



PRESS RELEASE

B-Tech AV Mounts, the UK firm that designs and manufactures AV mounting solutions, received rave reviews at the Digital Signage Expo 2012 in Berlin, Germany.

The Daventry-based company's display and offerings were welcomed by not just the German visitors, but by those who came from all over Europe.

Potential customers travelled across the continent - from Norway to Croatia, Poland to Italy, and the UK to Latvia.

And others had arrived from far flung places with developing markets, such as Brazil and South Africa.

Aside from its home in the UK, B-Tech has offices and warehousing facilities across Europe; in Berlin, Brussels and Barcelona.

Being able to offer a same-day despatch straight from these bases was received extremely favourably by the potential customers.

At the Expo, B-Tech unveiled its eagerly awaited pop-out display mount for multi-screen videowall applications.

The BT8310 was pounced upon by systems integrators seeking neat solutions, who huddled around the display.

The product, among an offering of over twenty key digital signage mounting solutions, was demonstrated by the international B-Tech team, including Mark Walker, Business Development Manager of B-Tech International Ltd, Tim Cogneau from the company's Benelux subsidiary B-Tech Pro-AV bvba, and Thomas Barz, head of B-Tech Deutschland GmbH.

The two-day European Digital Signage event at Die Station on June 12 and 13 was a showcase for the industry's quality end.

And B-Tech demonstrated again why it is the manufacturer of choice for thousands of European digital signage integrators.

The company boasts an extensive portfolio of professional mounting solutions that are designed to meet the demanding requirements of every digital signage application.

All items are held in stock at the B-Tech warehouses as well as by key regional and national distributors.

Special attention is given to the functionality of the products and their simplicity to install.

B-Tech recognises that a lot of savings can be made at the time of install, and designs its products to increase the efficiency of the systems integrators and installers.

Matthew Bennett, Managing Director of the B-Tech International Group of Companies, said: "The Digital Signage Expo in Berlin was very much a show of quality over quantity, which is exactly what we were looking for.

"The event saw thousands of visitors from not just Europe but from around the world seek out the finest, most innovative and cost-effective products in the Digital Signage market.

"And our eagerly awaited BT8310 pop-out display mount for multi-screen videowall applications was the buzz of the booth."

Mark Walker, Business Development Manager for B-Tech, added: "There was lots of interest from many visitors who have been struggling with other options available on the market, and the new BT8310 neatly solves these.

"With tool-less micro-adjustment on three-axis and optional "screen specific templates", the install time can be cut in half.

"The attention to detail on this product, particularly with the likes of the micro-adjustments, was extremely well received. We all know that getting the screens to sit closely and precisely is where the time is won and lost.

"The Expo was a great showcase for B-Tech and the feedback was particularly enthusiastic.

"Despite the economic uncertainty across the eurozone we were pleased to find optimism and, more importantly, orders for our products."

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