



## **SAMSUNG MAKES IAVI DIRECT DISTRIBUTOR**

**Fort Lauderdale, FL, May 3, 2010** – IAVI is pleased to announce that we have reached an agreement with Samsung Electronics America and are now serving as a direct distributor of Samsung Electronics Pro AV products effective April 29, 2010. Since 1997, IAVI has been developing strategic partnerships with industry leading manufacturers while providing quality products, complete solutions and competitive pricing to value added projector and flat panel resellers and integrators.

Samsung Electronics manufactures professional presentation products with industry-leading technologies. Samsung's large format LCD Displays are designed to tackle the most demanding applications and deliver crystal clear images. If you are looking for large format Plasma Displays Samsung delivers incredibly high brightness and contrast to make any showcase a memorable event. Samsung also manufactures data projectors with DLP, LCD and LED display technologies that are sure to meet all of our performance and presentation needs.



IAVI will stock the full Samsung Electronics product line including Plasma, LCD and LED Displays, Data Projectors, including projector replacement lamps, and other AV accessories. The partnership between Samsung and IAVI is an ideal union between two companies committed to making the best products available to AV professionals worldwide. IAVI and Samsung 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 SAMSUNG ELECTRONICS AMERICA**

*SEA is a wholly-owned subsidiary of Samsung Electronics Co. Ltd., an established leader in the worldwide electronics market. SEA is focused on continually expanding its position in the U.S. market while upholding Samsung's mission to provide consumers with innovative products that converge digital technologies and offer exceptional quality, features, performance and value. Samsung holds true to this mission across all categories by offering a broad range of award-winning products that are backed by industry-leading warranties, customer service and technical support programs.*

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

**Bill Woodard**

VP Purchasing

Phone: +1 (954) 315-3340

[billw@iavi.com](mailto:billw@iavi.com)

**Kristina Fallon**

Marketing Coordinator

Phone: +1 (954) 315-3349

[kristinaf@iavi.com](mailto:kristinaf@iavi.com)