

WiiM professional series eyes the CI sector

Streaming specialist announces debut line of installation-focused products



Above: WiiM MOD S

Didcot, Oxfordshire, 13 September 2023 – WiiM, the smart home streaming specialist exclusively distributed in the UK by Henley Audio, is entering the custom install (CI) space. Part of the Newark, CA-based Linkplay Technologies group, WiiM is currently shaking up the consumer audio sector with its Mini, Pro, and Pro Plus models. The three models offer exceptional performance and remarkable value, and reactions to the trio have been hugely positive. The new WiiM MOD range takes this compelling blend of convenience, performance, and stability into the professional CI market.

The WiiM MOD UK line initially comprises three entrants: the MOD S, MOD A60, and MOD A110. The MOD S single-zone streamer takes its cues from the Pro Plus, adding installer-friendly features, including rack mounting and support for common third-party integrations. The 'A' in the MOD A line stands for amplifier, and the A60 and A110 offer integrated amplifier streaming smarts, meaning they can fully source and power a single zone.

Gerry Holman, Director of European Sales at WiiM's parent company Linkplay, said: "We worked super-hard on our original consumer designs, so it's gratifying to receive so much positive feedback from customers, dealers, and press alike. That said, we do not, and will not, take the CI market for granted. We have worked equally hard to ensure our new line delivers everything professionals need for their latest projects. There is, of course, more to creating a CI product than making it rack-friendly, and we are meticulously covering all of the angles."

The WiiM MOD S, MOD A60, and MOD A110 will receive exclusive UK unveilings at EI Live!, the AV and home integration trade show on September 13th/14th at the Farnborough International Exhibition Centre. Visit www.eiliveshow.com for more.

Further details on the WiiM MOD line, including full specifications, will be shared at EI Live!. Henley Audio will confirm UK pricing and product timings before the end of the year. Beyond 2023, WiiM plans further additions to the MOD collection during 2024, so please [watch this space](#).



Above: WiiM MOD A

Ends.

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

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>