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INTERVIEW WITH FABRIZIO MILAN

THE EVOLUTION OF PROFESSIONAL CABLE IN RESPONSE TO NEW MARKET DEMANDS

With nearly five decades of experience, Tasker has moved from manufacturing professional loudspeaker cabinets to developing professional cables for multiple applications. In this interview, its CEO Fabrizio Milano looks back at the company's evolution, the markets experiencing growth, and the current challenges facing the sector.



Your company has a long history in the professional cable sector. Could you briefly tell us how it all began and how the company has evolved over the years?

TASKER was founded in 1977, after several previous changes and development stages. In its early years, the company manufactured professional loudspeaker cabinets, but over time it shifted towards the production of audio and video cables. It was also the first company in Europe to manufacture the well-known Scart-to-Scart cables. This evolution led to the industrial production of professional cables and accessories, initially aimed at the electronics sector.

Today, TASKER provides solutions for numerous professional fields, ranging from audio and broadcast to video and networks, as well as sectors such as industrial automation, electromedical applications, and the marine and automotive industries.

What are the main product families and cable solutions you manufacture today?

Tasker manufactures **more than 5,000 different product types**. Its main families include audio cables for loudspeakers, microphones, musical instruments, voice evacuation and fire alarm systems, as well as solutions for DMX audio and lighting systems.

In the video field, we produce HD-SDI digital coaxial cables, cables for professional cameras, security systems, and HDMI connections. Our range also includes electronic cables such as single-core, braided, LED, miniature, USB, and telephone cables. In addition, we offer a wide selection of data network cables, including alarm cables, LAN, Netbus, DMX 512, and shielded cables.

Which markets and professional segments do you currently serve, and which ones are showing the strongest growth?

Tasker distributes its products internationally. At the moment, the regions experiencing the strongest development are the Middle East and Asia in general. In terms of professional sectors, the fastest-growing today are broadcast, live events —such as shows and sporting competitions— and the marine sector.

What innovative products or developments has your company introduced in recent years in the field of cables and passive components?

In recent years, Tasker has focused much of its development on product certification for increasingly demanding and regulated environments.

We have made continuous investments in **CPR-certified cables** for the European market, covering all fire safety classes, from the highest category B2ca down to Eca. In addition, we have developed specific solutions designed to operate under extreme conditions, whether due to very high or very low temperatures or particularly harsh environmental exposure.

As a specialised manufacturer, what are the main challenges you face today in design, production, or supply-chain management for professional cables?

In recent years, one of the main challenges has been responding to the growing demand for specific certifications across different product families.

At the same time, we are working on the design and development of cables intended for increasingly demanding applications, capable of withstanding extreme conditions such as very low or very high temperatures, humidity, prolonged outdoor exposure, fresh or salt water, oils, and other aggressive environments.

What key factors differentiate your cable solutions in terms of materials, performance, durability, and reliability compared to other brands?

One of the main elements that sets us apart is that all our production takes place in Italy and is subject to **very rigorous quality controls** on every meter of cable produced.

We use premium raw materials, such as 99.99% pure OFC copper and special "super soft" PVC compounds, which ensure high performance and greater durability. In addition, we offer one of the widest product ranges on the market, with more than 5,000 items available from stock, tailor-made production options, and continuous support from the design phase through to after-sales service.