



B-Tech Promotion

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B-Tech demonstrate world class credentials

With InfoComm China, two industry summits in Vietnam, and the Retail Design Expo in London, it has been a busy few weeks of activity for B-Tech's international teams as we continue to showcase our solutions to the Audio Visual world.

InfoComm China, staged at the China National Convention Centre in Beijing, brought B-Tech great exposure to the Far East market. The show welcomed over 32,000 visitors – an increase of 20% on 2016.

With visitors from Taiwan, Hong Kong, Japan, Singapore, the US and of course China, the show provided many welcome new introductions.

B-Tech's Jenny Li explains: "It was great to see our existing customers, but many of the stand visitors were seeing B-Tech for the first time. Most of them are using domestic made, basic brackets for their projects. Our quality and easy-to-use designs impressed them a lot and some great leads were made."

Jenny continued: "The BT8370 3x3 video wall stand got a lot of attention. However, many people asked for front-access video wall solutions, so the BT8310 and BT8341 mounts were introduced to a lot of visitors. Our local office in the region as well as our distribution partners, have received many enquiries for these two items since the show. Another popular solution, the BT9903 heavy duty bracket, was asked for by several screen manufacturers because it is difficult to find a similar slim bracket which allows up to 200kg in the market." Also in the Far East, B-Tech teamed up with LG for the Indochina Airport Summit in Vietnam. With LG providing their latest displays, B-Tech showcased their solutions for transport hubs, including video walls and menu boards for check-in desks.

Gathering 180+ key stake holders and decision makers, the summit is the foremost airport focused event in the region. It provides government officials, airport authorities, operators, airlines, and consultants, the opportunity to explore the market and latest technical development.

The day was an excellent networking event consisting of gala dinner, cocktail party and the opportunity to establish relationships with decision makers and find real business growth opportunities in this sector.

B-Tech's managing director, Matthew Bennett, gave a video interview at the event, which can be seen below.

Another event in Vietnam saw B-Tech exhibiting at the Hospitality Indochina Conference. This is the second year the event has been hosted in Ho Chi Minh City and covers all aspects of the hotel and hospitality industry. With B-Tech's product range designed for the smallest reception screen to the largest commercial displays, it was another great opportunity to strengthen our position in this market.

Back in England, B-Tech recently enjoyed a great show at the Retail Design Expo at London Olympia.

The annual event which this year ran as part of London Digital Signage Week, brings the latest store technology under one roof.

It proved to be another successful show for B-Tech, with our tried and trusted System X mounting solutions once again being prominent on stand, demonstrating how they can be used to mount all forms of digital signage; from video walls to menu boards and ultra-stretch signage.



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LED displays were, as expected a growing force at RDSE, but 'traditional' video wall demand is still very high. A 2x2 display, mounted on BT8341 universal pop-out mounts and powered by Cabletime MediaStar players on our stand was one highlight for our stand visitors.

The LED demand was met with our pull-out LED mounting solution. With a 4mm pixel display supplied by Handy AV, we were able to show how integrators can benefit from the same full service access convenience as our popular LFD pop-out solutions.

A new slimline kiosk was also a popular addition to the B-Tech stand, with visitors praising its simplicity and suitability for wayfinding and advertising promotions.

Mark Walker, business development manager for B-Tech, said: "Our London experience at RDSE has been fantastic. Such is the versatility of B-Tech's portfolio that every mounting challenge posed by stand visitors could be met with a B-Tech solution."

He added: "It's also a great show for insight into where the retail market is heading and gives up valuable information for product development."

From all of us here at B-Tech, we'd like to thank all our stand visitors, wherever in the world you do business. We are far from finished with our exhibitions this year so, hopefully, we'll see you at an event soon!

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Daventry, UK – www.btechavmounts.com - B-Tech AV Mounts

About B-Tech

B-Tech AV Mounts, a division of B-Tech International Ltd, is an industry leading family-owned company that has over 40 years of experience in design, manufacture and distribution of audio video accessories. B-Tech's head office is located in Daventry, United Kingdom, and it is there where B-Tech's product range is designed by its in-house engineering team. B-Tech offers a comprehensive range of audio and video mounting solutions including wall, ceiling and floor stands, and mounts for flat screen TVs, displays, projectors and loudspeakers. You can find B-Tech products in almost any location; at home, in your hotel, at your office, in schools and universities, at airports, in hospitals, bars/clubs, restaurants, sports stadia – the list is endless...

B-Tech International Ltd has the following brands; B-Tech AV Mounts, Ventry, Bib, Lawton Trade and The Diamond Stylus Company. The B-Tech International group of companies has offices and distribution facilities in Daventry, UK, Brussels in Belgium, Berlin in Germany, Barcelona in Spain, Hong Kong, China, Singapore, Moscow in Russia, Hanoi in Vietnam and Dubai in UAE. All of which support a global network of authorised distributors and dealers.

For more information, please call **+44 1327 300787** or visit www.btechavmounts.com