

Strategic partnership with systems integrator focus

NEC Display Solutions appoints Electrosonic SA as new distribution partner

Johannesburg, 23 May 2012 – [NEC Display Solutions](#) Southern Africa is pleased to announce the appointment of a third distribution partner, Electrosonic SA. Electrosonic is a successfully established distributor to the professional audio visual and systems integration industry.

The strategic collaboration between NEC Display Solutions Southern Africa and Electrosonic is targeted at increasing local market share and informing the industry of the benefits and capabilities of NEC's innovative product solutions. While Electrosonic's core focus will be on public displays, large venue displays, events and the control room market, they will be distributing the complete range of displays, including large format displays and projectors.

"This is a strategic appointment where NEC Display Solutions Southern Africa aims to enhance its exposure in the local Pro AV and systems integration market by building on existing working relationships with complimentary products currently distributed exclusively by Electrosonic," says Sarah Fraser, Channel Development Manager to Southern Africa. "It underlines NEC's commitment to drive the integration of innovative products into the industry and expand on its ever growing market share in overlapping vertical markets within the corporate, education, transport, broadcasting, and rental and staging industries."

"NEC has a fantastic product offering and a proven track record for quality and reliability" commented Bruce Genricks, Managing Member of Electrosonic SA. "Combining this with our extensive dealer network, technical expertise, design services and complimentary products that Electrosonic SA has to offer, will provide comprehensive solutions for our dealers". "We are delighted to be distributing NEC products, and look forward to a long and rewarding partnership".

NEC Display Solutions Europe

NEC Display Solutions Europe GmbH has its European headquarters in Munich, Germany and is responsible for all business activities in EMEA, divided into the five sales regions Northern Europe, Central and Central East Europe, Western and South Europe/Mediterranean, Commonwealth of Independent States and Middle East/Africa. NEC Display Solutions benefits from the technological know-how and technologies of the NEC Corporation and, with its own Research and Development, is one of the world's leading manufacturers offering the widest product range of display solutions in the market. The display product portfolio ranges from entry-level to professional and speciality desktop LCDs, via large-size Public Displays for Digital and Retail Signage. The Projector range offers products for all needs, from portable devices via business projectors to products for permanent operation (such as PoS applications) and digital cinema projectors. Managing Director of the European head office is Bernd Eberhardt.

Further information can be found online at: www.nec-display-solutions.com

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Electrosonic SA has been supplying specialist AV products for corporate, residential, broadcasting, educational, cultural, military, and government industries for the past 20 years. Electrosonic offers a complete bouquet of audio visual products including control, image processing, signal switching and distribution. Electrosonic is the importer and sole distributor of leading international brands from around the world. With a nation-wide dealer network and offices in Johannesburg and Durban, they have the facilities, people and products to meet all your communication, presentation and lighting needs.

For further information visit: www.electrosonic.co.za

Contacts for further information:

On behalf of: NEC Display Solutions, South Africa
Contact: Tegan van der Horst
Title: PR Representative
Tel: (021) 975 6768
Email: tegan@astragraphix.co.za

On behalf of: Electrosonic SA
Contact: Bruce Genricks
Title: Managing Member
Tel: (011) 770 9800
Email: bruce@electrosonic.co.za