

INNOVATION STARTS WITH LISTENING TO YOUR CLIENTS AND RESPONDING WITH INTEGRATIVE TECHNOLOGIES

It has been said that we have two ears and one mouth for a reason. In the case of Clockaudio, an industry leader in microphone technologies, they have found tremendous success in the art of “listening.” In doing so, they have also found one of the best sources for new product development.

Of their success, Jim Hallington, Managing Director for Clockaudio Ltd says, “It is all about being responsive to your clients. If you don't respond then you won't be successful. It's as simple as that.”

Occasionally Clockaudio is challenged with something that other companies might think is impossible, but their engineers are committed to finding the ways to take challenges and turn them into opportunities for growth and success.

Clockaudio is often tasked with bringing their client's visions to light. They are very receptive to the needs of consultants, integrators, dealers and their representatives because they are the ones that are in the field every day and live and breathe these projects. The Clockaudio team takes their insight and adds their manufacturing ingenuity to engineer new products that really make an impact.

Hallington adds, “We truly give clients what they need. Our CS series, for example, was developed in response to input and recommendations from key consultants in boardroom AV integration. The goal was to minimize the number of microphones on the conference table, while providing the highest level of sonic quality, ease

of installation and pleasing aesthetics.” He continues, “Even our RF Series technology was developed through what is best described as popular demand.”

Responding to changes in the workplace and the industry, Clockaudio often finds themselves facing new challenges head on. Hallington comments, "A number of years back, the ever-increasing ownership of handheld and pocket-sized portable technology, among the banking and business communities had been causing major unwanted interference problems during important conferences and business meetings. So we designed a technology that eliminates these interference problems. “



He explains further, “One of our clients now has probably in excess of a thousand of our microphones in use in various locations worldwide, and another at least five hundred.” Banking clients, like many of the industries that Clockaudio services, know what they want, and know that Clockaudio can deliver.

While Clockaudio has carved itself a handsome slice of several niche markets, Hallington doesn't seem concerned about the microphone manufacturing sector becoming overcrowded. He says, "As with just about everything both in and outside professional audio, new players are coming along all the time, but everyone continues to do business." Hallington adds, "Here's the secret - understand what you want, what the market wants and be able to deliver it." Indeed, this is exactly one of the things that Clockaudio does best.

Looking to the future and considering Clockaudio's growth, Hallington says, "I don't think we can stop it. We're increasing our manufacturing capabilities substantially every year and we continue to establish new markets.

To handle the demand worldwide, Clockaudio has a North American base in Montreal and a base in Singapore and is consistently adding on qualified rep firms and distributors.

Back home in Waterlooville, Hampshire, warehousing, manufacturing and administration are again preparing for another corporate move slated for late 2016. "We simply keep running out of space," says Hallington who is personally overseeing the move. He adds "We never really intended the company to grow at the rate that it has. It started off as a means to an end for the short term and now it's grown into a giant machine. But we're excited and we're certainly not complaining."

Follow Clockaudio on Facebook, Twitter, LinkedIn and Google+.

ABOUT CLOCKAUDIO

For over 20 years, Clockaudio has been dedicated to manufacturing innovative pro-audio products.

With corporate headquarters located in the United Kingdom and additional offices in both North America (Montreal, Canada) and Asia (Singapore), Clockaudio is led by a talented team of audio specialists dedicated to quality, service and innovation.

Globally, audio professionals actively seek out and recommend Clockaudio for its reputation as a trusted and responsive manufacturer and its customer driven approach to audio solutions. Central to this is the in-house research and development that Clockaudio consistently reinvests in which allows clients to explore customized prototypes and develop specific briefs in partnership.

Consultants and contractors alike help to drive Clockaudio's product development process and appreciate the opportunity to be involved in the engineering process and final solution. The ability to customize is just one of the many factors which makes Clockaudio...clearly different.

* * * * *

For more on this project or other Clockaudio projects, please contact news@clockaudio.com.