



## B-Tech Promotion

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### FOR IMMEDIATE RELEASE

B-Tech International Ltd.  
Stuart Hillis – PR  
T: +44 (0)1728 768118  
E: [stuart@beebuzzpr.com](mailto:stuart@beebuzzpr.com)

## Digital Signage Installations in Light Commerce

AV Mounts manufacturer B-Tech has a deep heritage in domestic AV installations, having been providing speaker and TV mounts into homes around the globe for decades. This experience is carried over to their pro AV range, where the growth in digital signage demand brings constant developments at their Northamptonshire HQ.

Seeing the high demand for video walls and menu boards in light commercial applications, the company launched its System X range in the second half of 2015 and it has been warmly welcomed by the industry.

Available either in ready-to-go kit form, or in modular components for custom requirements, the range is also compatible with B-Tech's System 2 50mm pole and collar range - together providing one of the most versatile and comprehensive mounting ranges on the market today.

Mark Walker, global business development manager for B-Tech, said: "We have made considerable efforts listening and understanding our customers' needs and believe that, in System X, we have a display mounting solution that is fitting for today's, and tomorrow's, market applications. The feedback we have received, particularly on the strength, light weight, and aesthetic qualities of System X, proves we are getting it right!"

B-Tech have seen demand for digital signage grow in virtually every vertical market, from banking to leisure and education to healthcare, and work closely with integrators to provide products that save time, hassle, and are, of course, 100% fit for purpose.

Mark adds: "System X has been purposely designed by our British engineers to make video wall and menu board assembly as hassle free as possible. For example; the fixable sliders running along a solid rail remove the requirement for numerous uses of the spirit level as integrators only need to level the main bar. The micro adjustment points are easy to access and pop-out features are simplicity itself. All these things add up to a high quality, time saving install that is paramount to integrators."

For additional convenience, B-Tech have designed an online configuration tool that, in a handful of clicks, can specify all the requirements needed for any permutation of video wall or menu board application – and makes it available as a one order code.

Further details can be found at [www.btechavmounts.com](http://www.btechavmounts.com)

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### 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](http://www.btechavmounts.com)