 FOR IMMEDIATE RELEASE

**Pedro Rocha Joins ASI Audio as Field Sales Engineer**

— Industry sales veteran to promote ASI’s innovative 3DME Music Enhancement IEM system —

Beachwood, OH, June 21, 2021 — ASI Audio, manufacturer of the innovative 3DME in-ear monitoring and hearing protection system, has announced that industry technical sales professional Pedro Rocha has joined ASI as Field Sales Engineer.

“As a relatively new company with a unique product, we were seeking a team member with technical savvy and market knowledge to help introduce 3DME to the pro audio community,” says Evan MacKenzie, ASI’s Vice President, Marketing and Sales, “Pedro brings deep experience and a host of industry relationships to ASI Audio, and we are confident that his skillset and personality are ideally suited to furthering awareness and the penetration of 3DME in the marketplace.”

Over his twenty-year career, where he’s worked on behalf of premier professional audio brands, Rocha has interfaced with elite studios, production companies and distributors both domestically and internationally. His roles have spanned sales and sales management, marketing, business development management and education.

“It’s exciting to discover a product that gives a new set of capabilities to end users,” says Rocha of the individually tunable, Active Ambient (via mics built into the earpieces), music-enhanced 3DME IEM system. “I’m looking forward to helping musicians and engineers discover a high-performance stage monitoring solution that lets them work more comfortably and naturally and interact organically with others on stage while protecting their hearing.”

Rocha will be based in Nashville, TN.

ASI Audio | [asiaudio.com](http://www.asiaudio.com/)

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Photo file 1: Pedro\_Rocha.jpg

Photo caption 1: Pedro Rocha has joined ASI Audio as Field Sales Engineer in support of the 3DME Active Ambient IEM system

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**ABOUT ASI AUDIO**

Founded in 2019 by the team of hearing health advocate Dr. Michael Santucci Au.D. of Sensaphonics and Jim Harris, CEO of Think-A-Move, Ltd. (developers of innovative speech recognition products for high-volume environments), ASI Audio x Sensaphonics has combined patented technologies and market insights to create 3DME Music Enhancement, a fundamentally different approach to in-ear monitoring and hearing protection. 3DME combines Active Ambient technology and personalized sound quality via the intuitive ASI Audio app, creating a system equally useful for amplified and acoustic monitoring for musicians and concertgoers alike. Web: [www.ASIaudio.com](http://www.ASIaudio.com).