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NEWS: For Immediate Release

Audio Authority® Celebrates 40-Years of Electronics Manufacturing in USA

Audio Authority Corporation of Lexington, KY is celebrating its 40th Anniversary in business this year with a special event for its associates on September 28, 2016 at its manufacturing campus in Northwest Lexington. Audio Authority employs 45 people, some of whom have been with the company for more than 30 years.

Audio Authority is unusual in that it has designed and manufactured its own brand of electronic products in the USA for decades, defying the historical trend of electronics assembly and production moving to Mexico or offshore to Southeast Asia. “We have been able to survive and thrive in the USA by focusing on lower-volume specialty markets that require a high degree of customization and value added services” according to Jonathan Sisk, company founder and CEO. “We are in the problem-solving business – we look for opportunities to design and build products that add value to our customers’ business by lowering their costs, streamlining their operations, or creating new opportunities.”

An example would be Audio Authority’s line of audio-video intercoms that support drive-up banking and pharmacy transactions, accounting for about a third of the company’s business. It first began as a simple contract-manufacturing job in 1982, but eventually became a comprehensive, branded product line with its engineering, production, sales, and technical support all conducted out of Audio Authority’s 46,000 sq. ft. facility on Mercer Road.

The company’s first products were audio signal switching and distribution equipment for hi-fi retailers back in the 1970s, performing tasks like equal-volume loudspeaker comparisons. Those designs were based on mechanical pushbutton switches. In contrast, today’s retail demonstration market is dominated by large chain stores and warehouse clubs. Their requirements are completely different with the emphasis on automated, interactive, self-service displays for all types of electronics, using embedded computers to lead customers through an engaging product demonstration.

In other ways Audio Authority is not so unusual. The company has seen its drawing boards and hand-built prototypes give way to computers with 3D solid modeling and circuit design programs, which resolve mechanical and electrical issues long before a physical product ever exists. Huge bundles of wiring harnesses have given way to wireless communication protocols like Wi-Fi, Bluetooth, and networking over the Internet. Flexible browser-based designs now build in the ability to make software changes and functional upgrades with a memory stick, or automatically over the Internet. Physical control panels with banks of switches are now replaced with tablet-like touch screens or mobile apps that are customized to specific applications, customer preferences and multi-media requirements. Audio Authority’s latest innovations explore the potential for low-latency live video streaming to enhance customer service transactions over the Internet.

What has not changed since 1976 is the company’s mission to solve problems and prove it an indispensable business partner. Sisk believes that a focus on anticipating customer needs and technology trends has kept the company viable in a market characterized by constant change, and that strategy will guide the company into the future.

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