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## News Release

For immediate release

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# Ulrike Lauterbach Joins Orban Europe GmbH As Sales and Marketing Director Europe

**Ludwigsburg, Germany** - Orban, the leading manufacturer of Audio processing products, has announced that Ulrike Lauterbach takes over the role as Sales Director for the European countries from 1st February 2019. In her new position she will be also responsible for the marketing activities in that region. "I am very happy to be a part of the Orban team and I am looking forward to support the company in its further growth across Europe. I have always been passionate about Audio and it is great that I can continue working for a company specializing that field."

Ulrike Lauterbach has been working in the broadcast industry for 14 years. She started her career at AVT Audio Video Technologies in Nuremberg and changed after several years to Audio metering specialist RTW in Cologne where she worked as International Sales and Marketing Director.

"Ulrike was the perfect choice for the position," says Peter Lee, VP European Operations. "She has an excellent network in the industry and with her past experience she will be contributing to Orban's future success. We gladly welcome her to our team."



**About Orban:** For over 45 years, Orban has set the benchmark for professional best-in-class audio processing worldwide and continues to provide state-of-the-art audio solutions for live performance venues and content creators, as well as radio, TV and Internet broadcasters. Applications include radio and streaming audio

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processing, loudness measurement and control, multichannel surround audio rendering and digital audio processing and monitoring for industry leaders including ABC, BBC, CBS, Disney, ESPN, FOX, iHeart, NBC, NHK and SKY. Orban Labs' offices are in Pennsauken, NJ right across the river from Philadelphia, PA, San Francisco, CA and Ludwigsburg, Germany. For more information on Orban, please visit our website [www.orban.com](http://www.orban.com).