



FOR IMMEDIATE RELEASE

IAVI BECOMES DIRECT DISTRIBUTOR FOR EPSON LA

Fort Lauderdale, FL, July 28, 2011 - IAVI is pleased to announce that we have reached an agreement with Epson LA and are now serving as a direct distributor of Epson LA Pro AV products effective immediately. Since 1997, IAVI has been developing strategic partnerships with industry leading manufacturers while providing quality products, complete solutions, and competitive pricing to value added projector and flat panel resellers and integrators.

From Epson's early beginnings as a projection pioneer, Epson continues its full commitment to offering projectors that lead in technology, innovation, and quality. All Epson projectors are based on 3-chip LCD technology for amazing color, incredible detail, and solid reliability. Along with its rich heritage in the imaging industry, Epson operates manufacturing, marketing, and service locations around the world, making Epson one of the leading global providers of high tech components and products.



IAVI will carry the Epson LA product line including projectors, projector replacement lamps, and other AV accessories. The partnership between Epson LA and IAVI is an ideal union between two companies committed to making the best products available to AV professionals worldwide. IAVI and Epson LA are looking forward to an exciting future with this new distributor relationship.

For more information, please visit www.iavi.com or call (888) 999-6564.

ABOUT IAVI

With headquarters in Fort Lauderdale, FL, IAVI employs a devoted team of Display Technology Specialists focused on the Pro AV marketplace. To discover what solutions IAVI can offer you and to find out how IAVI can help build your business and improve your competitive advantage contact IAVI toll free at 888-999-6564 or sales@iavi.com. IAVI is available Monday through Friday, 8am -6pm EST.

ABOUT HITACHI

Epson America, Inc. is the U.S. affiliate of Japan-based Seiko Epson Corporation, a global technology company at the forefront of technological revolutions in imaging, robotics, precision machinery, and electronics. Epson offers an extensive array of award-winning image capture and image output products for the consumer, photographic, business and graphic arts markets. The company is also a leading supplier of value-added point-of-sale (POS) printers and transaction terminals for the retail market. For more information, visit global.latin.epson.com.

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