

ORDIO TECHNOLOGY



CASE STUDY



Ordio Productions

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Ben Wever has seen enough pro audio evolutions — and enough Darwinian casualties — to know the score. “Evolve or die,” he says with a knowing grin. It’s a philosophy that’s carried him from repairing cables in a Rosebery factory, through on-the-road tech gigs, broadcast work, sales, acoustics installs, and cable manufacturing, to where he stands today: at the helm of Ordio Productions in Taren Point, Sydney. It’s a retail/distribution powerhouse paired with a genuinely impressive, bookable studio complex. Three purpose-built spaces stocked with high-end monitoring, outboard, routing, and acoustics that most engineers only dream about.

OG STORY: CABLE GUY

Ben’s path is classic pro audio hustler turned visionary. Early years involved the usual grind — loading trucks at 2am, running shows, chasing the higher end. A stint at Rutledge Engineering (as it

was known at the time) taught him system design, tendering, and the emerging world of networked audio (back when an Ethernet port on a 1U box felt exotic).

By 2009, he committed fully to audio. Cable manufacturing filled a genuine market gap for broadcast and location sound, then morphed into rack gear, acoustics (via an Autex distribution deal), and studio builds. Fast-forward to 2022, which brought the big leap: a former factory in Taren Point transformed into pro audio stronghold.

Downstairs handles the practical side: pallet racking, dangerous goods storage, forklift. Upstairs? The inspirational stuff. Insulated, ducted, aesthetically-obsessive rooms that feel warm and inviting rather than clinical. “I’m a bit of a snob when it comes to aesthetics,” Ben admits. “I want people to walk in and not want to leave.”

That attention to detail shows. The spaces



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combine high-end monitoring with pristine signal flow, Flock Audio routers for clean analogue patching, premium cabling, and thoughtful acoustic treatment by bluefibre (distributed by Ordio). It's not a sterile showroom, it's a place where gear can actually breathe and reveal its true character.

RIGHT STUFF

At the heart of Ordio is Ben's conviction: great audio gear should reach people who will truly benefit from it, in environments where it can shine. He's deliberately moved away from the race-to-the-bottom online retail model that's claimed plenty of casualties. "Everyone was buying loads of stock, selling at 4% above cost... and going broke."

Instead, Ordio positions itself as a centre of excellence. By-appointment access keeps the experience focused and educational. "I'm not interested in school kids with McFlurries asking

what everything does," he says, with the sort of specific detail that can only come from experience. The goal is serious engineers, producers, and facility owners who want to audition properly, learn about system integration, acoustics, and workflow, and ultimately make smarter purchases.

This consultative approach draws from Ben's sales and systems background. He solves problems people didn't know they had: noise floors, signal flow, monitoring accuracy, and room treatment. "As soon as they hear a test track through the system, the questions start. Next thing, they're rebuilding their entire setup in their head."

DYNAUDIO CORE

The flagship partnership is with Dynaudio's high-end M Series. The Dynaudio/Ordio partnership was inked when Dynaudio's high-end M Series was going to market. Australian distributor, Amber Technology, worked hard on the deal, resulting in Ordio becoming the exclusive NSW dealer.

The M Series represents a significant evolution: advanced DSP topology, dedicated MC² amplification, and cabinets engineered with fresh acoustic modelling. Ben was initially wary about the new active/passive hybrid approach, but hands-on experience won him over.

The monitors sit on Ben's own custom-designed, heavily prototyped powder-coated 'Ordio Technology' stands — isolated, rigid, and built locally. "There's no point putting budget tyres on a Lamborghini," he quips.

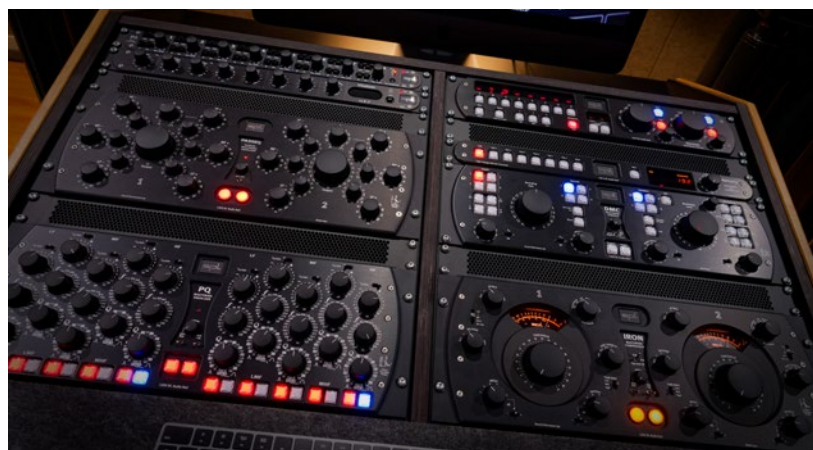


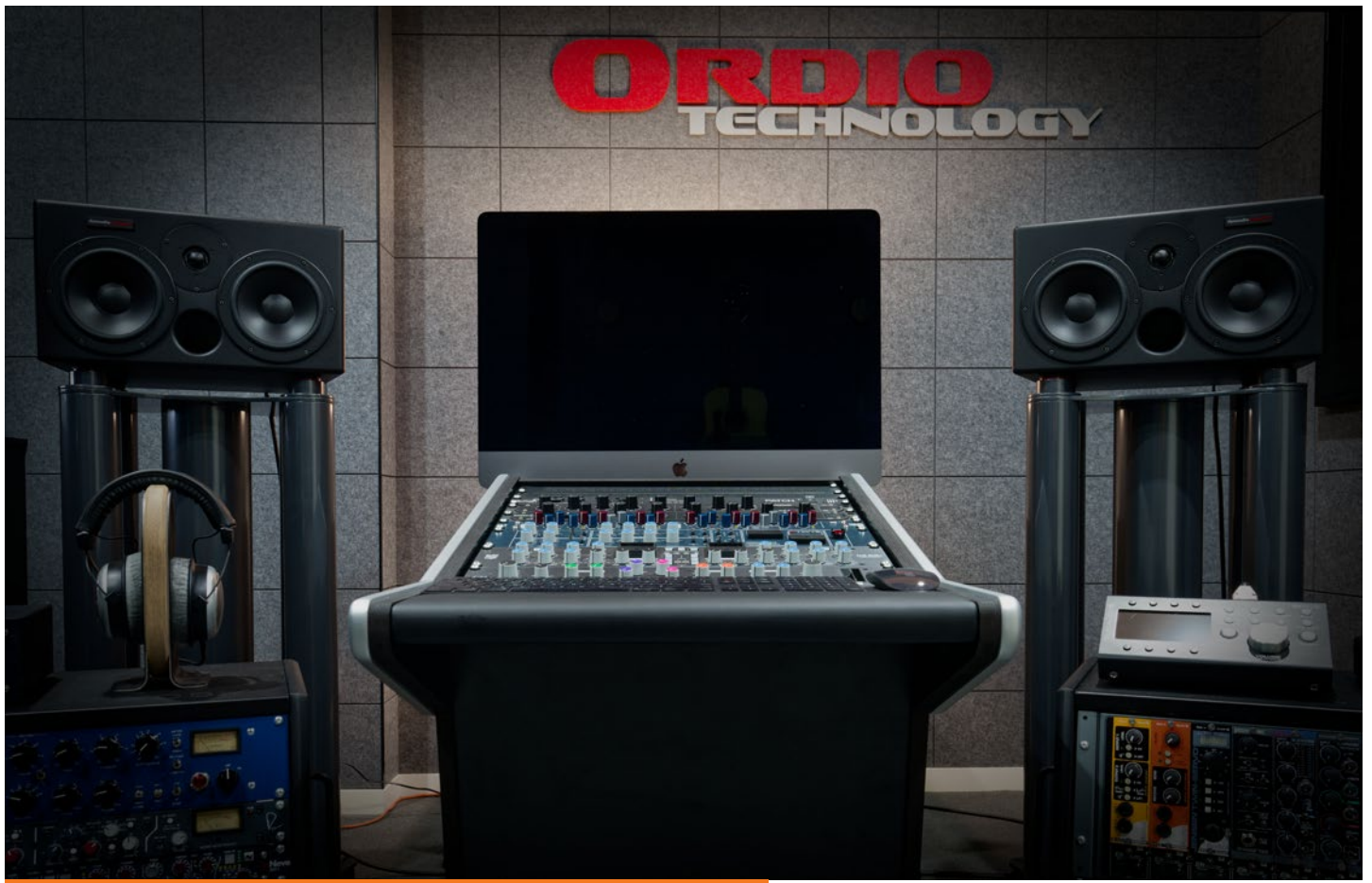
The upstairs rooms showcase the M Series in optimised, treated environments alongside SPL outboard (a natural fit for mastering-grade honesty), Apogee Symphony I/O (including limited Bob Clearmountain-signed units as a homage), Rupert Neve Designs, Dangerous Music, and more.

BEYOND RETAIL

Beyond retail and distribution, the three spaces are genuinely bookable. This hybrid model (showroom by day, working studios by rental) addresses a real need. Producers who can't (or won't) invest six figures in their own facility can access top-tier monitoring, summing, routing, and acoustics for a day, a week, or a project. Rates start around \$550/day with discounts for longer bookings. Handover support is available for those new to the signal flow.

It's part educational retreat, part high-end rental house. Ben envisions industry nights, manufacturer events, training on mic techniques, or deep dives into specific products.





ATMOS FUTURE

A major downstairs conversion into a full 7.1.4 Atmos room (Dynaudio M Series as the benchmark, Prism ADA conversion, potential SSL Oracle console) is the next chapter. Slated for an end of 2026 completion, it's positioned as a Netflix-approved-style screening/pilot centre. Ben has already invested in premium materials, furniture, and bluefibre treatment.

This immersive space will feed attention back to the upstairs rooms and solidify Ordio's reputation. Bob Clearmountain's visit (and impromptu Atmos session) was an early validation — "they came, and they were impressed."

MORE THAN VANITY

Ben is realistic about the challenges. High-end pro audio in Australia isn't a volume business. He's not banking on walk-ins or low-margin sales. Success comes from deep relationships, education, distribution margins, studio rentals, and positioning as the trusted advisor for serious facilities.

"I've thought of every scenario, including the vanity aspect," he acknowledges. But the model

has multiple revenue streams and genuine utility. The "appearance" — walking the talk with the gear in the rooms — matters. You can't sell million-dollar properties out of a Yaris.

THE BIG IDEA

Ordio Productions isn't just another dealer. It's Ben's attempt to create a proper destination for people who care deeply about accurate, inspiring monitoring and workflow. A place where the right gear meets the right room, proper treatment, and proper advice.

In an industry full of noise (literal and metaphorical), Ben Wever is betting on quality, curation, and experience. For engineers tired of guessing on forums or compromising in suboptimal spaces, Taren Point offers something rare: a chance to hear, learn, and elevate.

By appointment, of course.

Ordio Productions: ordioproductions.com.au

Amber Technology (Dynaudio): ambertech.com.au