



## B-Tech Promotion

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### FOR IMMEDIATE RELEASE

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## B-Tech to bring X-Factor to Midwich Tech Exposed show

Leading audio video mount manufacturer B-Tech will be bringing the X-Factor to Midwich's Tech Exposed show later this month - unveiling their brand new System-X range for QSR menu boards, videowall, broadcast and control room applications.

Mounted to walls, ceilings, floors or freestanding, it is the most flexible off the shelf solution available in the world when integrated with B-Tech's full suite of compatible Professional ranges.

Also at Tech Exposed will be B-Tech's new online configurator tool, live demos, plus additions to the System 2 range - ideal for retail digital signage and corporate environments.

The two-day event that is Technology Exposed gets underway on September 16<sup>th</sup>, at Mercedes Benz World in Weybridge, Surrey.

Mark Walker, global business development manager for B-Tech International, said: "We are really excited to be unveiling System X at the Midwich show. Technology Exposed is one of the highlights on the AV calendar and we are looking forward to bringing our latest, ground-breaking range to the industry, along with additions to our established ranges."

He added: "To accompany the System X products, we are also delighted to be able to launch our new online configurator tool. It has received great initial feedback from integrators, who have helped us design hassle-free software that will save them valuable time when specifying mounting solutions and part codes for their install."

Visitors to Technology Exposed will be able to get 'hands on' with B-Tech's configurator software on their stand – giving them the chance to see for themselves just how quick and easy the specifying process is.

As well as demos and demonstrations on their own stand, B-Tech products will also be in use around the event, with manufacturers such as TVOne, Datapath, ATEN, AMX and hosts Midwich all utilising B-Tech solutions for their video wall displays.

B-Tech International can be found on Stand 45 at Technology Exposed. Businesses are encouraged to bring their end users to the show as no trade pricing will be on display. Entrance is free and registration is available online at <http://www.technology-exposed.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)