



## Yamaha Commits to Unified Communications Business in Europe

**Hamamatsu, Japan — Jan. 29, 2019** — Yamaha Corporation (hereafter, Yamaha) has announced the establishment of its Unified Communications (hereafter, UC) European business function in Yamaha Music Europe GmbH (Rellingen, Germany) in April 2019. This new channel will provide customers in the region with a stronger sales network, wider product lineup, and more support and service.

“Yamaha has been the market leader in UC in Japan for more than 10 years, and last year we committed to growing the UC business in the United States. With this new initiative, we will expand that commitment to the European market,” said Takuya Nakata, president at Yamaha. “Now we will be able to provide complete coverage of the region, quickly answering technical questions, guiding customers to the solutions that will best fit their applications, and fulfilling orders faster.”

By optimizing the regional and technical knowledge of the European Yamaha sales channel, Yamaha is poised to provide customers with critical resources and support, including a new dedicated IT sales channel team, as the market continues to grow. The company’s European team will be able to assist customers seeking to update their communications systems. From remote conferencing and huddle room applications to boardrooms and auditoriums, Yamaha’s complete collaboration portfolio offers a total audio and video solution that enables effective, clear, and reliable communications in any environment.

Yamaha will show total Commercial Audio solutions at stand 3-C112 and UC dedicated solutions at stands 11-F120 and 11-G120 in the UC pavilion at ISE 2019, Feb. 5-8, at the RAI Amsterdam, Netherlands.

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### **About Yamaha Corporation**

Since its founding in 1887, the Yamaha Corporation Group has developed its business activities focusing on musical instruments, audio products, Yamaha music schools, semiconductors, and other products and services related to sound and music. Yamaha acquired Massachusetts-based Revolabs in 2014, an innovator that continues to grow in the UC market with superior audio production. With its unique expertise and sensibilities, gained from our devotion to sound and music, Yamaha is committed to creating excitement and cultural inspiration together with people around the world.

www.yamaha.com

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