

30 years of audio know-how made in Germany: Synthax to take over Lake People / Vioelectric distribution worldwide



German distributor Synthax GmbH welcomes Lake People among their roster of renowned brands. Lake People from Constance, Germany, develops and manufactures high quality audio devices in a small factory in the Lake Constance area. The company's programme ranges from converters like the DAC RS 06 of the new Reference Series to headphone amplifiers like the legendary G100 in its most recent form, the Final Edition (FE). In addition to professional audio equipment, Lake People offers special home and hifi solutions like the headphone amp HPA V281 under the brand name Vioelectric.

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Planegg, March 16th 2017 – From April 1st, Lake People joins the line up of Synthax GmbH. The established manufacturer's product range, comprised of the brands Lake People and Vioelectric, will be distributed worldwide by Synthax exclusively. Since the foundation 30 years ago, mastermind Fried Reim and his company Lake People rank among the most respected German manufacturers of recording studio technology. Products like the headphone amplifier G100 can doubtlessly be called classics. Under the brand name Vioelectric, the accumulated expertise in signal processing also benefits home users and hifi enthusiasts.

Lake People for professional studio applications

Ever since the founding of the company in 1986, Lake People develops solutions for recording studios that have high demands regarding sound and reliability. Over the years, the circuits were refined and improved so that today's product range is the result of 30 years of development. From the microphone preamplifier F355 to balancing and summing amplifiers in the Ana-Tool range to converters like the F446 or signal splitters and

Product information

Manufacturer
Lake People / Vioelectric

Distributor
Synthax GmbH

Website
www.lake-people.de
www.vioelectric.de
www.synthax.de

Images

Product pictures
www.synthax.de/de/press-kit.html

Devices for testing

If you are interested in a sample device for review purposes, please write us an e-mail.

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sample rate converters of the Digi-Tool series: Professionals will find a Lake People solution for almost every possible application. At the summit of this long development stands the brand new Reference Series, setting up a new reference just as the name would suggest.

Violectric for discerning home users

Since 2009, Lake People also builds special devices for hifi applications under the name Violectric. With this brand, music enthusiasts with high expectations regarding sound performance and design can also enjoy the high-end circuitry of Lake People. Fried Reim, the head behind both brands, makes a point of having all Violectric products justify their existence by their electronic design alone and not by relying on dubious esoteric claims: "We cater to pragmatics." This approach is mirrored in the simple, yet exquisite presentation of Violectric devices.

Quality made in Germany

Lake People focuses on its commitment to quality not through their circuit design alone, but also through the actual manufacturing. That is why not only the development is housed in the Lake Constance headquarters, but assembly of the selected components takes place there as well. A large part of the suppliers produces in Germany, too – a lot of them even in the direct vicinity of the Lake People offices in Constance. When buying a product from Lake People or Violectric, you can always be sure that only chosen components are assembled by well-trained workers to the highest quality standards.

Worldwide distribution by Synthax exclusively, starting April 1st

From April 1st, the whole product catalogues of Lake People and Violectric will be distributed worldwide exclusively by Synthax GmbH. The Constance-based company's refined tools are a perfect fit for the German distributor's portfolio with its strong brands. Christof Mallmann, CEO of Synthax GmbH, speaks passionately about the recent addition: "The success story of Lake People is impressive. The standing Fried Reim and his ambitious team have achieved over the past 30 years without professional distribution speaks volumes of the products' strength. I am excited to see what they can accomplish with the support of Synthax GmbH."

About Lake People

"Tools – not toys" is the mantra of the Constance-based company Lake People. It mirrors the manufacturer's aspiration to develop reference level technology that must be reckoned with. In professional audio, the company realizes this approach under the brand Lake People, while in hifi the brand name Violectric is used. The attachment to the Lake Constance area is already expressed through the name Lake People and reflected in the way the business operates: The entire development and manufacturing is done in in Constance, even the suppliers are mainly from Germany. By virtue of this commitment, the AD- and DA-converters, microphone amps, headphone amps, phono amps and signal converters are rightfully labelled "Made in Germany".

www.lake-people.de

www.violectric.de

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About Synthax

For more than 20 years, Synthax GmbH has been distributing premium-quality audio technology of renowned brands throughout Central Europe. As the exclusive distributor of acclaimed manufacturers such as RME, Ultrason, FBT and Mogami, Synthax GmbH has established itself in the field of professional audio as well as the hifi segment. All the employees of the Munich-based company share the passion for music and technology. Their expertise and dedication provide the foundation for professional consultation and a high level of customer satisfaction. State-of-the-art logistics and a large inventory ensure short delivery times, making Synthax GmbH a reliable partner for established retailers as well as renowned companies in the audio industry.

www.synthax.de