# Snap One expands product offerings with Yealink and Audio-Technica solutions



Snap One, now integrated within ADI, has recently announced a significant expansion of its product offerings that includes communication and collaboration solutions from prominent brands Yealink and Audio-Technica. This strategic move is focused on enhancing the company's presence in the conferencing market, as well as supporting its customers with innovative technologies aimed at fostering new growth opportunities.

The announcement was made on December 5, 2024, in Charlotte, North Carolina, where Snap One's Commercial Market Senior Director, Scott Normand, highlighted the importance of conferencing solutions in today's business environment. Normand stated, "Office collaboration is a key aspect of the ‘smart living’ experience and we’re excited to add Yealink and Audio-Technica to our portfolio to help customers get access to additional solutions for conference rooms.” His comments underscore the immediate demand for advanced conferencing resources among clients, indicating that the integration aims to fulfil these needs effectively.

Yealink brings an extensive range of office communication products to the table, including video conferencing cameras, microphones, and speakers, as well as comprehensive all-in-one solutions that merge hardware and software for collaboration. Snap One customers will now have access to over 60 new Yealink products in important categories such as PTZ Video Bars, Room Systems, and interactive displays, alongside traditional conference hardware.

On the other hand, Audio-Technica contributes a vast selection of conferencing microphones to Snap One's offerings, expanding their portfolio significantly. This addition includes 94 SKUs featuring various styles of microphones suitable for commercial office projects, including boundary microphones and wireless models. The inclusion of Audio-Technica products not only enhances the capabilities available to Snap One's customers but also introduces potential opportunities for revenue growth and cross-selling.

The combination of Yealink and Audio-Technica’s offerings diversifies the solutions available to Snap One's clients, cementing the company's role as a key resource within the commercial AV market. By delivering a complete suite of communication and collaboration tools, Snap One aims to meet the increasing demands of its customers who are navigating the complexities of integrating technology into their office environments.

This comprehensive expansion is a testament to the joined forces of Snap One and ADI, which, as a leading distributor of security, AV, and low voltage products, aims to provide an enhanced omnichannel shopping experience and broader portfolio access for clients. Together, they are committed to equipping integrators with the tools necessary to effectively meet the evolving landscape of smart living technology.

For further information on the newly available Yealink and Audio-Technica solutions, Snap One encourages visits to their website, as well as ADI's, which both furnish clients with additional resources for their operational needs.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.commercialintegrator.com/news/yealink-audio-technica-join-snap-one-product-portfolio/138821/> - Corroborates the announcement of Yealink and Audio-Technica joining Snap One's product portfolio and the expansion into the conferencing market.
* <https://www.commercialintegrator.com/news/yealink-audio-technica-join-snap-one-product-portfolio/138821/> - Supports the statement by Scott Normand on the importance of conferencing solutions and the integration of Yealink and Audio-Technica products.
* <https://www.commercialintegrator.com/news/yealink-audio-technica-join-snap-one-product-portfolio/138821/> - Details Yealink's extensive range of office communication products, including video conferencing cameras, microphones, and all-in-one solutions.
* <https://www.commercialintegrator.com/news/yealink-audio-technica-join-snap-one-product-portfolio/138821/> - Lists the specific categories of Yealink products now available to Snap One customers, such as PTZ Video Bars and interactive displays.
* <https://www.commercialintegrator.com/news/yealink-audio-technica-join-snap-one-product-portfolio/138821/> - Describes Audio-Technica's contribution of conferencing microphones, including various styles and SKUs, to Snap One's offerings.
* <https://www.commercialintegrator.com/news/yealink-audio-technica-join-snap-one-product-portfolio/138821/> - Explains how the addition of Audio-Technica products enhances capabilities and introduces revenue and cross-selling opportunities for Snap One.
* <https://www.commercialintegrator.com/news/yealink-audio-technica-join-snap-one-product-portfolio/138821/> - Highlights the combined efforts of Snap One and ADI in providing a comprehensive suite of communication and collaboration tools.
* <https://www.snapav.com/shop/en/snapav/atc-atuc-50iu-parent-a> - Provides detailed information on specific Audio-Technica products, such as the ATUC-50IU Integration Unit, supporting the range of solutions available.
* <https://www.snapav.com/shop/en/snapav/atc-atuc-50iu-parent-a> - Details the technical specifications and features of Audio-Technica's integration units, reinforcing the variety of solutions offered.
* <https://www.adiglobal.com/company-news/resideo-completes-acquisition-of-snap-one-24/> - Corroborates the integration of Snap One within ADI, as part of Resideo's acquisition, and the enhanced capabilities this brings to the market.
* <https://chisto.com/snap-one-adi-expands-conferencing-solutions-with-yealink-audio-technica/> - Supports the overall expansion of conferencing solutions by Snap One and ADI, including the addition of Yealink and Audio-Technica products.
* <https://www.ravepubs.com/snap-one-expands-portfolio-with-new-brands-including-yealink-and-audio-technica/> - Please view link - unable to able to access data