



Como Audio Enhances its Marketing and Branding on Crowdfunding Strategies

Tom DeVesto, consumer electronics and audio hall of fame legend, has been bringing quality products to market for over 40 years. [Como Audio](#) was founded in 2016 as his third audio company to fill a void in the marketplace with exciting never seen or heard before music systems that always sound as great as they look. His former audio companies, Cambridge SoundWorks and Tivoli Audio produced products that easily became consumer favorites and promoted products through traditional marketing techniques, online marketing and dealers. However, with Como Audio, Tom DeVesto has turned to “crowdfunding” marketing strategies to build a community of backers and investors that want a stake in his company.

“Crowdfunding gives us the opportunity to create sales for our company before a product is introduced to the marketplace, giving you the confidence that you are on the right track and being closely watched and followed by an online community,” says Tom DeVesto, Como Audio founder and CEO. “You also have access to thousands of consumers who have a vested interest in your company and its new products and the ability to communicate and interact directly with the consumer, giving you first-hand feedback of your offerings.”

Como Audio brought its first product offerings to market through highly successful Kickstarter campaigns in 2016 and 2017 that exceeded goals and produced a solid community of satisfied backers. However, the 2018 Kickstarter campaign did not meet its goal and sent Tom DeVesto back to the drawing board wondering what went wrong.

“Our 2018 Kickstarter campaign offered the first SpeakEasy multi-room voice- controlled music system with Google Assistant built in,” adds Tom DeVesto. “Our mistake was that we introduced it as a single mono system and not in stereo, allowing the music to be heard as the artist originally intended with great depth and volume.”

This year Como Audio is bringing the new SpeakEasy Stereo together with its Bluetooth Turntable to market as a threesome through an Indiegogo campaign <https://www.indiegogo.com/projects/speakeasy-stereo-system-by-como-audio/> set to launch in July. In addition, the company is running a Wefunder campaign to invest in Como Audio <https://wefunder.com/comoaudio> and expects to raise \$1 million by the end of the year through a community of investors looking to own a piece of the company.

"Music is my lifeblood. My entire professional life, in all the companies I've founded and sold, I've pursued a single goal: delivering music the way the artist created it," concludes Tom DeVesto.

There is a strong movement toward crowdfunding and Como Audio plans on staying ahead of the "crowd."

For more information regarding Como Audio visit: www.comoaudio.com.

###

Media Contacts:

Cathy Callegari – 212-579-1370 – cathy@callprinc.com

Liz Ammirato – 845-621-2005 – liz@callprinc.com