audiophile users. Determined to continue this trend of amazing sound-enthusiasts, mastermind Fried Reim expands his team of developers. In addition to his long-time co-developer Jochen Müller, the Lake People R&D department will now benefit from the experience of Helmut Butz and Daniel Suchy. Together, the team of four will find new ways to make the hearts of audiophiles beat faster.

### **Helmut Butz: analogue experience**

In the realm of recording studio technology, the name Helmut Butz is already well established. The inventive engineer has earned his laurels with products that combine quality and creativity – sound processing deluxe is his field of expertise. Appropriately, Butz will further the professional analogue portfolio of Lake People. This includes tapping into new markets – with product types that were not available from Lake People so far.

### **Daniel Suchy: the man for all things digital**

The second new engineer in the Lake People R&D department is Daniel Suchy, who brings his extensive expertise concerning digital technology and audio networks. Combined with the already established strengths of the manufacture, the exquisite analogue approach of Helmut Butz and the innovative mind of Fried Reim, Daniel Suchy will grow the Lake People and Violectric product catalogues in the sectors network technology, AD and DA conversion, format converters and interfaces.

### **35 years and still hungry for innovation: Lake People**

Rest on his laurels after three and a half decades in the audio circus – that does not suit Fried Reim and his boundless creativity. Instead, he bolsters the already renowned competence of Lake People with two new developers and looks towards a future that holds products beyond the company's previous scope. With a long list of planned projects, Reim is unrelentingly driven by his unquenchable thirst for outstanding audio quality. "With Helmut Butz and Daniel Suchy, we have secured the expertise that will elevate Lake People and Violectric to the next level," says CEO Christof Mallmann. "We look forward to all the exciting innovations that will spring from the know-how and creativity of the newly strengthened team of developers."

### **Hybrid future with fresh ideas**

The special areas of expertise already hint at it: the future of Lake People is hybrid. While traditional, all-analogue products will continue to play an important role in the portfolio, the company will focus more strongly on marrying analogue and digital technology. So far, no details about specific products have been revealed. But with a team made of Fried Reim, Jochen

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Müller, Helmut Butz and Daniel Suchy, the company will surely stay true to its approach: high-quality audio technology with clever ideas and outstanding engineering. Lake People, Vioelectric, Niimbus – the future of audio begins now.

### **About cma audio / Lake People electronic**

As a company group, cma audio GmbH and Lake People electronic GmbH are ideal partners and service providers for products and solutions in audio technology. Lake People develops and manufactures high-quality audio electronics and cma audio distributes audio products, systems and services.

With its brands Lake People, Vioelectric and Niimbus, Lake People electronic GmbH provides both professional and audiophile markets with excellent headphone amplifiers, converters and tools. The claim “Made in Germany” defines the company and its 35-year tradition. The entire development and manufacturing take place under the watchful eye of founder and mastermind Fried Reim in Constance, with even most of the suppliers coming from Germany.

Distribution is handled by cma audio GmbH, the experienced and globally operating value added distributor. For German brands, cma audio opens markets around the world, while also granting international brands wide-ranging access to European markets. Renowned brands like Audeze, Chord Electronics, IsoAcoustics, MARIAN, Mogami, OEAudio, Prism Sound and SPEAR Labs trust in the services of cma audio. The team, located in Gauting near Munich, Germany, passionately and competently care for the company’s exclusive portfolio and have established cma audio as a reliable partner for resellers, online shops, system houses and professional as well as institutional users for over 20 years.

[www.cma.audio](http://www.cma.audio)

[www.lake-people.de](http://www.lake-people.de)