AV and home cinema amplification product maker Amplifier Technologies Inc (ATI) buys into cinema with Datasat Digital Entertainment, manufacturer of digital audio processors for the home and pro-cinema markets.



Financial details of the sale are not available.

The deal gives ATI a stepping stone in the pro cinema world, since Datasat has over 20 years of experience in the market. The purchase also gives ATI a boost in the home market, thanks to Datasat's reputation in new 3D audio codecs.

“Datasat products are well known and considered by many to be one of the leading audio processing technologies in the world,” ATI says. “The addition of Datasat and their renowned software engineering to our hardware capability and existing lines including ATI, Theta Digital and BGW will provide consumers and professional exhibitors all over the world with the highest quality audio in feature-rich and flexible configurations for any audio application.”

Post-acquisition Datasat will continue selling products under the Datasat Digital Entertainment brand, even if ATI will take care of manufacturing at its Montebello, California plant, together with its current manufacturer in Moorpark, California.

CEDIA 2017 should see the two companies join forces together with stablemate Theta Digital. The event will also see Datasat products drive PMC and Dynaudio presentations.

Go ATI

Go Datasat Digital Entertainment