

empowertribe



Empower Tribe Vision and Purpose

There's a Creator in Every Human Being.

There's a Creator in Every Human Being.

We empower creativity with human centric AI.

Uli Behringer



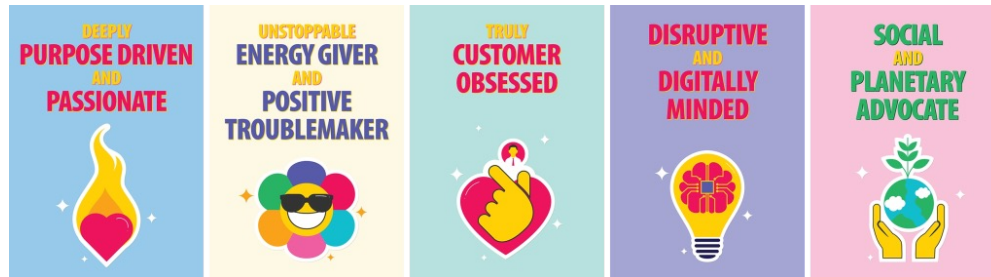
Our Values and Culture

We believe that happiness comes from helping others in a meaningful and unconditional way. Happiness forms the basis of our Values and who we are at our natural best. This is our Empower Tribe Culture.

Our Values



Our Culture



Our Founder's Journey

Uli Behringer's journey began in his childhood, inspired by his father, who was a nuclear physicist and a church organ player. Watching his father build a 1,200-pipe church organ in the attic of their house inspired him to create his own synthesizer at the age of 16 and later pursue a career in music and electronics.

Uli moved to Germany to study classical piano at the Robert Schumann Conservatory and sound engineering at the University of Applied Sciences in Germany.

As a struggling musician trying to make a living, Uli performed in piano bars and coffee shops, among other places. He also realized that the university lacked sufficient equipment for its students, and since he couldn't afford the products he needed, Uli started building equipment for his own studio.



Our Founder's Journey

Friends who visited Uli's studio were amazed by the sound quality. Soon, Uli began making studio gear for his friends, charging only the cost of materials. He then recognized that many other musicians faced the same problem of being unable to afford quality equipment.

It wasn't long before his recording studio transformed into a production facility. To his surprise, demand quickly outpaced his production capacity, and in 1989, Behringer Inc. was born.

Uli made it his life's purpose to provide high-quality and affordable equipment for musicians who have not and cannot.

This purpose will never change.



Our History

empowertribe



1989

Behringer Inc is born



1990

Exciter Type F released with patented technology. Manufacturing is transferred to China



1992

Composer MDX 2000 launched



1998

Pro Mixer DX1000 launched as first DJ product



2002

Wholly owned Behringer City manufacturing plant is born

Bugera

2005

Bugera guitar amplifier brand is launched

MIDAS
KLARKTEKNIK

2009

Midas and Klark Teknik join the Music Group family



2011

Behringer launches game-changing X32 digital mixer

Turbosound

2012

Turbosound joins the Music Group family

tgroup

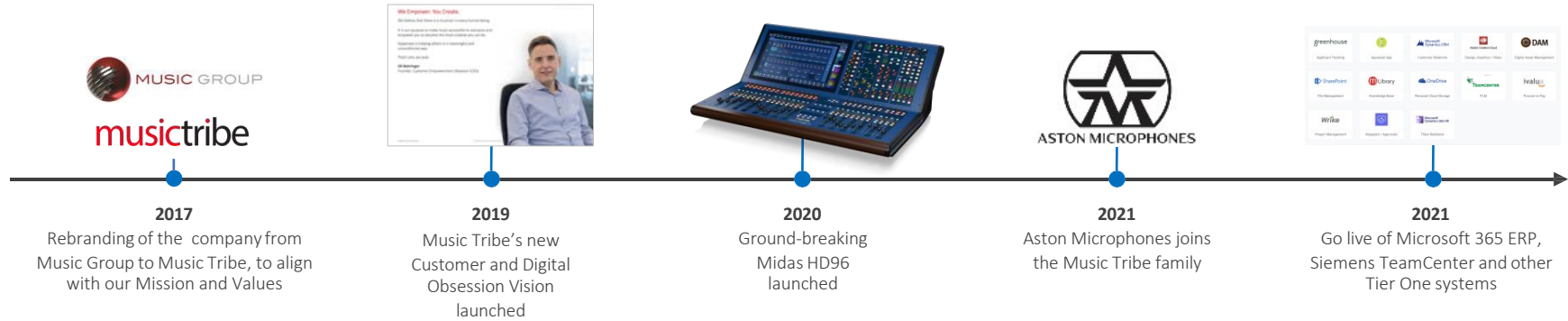


2015

TC Group joins the Music Group family. Music Group celebrates 25th year manufacturing in China.

Our History

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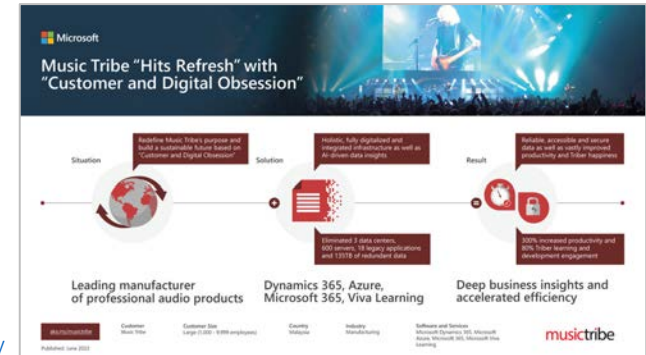


Global Overview

- Strategic and extensive network of Super Partners (Retailers, Distributors, Integrators and Consultants) in 134 countries
- 10 Brand Tribes with up to 100 years of individual history
- 350 Innovation Tribers (Research and Development Engineers) in 10 locations
- 2,000 Customer Obsessed Tribers in 13 locations
- Highly-integrated and automated in-house manufacturing facility
- Strategic and trusted Supplier network
- Microsoft Customer Success Story

[Music Tribe City Video Vol.1](#)

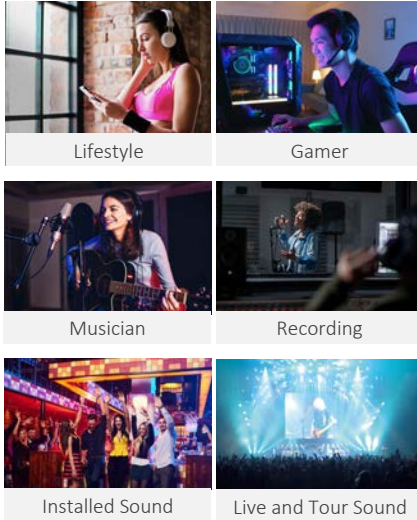
[Music Tribe City Video Vol.2](#)



[Microsoft Customer Success Story](#)

Global Overview

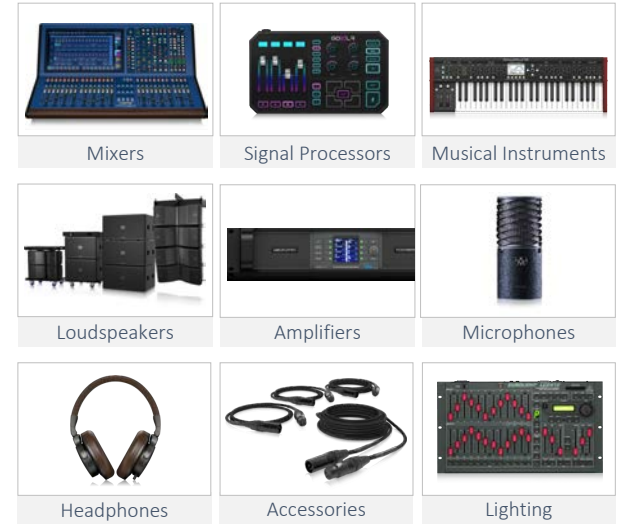
Diversified Customer Solutions



Iconic, World-Renowned Brands



Amazing Product Portfolio



Innovation and Digital Transformation with Microsoft **empowertribe**

Satya Nadella, CEO of Microsoft, featured Music Tribe during the Innovation Conference in Singapore. Our collaboration with them is a testament to our relentless pursuit of innovation. Together, we're charting a course to construct a fully-digital organization, infusing our musical essence with state-of-the-art technology, ensuring that the rhythm never stops.

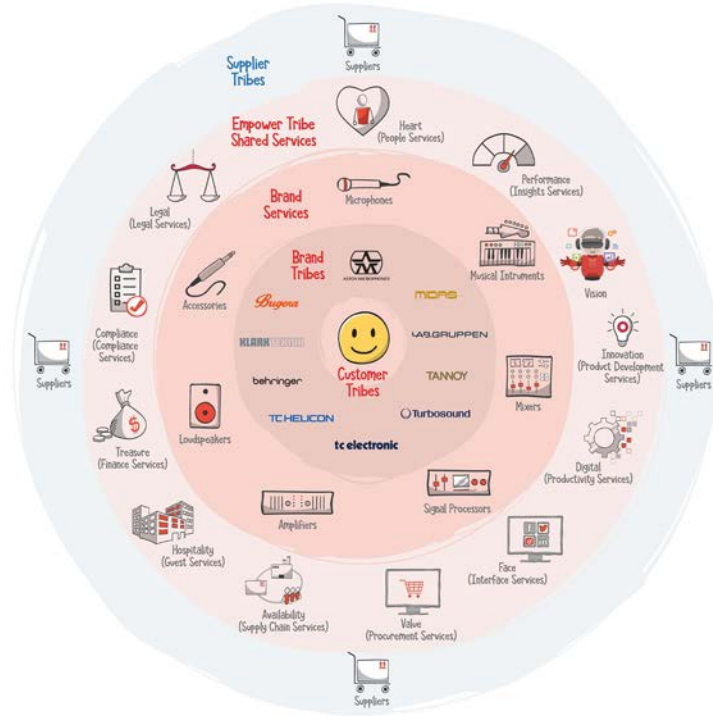


Satya Nadella featuring Music Tribe

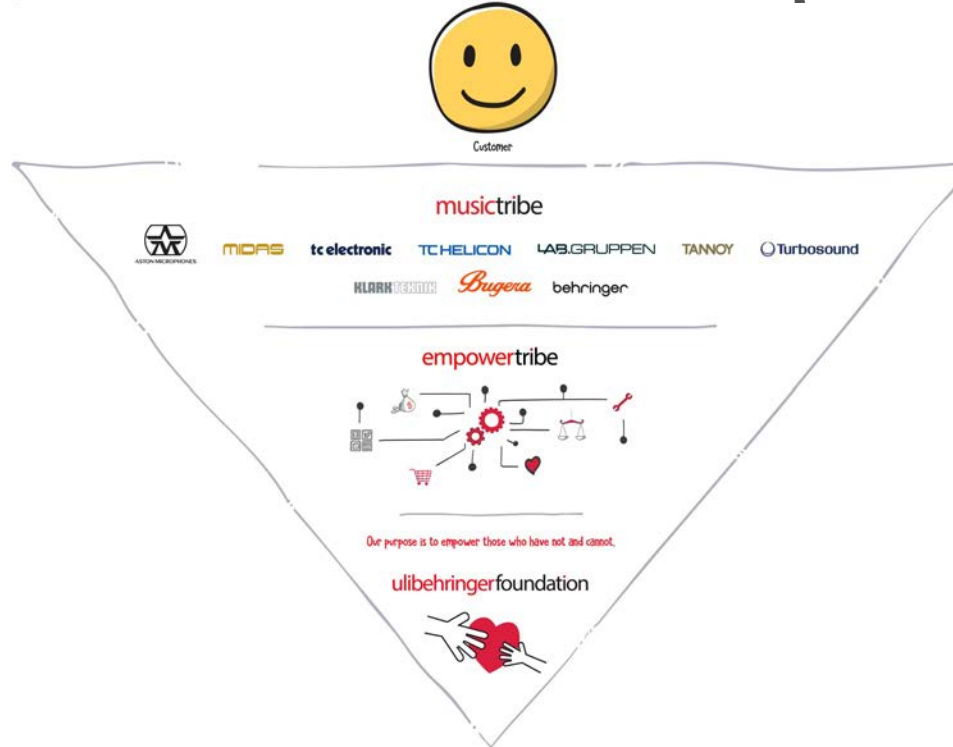
[Video: Innovation and Digital Transformation with Microsoft](#)



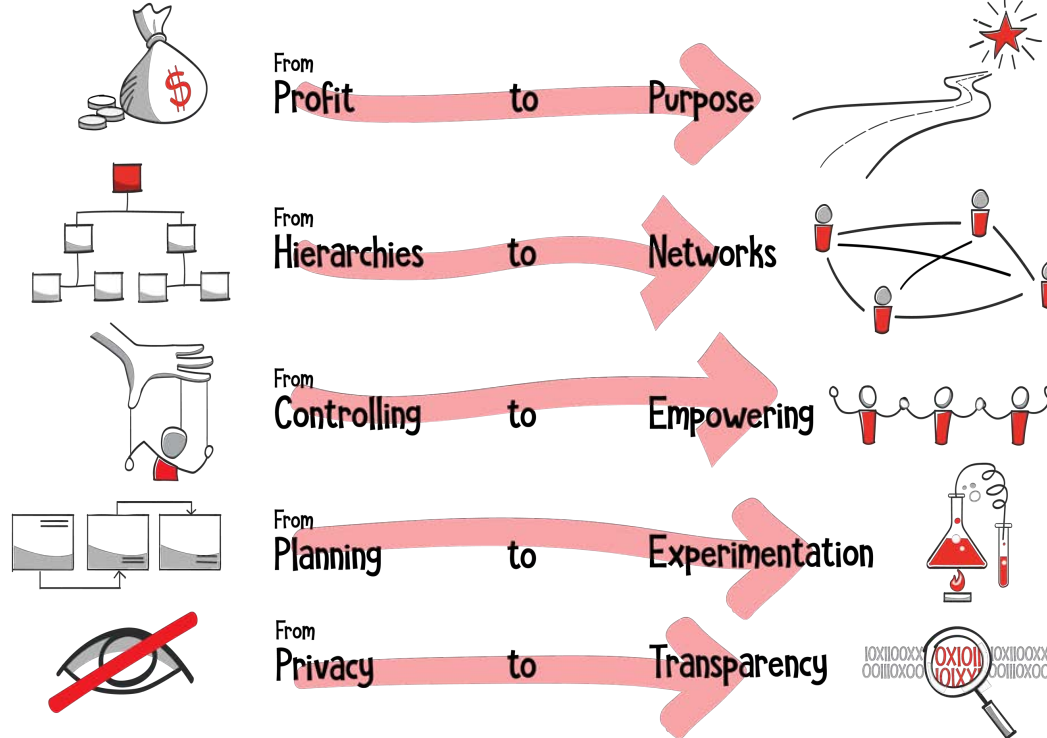
Our Customer Obsession



Our Servant Leadership



Our Mindset Shifts



Our Brands



ASTON MICROPHONES

The Aston Sound.

We at Aston believe that our microphones are true musical instruments, that create the heart of every recording. They inspire artists, producers and engineers to achieve the utmost sound performance.

Founded in 2016, Aston has quickly won a host of international awards, including the coveted NAMM TEC Award for Best Mic of 2020. Aston microphones have proven to be of outstanding quality and reliability, which is highly valued by world famous artists.



UK, Hitchin

Aston Microphone is our premium, UK based Microphone Brand.



World-Class Artist Endorsements



Stevie Wonder



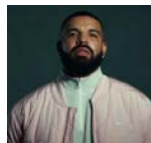
Coldplay



Robbie Williams



Noel Gallagher



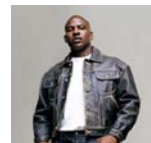
Drake



Walk Off The Earth



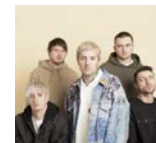
Gary Barlow



Skepta



Sam Fender



Bring Me The Horizon

Our Brands

MIDAS



Bring it Alive.

Midas believes that mixing engineers are the voice of the artist. That trusted bond demands the sonic integrity that only Midas provides. The Brand is obsessed in delivering outstanding solutions that capture the essence of your live audio.

Founded in 1970, Midas' name is recognized as the premier designer and manufacturer of audio mixing consoles. To this day, the award-winning Midas Preamplifier and Latency Compensation deliver unsurpassed sound qualities.

World-Class Artist Endorsements



Pink Floyd



AC/DC



Stevie Wonder



Bon Jovi



Frank Zappa



Big Mick
(Metallica)



Dan Lewis (Oasis)



Jamiroquai



Averged
Sevenfold



Killswitch Engage



UK, Manchester

Midas is our premium, UK based Mixer Brand.



Our Brands

LAB.GRUPPEN

**We Power Your Performance.
You Amplify The World.**



We at Lab Gruppen believe in providing you with reliable amplification, so you can dedicate all your efforts to the performance.

Founded in 1979, Lab Gruppen's name is one of the most respected professional-grade power amplifier manufacturers in the world.

Sweden, Kungsbacka

Lab Gruppen is our premium, Sweden based Amplifier Brand.



World-Class Artist Endorsements



Cameron Whaley



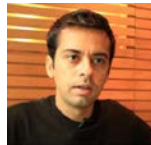
Patrick Moore



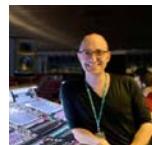
Julien Poirot



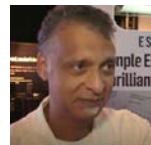
Kristoffer Jansson



Manish Mavani



Fabrizio Piazzini



Hector La Torre



Patrick De
Moustier



Oscar Söderlund



Oktoberfest

Our Brands

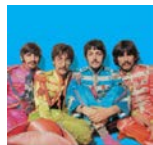
TANNOY

The Voice of the Artist.

We at Tannoy believe in enabling you to hear music the way artists have created it. For 90 years, Artists have trusted Tannoy's studio monitors when recording their music while audiophiles have trusted Tannoy's HiFi speakers to authentically reproduce the artists' music exactly the way it was recorded.

Founded in 1926 by Guy R. Fountain, the award-winning Dual Concentric technology has earned Tannoy its undisputed leadership in the field of authentic sound reproduction.

World-Class Artist Endorsements



The Beatles



Michael Jackson



Stevie Wonder



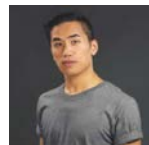
Eagles



Fleetwood Mac



John Williams



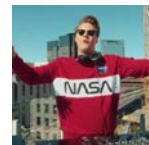
Andrew Huang



Wes Hauch



KayKay



Matoma



UK, Manchester

Tannoy is our premium, UK based Installed Sound and HiFi Loudspeaker Brand.



Our Brands



Hear It. Live It.

We at Turbosound believe that sound reinforcement should only be true to faithful reproduction from the original source. Trust in this guiding principle is the foundation that allows enjoyment from the front row to the last.

Founded in 1978, Turbosound's name is synonymous with tour sound. Winner of three Queen's Awards, have earned Turbosound many accolades from artists and users alike.

World-Class Artist Endorsements



Pink Floyd



Leftfield



Ryan Whyte
Maloney



Lennox Foster



The Contortionist



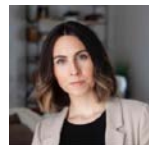
Prestigious Queen
Award



Katie Ferrara



Glenn Erwin



Callie Huber



Leon Todd



UK, Manchester

Turbosound is our premium, UK based Live and Tour Sound Loudspeaker Brand.



Our Brands

tc electronic

We'll Get You On Stage.

We at TC Electronic believe in you and your music. Our sole purpose is to provide you with tools to get you on stage and in the studio.



Founded in 1976, TC Electronic's guitar and recording products have inspired the greatest musicians to write, record and perform their biggest hits. TC Electronic have been receiving multiple Awards from NAMM's "Hall of Fame" in 1985 to "Guitar Invention of the Year 2017."

World-Class Artist Endorsements



Paul Gilbert



Nathan East



Jordan Rudess



Michael Paget



Al Schmitt



Tony Maserati



Nick Beggs



Darren Moore



J. D. Simo



Jon Thorne



Denmark, Aarhus

TC Electronic is our premium, Denmark based Guitar and Bass Brand.



Our Brands

TC HELICON

Get in the Game.

We at TC Helicon bring gamers from all over the world together, by delivering inspiring and intuitive gaming solutions and tools, empowered by amazing vocal effects.



Founded in 2000, TC Helicon's parent company TC Electronic teamed up with IVL Technologies Ltd. who had developed vocal products for professional and amateur musicians. Later, the two companies spun off and today TC Helicon is dedicated to Gaming products.

World-Class Artist Endorsements



Lonny Eagleton



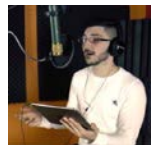
Whitney Myer



SIRINTIP



Alexandria Maillou



Doug Bako



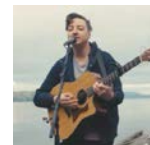
Elena Tonra



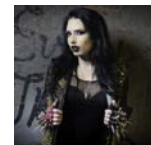
Batteryhead



Adrian Chalifour



Danny Olliver



Madame Mayhem

Denmark, Aarhus

TC Helicon is our premium, Denmark based Gaming Brand.



Our Brands

behringer



We Hear You.

We at Behringer believe in carefully listening to you and providing you with life-changing products at prices so you can fulfill your musical dreams.

Founded in 1989, as a struggling musician and sound engineer, Uli Behringer couldn't afford the necessary equipment for his own studio. Initially building products for himself only, he soon supplied them for his friends, too. This led to Behringer's philosophy to deliver life-changing products at prices everyone can afford.

World-Class Artist Endorsements



Earth Wind and Fire



Daft Punk



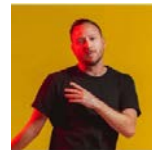
Kenny Larkin



Celldweller



Scott Weiland



Marten Hørgær



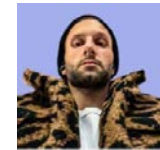
BT



Gunship



CamelPhat



Paul Brymer

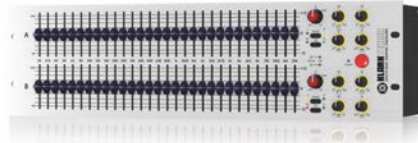
Germany, Willich

Behringer is our Germany based Value Brand.



Our Brands

KLARKTEKNIK



We Konnect. You Perform.

Klark Teknik believes that connecting Brands and products through reliable and seamless digital transportation is the way to create complete customer solutions.

Founded in 1974, Klark Teknik's name is recognized by leading sound engineers for the highly revered DN360 analogue graphic equalizer which changed sound forever.

World-Class Artist Endorsements



Vangelis



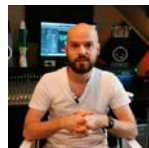
Alanis Morissette



Aphex Twin



Béla Fleck



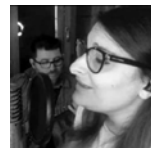
Zed Marty



Kevin Parker



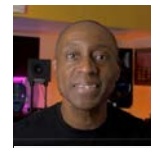
Manuel Göttsching



Jorè Storch
Guitar & Gear



ATB



Warren Henry



UK, Manchester

Klark Teknik is our premium, UK based Signal Processor Brand.



Our Brands

Bugera

The Soul of Tubes.

We at Bugera believe that the magic of tubes is what makes your guitar sing, your amp scream and your imagination overflow.

Founded in 2000, Bugera's name is an exclusive guitar and bass amplifier brand dedicated to vacuum tube and hybrid designs. Proprietary "Infinium" technology dramatically extends the life span of your tubes and protects your stage performance.



Denmark, Aarhus

Bugera is our premium, Denmark based Guitar and Bass Brand.



World-Class Artist Endorsements



Josh Smith



Dolores de Huevoji



Børns



Michael Ripoll



Bridgid Bibbens



Allen Hinds



Andre Berry



Melvin Davis



Gannin Arnold



Rufus Philpot



Our Shared Service Tribes

empowertribe

empowertribe

China, Zhongshan

Music Tribe Zhongshan, China is the home of our amazing Manufacturing and Engineering Shared Service Tribe.



empowertribe

Philippines, Manila

Music Tribe Philippines is the home of our amazing Creative Design, Engineering, IT and Finance Shared Service Tribe.



Our Shared Service Tribes

empowertribe

India, Bangalore

Music Tribe Bangalore, India is the home of our amazing Engineering Shared Service Tribe.



empowertribe

USA, Las Vegas

empowertribe

Music Tribe USA is the home of our amazing Customer Support Shared Service Tribe.



Our Shared Service Tribes

empowertribe

empowertribe

UAE, Dubai

Empower Tribe HQ FZE is the home of our amazing Headquarter Tribe.



Our Future



Our purpose is to empower those who have not and cannot



To transform Empower Tribe into an Employee and Customer Owned organization



To create the world's most Customer Obsessed Tribe



To create the most empowering, collaborative and fun environment



To design the world's most Insight and Data Obsessed Tribe



To merge with and acquire the most strategic Brands and Organizations

There's a Creator in Every Human Being.