News Release



Media contact:

Dean Kline

512-751-2263 or dean@asterope.com

Chris DeMaria

978-253-5423 or cdemaria@fishman.com

**LA ARTISTS SHARE THEIR STORIES AT ASTEROPE ARTIST EVENT**

**Series of Artist Events Fuels Iconic Brand Campaign**

**Austin, Texas…** Renowned Los Angeles artists, producers and recording engineers recently

gathered to experience Asterope’s breakthrough cable technology and share the stories of their musical careers as part of the Asterope Artist Event held recently at famed Ocean Way Recording in Hollywood. Asterope collaborated on the event with Fishman, its exclusive international distribution partner. This was the third in a worldwide series of events produced to share technology, encourage creative networking and provide the iconic portraits and video interviews that help drive the company’s successful marketing campaign. Previous events were held in Nashville and Austin, and upcoming events are planned for New York City and London.

Asterope’s campaign focuses not only on the importance of signal path, but how its breakthrough technology enhances the sound for both performers and listeners. These events drive awareness for Asterope’s innovative products while providing a forum for respected industry professionals to network and share their stories. The campaign reinforces both Asterope’s and Fishman’s commitment to artists and their music, while helping educate potential buyers on Asterope’s value proposition.

During the event, attendees were given the opportunity to hear the Asterope difference through a series of “A/B” or listening tests and were then invited to share their reactions on-camera. The artists also shared life experiences, such as their earliest memories of music, their strongest influences, most memorable professional experiences and their reactions to experiencing the difference that Asterope had on their sound. The interviews not only showcase high-profile professionals, but some of the greatest unsung heroes of modern music while helping inspire and educate young artists.  Interviews from the campaign are available online at [www.asterope.com](http://www.asterope.com) and [www.fishman.com](http://www.fishman.com)

- more -

**LA ARTISTS SHARE THEIR STORIES AT ASTEROPE EVENT**

**2-2-2**

Guitarist Linda Taylor, currently on tour opening for Bonnie Rait, and who recently

recorded with Art Garfunkel, said “When I play through Asterope, I can hear the clarity and the little sprinkles in the high end that I haven’t heard before. I can hear an immediate difference.”

Sean Hurley, bass player for John Mayer, also heard the difference immediately. “I’m always looking for bigger, richer tone,” said Sean. “I plugged in the Asterope and I could hear the difference right off the bat. I didn’t have to search for it. Asterope makes my bass sound louder, thicker, and with plenty of low end. It’s great when you find a better way to do something you’ve already been doing.” Following the Asterope event, Sean conducted a cable shootout at his studio, and shared that those in attendance considered Asterope’s sonic superiority “undeniable.”

 “From the very beginning, Asterope has been focused on helping artists improve

their sound and enrich their music,” said Dariush Rad, president of Asterope. “Our series of events enables some of the industry’s top professionals to network with peers and share their musical stories with the world, while providing additional fuel for our ongoing campaign. We’re honored to be able to feature these musicians, as they discover the Asterope difference.”

**About Asterope:**

Asterope, LLC is an innovative audio cable technology company specializing in products

designed for the music, pro audio and high-end audio markets. Headquartered in Austin, Texas,

the company offers unique products using breakthrough technology for musicians, engineers and

audio enthusiasts. Asterope products are distributed worldwide by Fishman. For more

information on purchasing Asterope, call 800.FISHMAN or visit [www.fishman.com/asterope](http://www.fishman.com/asterope).

The company can be followed on Facebook, Twitter and at [www.asterope.com](http://www.asterope.com).

*Asterope… The Signal of a New Era*

# # #