**PRESS RELEASE**
 ***Intersonic Signs Distribution Agreement with Boom Collaboration for Scandinavia***

 **Stockholm/Helsinki, [Insert Date]** – Intersonic AB (Sweden) and Intersonic Oy (Finland) have entered into a distribution agreement with Boom Collaboration, a rapidly growing video conferencing hardware manufacturer based in Austin, Texas. Under this partnership, Intersonic will distribute Boom’s full range of products across Sweden, Finland, and Denmark.

Founded in 1997, Intersonic is a leading distributor of professional Audio, Lighting and Video when it comes to stage, studio and broadcasting. With the addition of Boom’s portfolio—including high-performance cameras, smart video bars, expandable audio, and seamless one-cable solutions—Intersonic significantly expands its offering in the field of hybrid collaboration technologies.

“In a time where digital communication is more important than ever, we are proud to become an official distributor of Boom video conferencing equipment in Sweden, Finland, and Denmark,” said **Per Anderhagen**, Sales Director at Intersonic AB.

“Boom is an innovative and forward-thinking brand that guarantees high-quality meeting experiences, no matter where people are. As a supplier of premium AV products, we recognize the importance of long-term performance and reliability. We are committed to delivering a high level of support and consultation—before, during, and after the sale. Boom shares this ethos.”

Intersonic, with offices in Stockholm, Gothenburg, Malmö, Copenhagen, and Helsinki, will now be able to address a wider range of customer needs in the communication sector.

**Fredrik Hörnkvist**, Co-Founder of Boom Collaboration, added:
“Partnering with Intersonic gives us a strong platform to deepen our presence in the Scandinavian market. Their reputation for high-quality service and strong industry relationships makes them an ideal partner. We’re excited about the opportunities this collaboration will bring and look forward to growing together.”

Boom Collaboration was founded in 2020 by Fredrik Hörnkvist and Holli Hulett and is headquartered in Austin, Texas. For more information, visit [www.boom.co](http://www.boom.co).

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