

Tri-Cell Enterprises Inc Appointed Canadian Antipodes Distributor

Antipodes Audio Limited based in New Zealand, started in High-End Audio in 2004, making audio cables, using proprietary gold and silver wire, in pure unbleached cotton insulation, with unique geometries. In 2009, Antipodes decided to switch emphasis to music servers, launched our first music servers in 2011, and swiftly won a series of major awards.

Mark Jenkins, Antipodes's CEO was a very early adopter of music server technology, back in the days of the first Slim Devices products. While the sound quality available from these products was compromised, the way computer-based audio changed the whole music experience was a revelation. So Mark just had to fix this problem, by focusing entirely on bringing great sound to computer audio. That grew into a significant enterprise.

One key choice a high-end audio manufacturer needs to make is whether you are going to sell based on the technology you employ or the sound quality you deliver. This is particularly true in the field of music servers, where the computer technologies are constantly evolving and well marketed in the IT press. The problem that arises is that some advances in computer technology improve sound quality and some advances in computer technology diminish sound quality. This is because the technologies are aimed at delivering computer power for number crunching and data look-ups, not to increase the sound quality of music servers. Antipodes has firmly decided to compete on its sound quality, rather than the list of technologies employed. Antipodes is an audio company, not a computer company, and so our values are about the sound. We choose to 'live and die' by the sound quality we deliver, rather than 'live and die' by specs we publish.

Today, Antipodes Audio designs music servers for High-End Audio markets worldwide. The aim of our business is to provide audiophiles with audio products that deliver world-leading sound quality, build quality and user support.

Antipodes music servers are sold through specialist distributor and dealer channels in 20 countries around the world, principally in Europe and North America.