

Wolfenbüttel, September 21st 2022

Pan Acoustics Celebrates 20th Anniversary with Open Day

Around 100 guests, including a large number of the exclusive distribution partners from all over the world as well as business friends, network partners and suppliers from the region, came together to congratulate the founder of Pan Acoustics GmbH, Udo Borgmann and his team. Well-known presenters, including guest speakers from the manufacturers Audinate, AFMG and Mundorf, informed the interested professional audience about current trends in AV technology. In practical presentations, audio engineers and acoustic consultants passed on valuable know-how to the audience on topics such as sound design or sound reinforcement solutions for challenging acoustic environments. The seminar program climaxed in a string concert during an impressive demonstration of the ACS „Acoustic Control System“ installed on site, for electronic adjustment of room acoustics.

„In order to successfully exist on the market as a company in a technical field for 20 years, you are of course allowed to reminisce, but you must also always keep your eyes on the future,“ reports Udo Borgmann, who founded Pan Acoustics in Braunschweig in 2002 and describes himself and his employees as innovation-driven. „That’s why we chose the combination format of learning, networking and celebrating.“



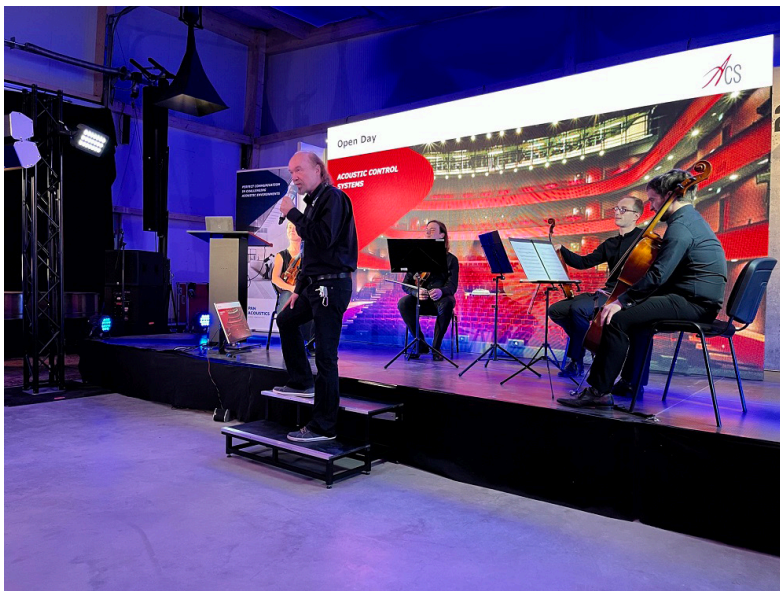
Interesting technical presentations entertained the participants of the Open Day.

In 2020, Borgmann realized his dream and ventured the new construction of the current company headquarters on the outskirts of Wolfenbüttel with a unique view from the roof terrace over fields and forests to the Brocken as the highest mountain in the low mountain range Harz. The modern company building offers the now 30-strong workforce its own production hall with test and measurement laboratory, a large warehouse and a three-storey administrative block in which the development department, management and administration are located and which houses the „Experience Center“ for seminars and demonstrations. Sound demos and events are held in another, separate acoustic hall. And with the construction of an amphitheater, the next project on the Pan Acoustics site is already in the queue.

„We are pleased that we were able to celebrate our anniversary in this Open Day setting with our business friends and partners. It was a successful event with synergy effects that have already laid the foundation for new, exciting projects and products,“ summarizes Johannes Kampert, Head of Global Sales at Pan Acoustics, who was instrumental in organizing the event.

The history of the company is as diverse as the program of the Open Day: The areas that Borgmann, as a studied electrical engineer from radio and communications engineering, worked on with his initially two-member team all had to do with sound reinforcement, but were still far away from the narrow line array speakers with beam steering technology with which people today usually first associate Pan Acoustics. The first business idea was a „sounding car sky“, a surround system in the car, which should provide pleasant and unstrained music enjoyment while driving with many speakers installed under the car roof. However, differing views on business attitudes prevented the company from entering the automotive sector. „Ethics and morals have always been important to me, even in the work environment. So you simply can't work with just anyone,“ explains the Pan Acoustics CEO.

After various special projects such as underwater sound in luxury hotel bathtubs, the creative thinker and his small team of developers returned to wireless technology: In 2003, Pan Acoustics presented a system with a multi-channel, digital receiver for wireless audio transmission at the International Consumer Electronics Fair (IFA) in Berlin - the company slogan at the time was „Music enjoyment without cables. Framed pictures, among other things, reproduced music unobtrusively in this way. But even with this development, the visionary Borgmann did not achieve a breakthrough. His ideas were dismissed by bankers and investors as being too innovative. The time simply wasn't ready back then. Data transmission formats like Bluetooth were still in their infancy, transfer rates from the network were too low and not designed for high-quality sound reproduction.



With a string concert in virtual acoustics, Udo Borgmann, founder and CEO of Pan Acoustics, charmingly led over from the lecture program to the celebrations of the 20th anniversary.

In 2005, while visiting a church with poor acoustics, Borgmann finally came up with the idea of electronically smart, DSP-controlled active loudspeakers that emit sound in a focused manner - this was the foundation for the Pan Beam series, which was introduced to the market at the end of 2005 as the first German product featuring Beam Steering technology.

After a short intermezzo in the VW city of Wolfsburg, Pan Acoustics GmbH was established in the Braunschweig Technology Park. The proximity to the Technical University led to cooperations with the university, the German Aerospace Center (DLR) and the Fraunhofer Institute. Loudspeakers of the Pan Beam series found their way into airports, train stations and churches after a sales concept with international exclusive distributors was developed and implemented.

With the growing volume of orders, the space for development, production and the warehouse was soon no longer sufficient, so that Pan Acoustics moved into new premises in Wolfenbüttel in 2011. More employees joined the company, and new loudspeaker series such as the Pan Speaker Series soon complemented the portfolio.

In the meantime, more than 28 distribution partners worldwide belong to the Pan Acoustics family, who use products „Made in Germany“ in various projects. In addition to train stations and airport halls or churches and mosques, the line array systems can also be found in outdoor areas under the most diverse climatic conditions: in ski resorts as well as in locations with 50 degrees Celsius in the shade. But the sound reinforcement systems are also used in conference rooms, theaters and concert halls. The products are particularly popular because of the natural and authentic sound, but the inconspicuous, slim design is also convincing, not least because of the individual adaptability through desired color and special length of the speakers.

„A large number of the projects result from recommendations,“ says Udo Borgmann, who offers his customers a 10-year warranty on his products - including electronics. „We create absolutely reliable and flexible sound reinforcement solutions for every application.“ The best example of this is probably the Pan 2-Line technology developed in-house, a system that allows the use of active loudspeakers on a two-wire basis. „In a listed church, for example, we use the existing, old 100-volt cable infrastructure in this way and don't have to open any walls. Audio, control data and power supply run over a thin two-wire cable. This is how we convert a passive sound system into an active sound system,“ explains the inventor.

The anniversary act was concluded with a tour of Magdeburg Cathedral, where Pan Acoustics recently installed a Pan 2-Line system with an additional evacuation function in the event of an alarm. This combination is so far unique in a church.