



Amber
TECHNOLOGY

END TO END SOLUTIONS

SOURCE
SUPPLY
SUPPORT



SOURCE

A Long History of Excellence

Formed in 1987 and ASX listed in 2004, Amber Technology delivers some of the world's most innovative, award winning brands to the Australian and New Zealand markets, for both professional business and consumer markets across a range of categories. Our customers enthusiastically embrace new technology, so Amber Technology provides the link between state-of-the-art manufacturers and customers who know what they want and demand the best available.

Australia-wide Network

With offices and representatives in all major capital cities, supported by a comprehensive national network of authorised dealers and service agents, Amber provides an efficient distribution and support system across a territory larger than the USA, with just one tenth of the population. Our customers expect the best the world has to offer and the Amber team has built a well-deserved reputation for delivering world-class service and support.

Constantly Evolving

As the multi-media revolution continues to accelerate into previously unimagined areas, Amber is exceptionally well positioned to serve the needs both of our customers and suppliers in an era of rapidly evolving market requirements and technology.



Our Vision

From critical professional applications through to complete home lifestyle environments, the past three decades have seen audio and vision technologies evolve and merge at an extraordinary pace. Throughout this amazing technological revolution, Amber Technology has constantly demonstrated an uncanny ability to predict future trends and continually stay ahead of the curve by providing our diverse customer base with the tools they need as to keep pace with change.

A strong, experienced team

The Amber team, industry experts with long standing experience, is well aware that our clients expect only the very latest and best from us, so we continuously scour the world to stay abreast of possible future market directions and the technology to satisfy them.

Successful business formula

Our success over the past three decades has been built on a formula of offering only the best and most innovative technology to our clients and backing it up with unmatched after-sales support. It is a policy that has enabled us to enjoy constant growth even in the most challenging economic conditions and our customers can be assured we will continue to provide them with the best the world has to offer into the future, as we enter our fourth decade servicing the Australian audio visual market.

Our Market Presence

Amber Technology is one of Australia's largest and most respected distributors of high technology equipment solutions to the professional broadcast, film, recording, live production and home entertainment markets.

Amber Technology can create end-to-end answers for our customers, whether they are professional enterprises or the home entertainment enthusiast.

In all of our business units, our Tier 1 brand partners are carefully chosen for their forward thinking approach to technology, innovation and integrity, and focus on R & D. We partner with exclusive, world leading and respected brands renowned for their build quality, market relevance, commitment to the Australian market and value for money.

The business is defined in four business units who can work together to create solutions for individual customer requirements, with more than 70 brands in our portfolio to choose from.

SUPPLY

Business Units

Media Systems

Today our Media Systems Group works with the traditional Australian television and radio broadcast industry as well as new media partners in diverse industries such as law enforcement and defence, sporting and large scale events. From content creation and acquisition, delivery, processing and asset management, we can offer an all-in-one turnkey package for creating, delivering and managing all types of media content.

Professional Products

The Professional Products Group has a strong reputation as a preferred supplier of high technology equipment in Australia for live sound and lighting in many different industries. Offering brands that are suitable for touring artists, live stage shows and broadcast media, through to smaller requirements for a live sound or lighting installation.

Integrated Solutions

The Integrated Solutions team offers cohesive systems for the custom installation and professional digital display markets. We manage a portfolio of high end audio visual and infrastructure brands for both residential and commercial markets, with customers typically engaging the services of a professional installer for a full "turnkey" solution.

Major Retail

Our Major Retail division works with home electronics retailers nationally, both major retail chains as well as independent specialist outlets, to supply home entertainment solutions for the residential market. Our focus is on offering a comprehensive selection of exclusive high end audio visual and accessory brands for the home consumer market.

Our Customers

At Amber we aim to build and maintain long-term relationships with our customers by creating personalised experiences across all touch points and by anticipating customer needs and providing customised service.

Across a wide range of industries seeking high technology answers for their needs, our combined portfolio of brands and products gives Amber the flexibility to create tailored packages to meet your specific brief.

Industries we currently operate include:

- Education at all levels – primary, secondary, tertiary
- Corporate events
- Retail
- IT installations
- Hospitality
- Live events
- Military
- Security
- Defence
- Police
- Mining
- Gas and oil rigs
- Government
- Legal
- Marine and air simulation facilities
- Houses of Worship
- Broadcast and media
- Architecture, landscaping and interior design - commercial and residential
- Live and recorded audio
- Live music
- Home entertainment

SUPPORT

End to End Audio Visual Solutions

During its long history in the audio visual business the company has evolved to become a full service distribution company. In 2012 the Amber Technology team moved to a new purpose built facility on Sydney's Northern Beaches.

Source

- The Amber Technology team have the industry experience and connections required to source the latest products and brands in the market, monitoring international industry trends and searching for the latest innovations
- We strive to build our portfolio with high quality brands, recognised for their technology advancements, to ensure the Amber range is comprehensive and adaptable to meet our many different customers' requirements

Supply

- Our team of Account Managers are dedicated to servicing all of our business units and their needs. They range from specialists in Media Systems through to Major Retail management, each armed with the industry knowledge to build a solution for your requirements
- Whatever the brief, Amber Technology has the connections to find the right answer for your business. Representing 70+ brands means if we don't currently stock it, we know someone who does and can get it for you
- Our nation-wide dealer network ensures we have maximum coverage in all of our markets
- Ability to ship nationally with state of the art warehouse facilities

Support

- High level of post-sales support across all of our business units
- Service team at Amber HQ available for repairs and technical advice
- National network of service agents to assist our customers with their repair and technical issues
- Technical Services Group – dedicated team of specialists servicing the media systems industry for, installation, training and trouble shooting
- Spare parts and trade desk
- Custom Installer network for commercial and residential premises
- Ongoing training in our purpose built training facilities at HQ
- Offices and sales presence in all capital cities across Australia



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