**HENLEY AUDIO PARTNERS WITH WiiM**

***Sector-leading outfit to distribute WiiM brand throughout the UK and the Republic of Ireland***

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**Didcot, Oxfordshire, 07 July 2023 – Henley Audio is delighted to announce its partnership with audio and smart home product specialist WiiM.** The Oxfordshire-based company immediately takes charge of brand sales, marketing, service, and pre-/post-sales support for WiiM in the UK and the Republic of Ireland.

Part of the Newark, CA-based Linkplay Technologies group, WiiM is a young brand with a stated mission to deliver premium smart home experiences through simple and affordable connected Al products. WiiM currently offers two audio products: the WiiM Mini and WiiM Pro. The Mini is a hockey puck-sized 192 kHz/24-bit-capable streamer that instantly 'turns any audio gear smart' with features, including Amazon Music, Apple AirPlay 2, Bluetooth, Qobuz, TIDAL Connect, and Spotify Connect. The Pro's additional features include Ethernet and Chromecast Audio, plus the ability to group with Nest speakers and work with Alexa Multiroom with UHD. WiiM has also just announced that the WiiM Pro has achieved Roon ready certification, further enhancing its appeal.

Both WiiM models make multi-room audio a seamless process – simply add and wirelessly connect WiiM Minis, WiiM Pros, or Linkplay-powered devices – and you can even stream audio from a WiiM-connected turntable to a WiiM-linked sound system. The accompanying WiiM Home app enables total control of your WiiM set-up, letting you corral all your music services, synchronize music to multiple devices, set music alarms, and apply multiple EQ options, including 26 pre-sets and bass and treble adjustments.

Laurence Armstrong, managing director of Henley Audio, said: "This partnership is terrific news for all, including our dealers and their customers. Our in-house sales and tech teams have determinedly put the WiiM models through their paces, and the units continually deliver the goods. Indeed, WiiM gear *transforms*, bringing smart audio features to hi-fi gear, including turntables, which, of course, is a category we know inside out! File WiiM under 'system enhancing' and watch this space – this agreement is a smart move in more ways than one."

The WiiM Mini and WiiM Pro stock ships to Henley Audio’s broad network of UK dealers this month, priced (SRP) £89.00 and £149.00, respectively. [Click here to download hi-res images via WeTransfer](https://we.tl/t-xUIvZ7NS19).

**About Henley Audio**

Henley Audio has been importing and distributing industry-leading hi-fi equipment to the UK and Ireland since 1997. With a passion for great sound and a firm focus on brand integrity, we work to deliver excellence in both product and service. Formed as the result of a management buy-out of Ortofon UK, Henley Designs Ltd. (trading as Henley Audio) operates in-house sales, marketing, service, support, and warehouse teams to offer the full turn-key solution for suppliers. The brands we represent are highly regarded and share a symbiotic relationship with other brands in our portfolio.

For more information, visit: [www.henleyaudio.co.uk](http://www.henleyaudio.co.uk)

**About WiiM:**

WiiM brings premium smart home experiences through simple and affordable connected AI products. With its patented audio streaming, smart home solution, and innovative voice user interface built into its high-quality products and app, users can effortlessly play music and control their devices throughout the home. All WiiM products feature the finest product design and intuitive user interface and are based on WiiM OS. Developed by Linkplay, WiiM's parent company, WiiM OS powers over 10 million smart audio and smart home products.

For more information, visit: <https://wiimhome.com>

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