



## **IAVI ANNOUNCES DISTRIBUTION PARTNERSHIP WITH SONY CORPORATION**

**Fort Lauderdale, FL, January 14, 2010** - IAVI is proud to announce a new distribution partnership with Sony Corporation. Since 1997, IAVI has formed lasting strategic partnerships with leading manufacturers and value added projector and plasma resellers. Based on decades of expertise and stunning innovations in display panel technologies, Sony provides a wide array of projectors ranging from compact portable models, to network installation and ultra high-resolution models.

The Sony logo is the word 'SONY' in a bold, black, sans-serif font.

IAVI will carry the full Sony Corporation professional AV line, including projectors, flat panels, projector replacement lamps and other AV accessories. The partnership between the Sony brand and IAVI is an ideal union between two companies committed to making the best products available to AV professionals worldwide. IAVI and Sony are looking forward to an exciting future with this new distributor relationship.

For more information, please visit [www.IAVI.com](http://www.IAVI.com) or call (888) 999-6564.

### **ABOUT IAVI**

*With headquarters in Fort Lauderdale, FL, IAVI employs a devoted team of Display Technology Specialists focused on the Pro AV marketplace. To discover what solutions IAVI can offer you and to find out how IAVI can help build your business and improve your competitive advantage contact IAVI toll free at 888-999-6564 or [sales@iavi.com](mailto:sales@iavi.com). IAVI is available Monday through Friday, 8am -6pm EST.*

### **ABOUT SONY CORPORATION OF AMERICA**

*Sony Corporation of America, based in New York, NY, is a U.S. subsidiary of Sony Corporation, headquartered in Tokyo. Sony is a leading manufacturer of audio, video, communications, and information technology products for the consumer and professional markets. Its motion picture, television, computer entertainment, music and online businesses make Sony one of the most comprehensive entertainment companies in the world. Sony's principal U.S. businesses include Sony Electronics Inc., Sony Pictures Entertainment Inc., Sony Computer Entertainment America Inc., and Sony Music Entertainment, one of the largest recorded music companies in the world. Sony recorded consolidated annual sales of approximately \$78.9 billion for the fiscal year ended March 31, 2009, and it employs 171,300 people worldwide.*

### **FOR MORE INFORMATION PLEASE CONTACT:**

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