



Meet the Team

This month, get to know Cedric Zbinden, Product Specialist, Clockaudio NA

What does one do when they have a life-long interest in everything relating to audio, music and computers? Naturally, they 'hear the calling' and gravitate to Clockaudio – and that is exactly what Cedric Zbinden did! Prior to joining the Clockaudio team in October of 2016, Cedric obtained his degree in Computer Assisted Sound Design, and another degree in Live Sound, Entertainment Lighting and Rigging.



While he still considers himself 'the new guy', Cedric wears many hats at Clockaudio - from the day-to-day tasks involving technical support, sales and design assistance, writing and revising manuals and technical specifications, to purchasing and maintaining inventory. Needless-to-say, Cedric is involved in all aspects of a project, and he considers himself lucky to have access to all departments at Clockaudio. As per Cedric, "I consider every day at Clockaudio to be a learning experience".

When asked what he thinks the biggest challenge in audio conferencing is today, Cedric responded: "With the adoption of networked audio and networked AV, and the move from hardware towards software-based solutions there is a greater need for collaboration between IT and AV departments than ever before. With this in mind, I'd say that with all the competing standards and protocols, the implementation of these different standards is one of the biggest challenges in the integration market today."

With the constant introduction of new technologies and designs bringing new ways of achieving better communication between users, Cedric feels that "there will always be a place for the tried and true design of analog microphones, and for the correct placement of microphones. Sound quality is (still) the main priority for Clockaudio, and we are aware that the market is in an ever-changing state and we are prepared to respond".

Having the ability to quickly adapt to new trends is the key to lasting and enduring success in the AV industry, and Cedric feels confident that Clockaudio will continue to evolve and adapt to the ever-changing world of AV. "Whatever the future brings, there will be a Clockaudio solution", and in Cedric's mind that is what makes Clockaudio "Clearly Different".

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