



## **B-Tech Promotion**

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### **FOR IMMEDIATE RELEASE**

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## **B-Tech have plenty in store for Retail Digital Signage Expo**

### **B-Tech AV Mounts – Stand B14**

B-Tech AV Mounts will be proudly displaying key solutions from its product portfolio at RDSE 2017.

Retail continues to be one of the fastest growing sectors for professional AV investment, with global retail sales approaching \$8bn last year, according to InfoComm statistics.

Recognising the opportunity presented by the retail sector, B-Tech's product development over recent years has seen a range of products brought to market that can meet and exceed any retail requirement, from a single screen to the largest of video walls and the longest of menu boards. Cost effective kiosk solutions have also been added to the B-Tech range, ideal for wayfinding and advertising promotions in stores and malls.

With LED now being a popular choice in stores, visitors to B-Tech's B14 stand will see their latest LED mounting solution in action. This pull-out mount allows virtually any LED panel configuration to benefit from easy rear access – ideal for recess mounting applications and to simplify the servicing process.

However, the store experience is not all about video. With its 45-year heritage in the AV industry, B-Tech also manufacture a comprehensive range of quality mounting solutions for other equipment likely to be installed in a retail environment, such as CCTV systems and speakers of any size.

Mark Walker, business development manager for B-Tech, explains: "We're delighted to once again be showing a selection of our vast portfolio to the retail industry. The growth in digital signage is showing no signs of slowing down, with vertical markets such as retail and leisure still displaying particularly strong growth. We have, once again, responded promptly to our customers' demands and engineered a solution that now allows LED panels to have service access when required."

He added: "From the small selection of products on our booth, it will be clear that there are very few, if any, AV mounting requirements that cannot be met with a B-Tech solution. Indeed, if we cannot meet requirements with an off-the-shelf product we will gladly build to bespoke requirements, with quick turnaround times."

Pop-out and easy access mounts will be a key theme on B-Tech's RDSE stand, with various displays utilising a range of different pop-out solutions, from the installer favourite BT8310 and BT8341 to the new BT8312 Ultra-Slim Video Wall Mount.



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Today's stores will typically require flush mounted displays, where a recessed mount is necessary. B-Tech offer a range of pop-out and pull-out solutions for any screen requirement from VESA 100 and 200 to the largest of commercial displays.

Following a year which saw B-Tech's System X range of multi-screen mounts take home a Highly-Commended accolade at the AV Awards, the range continues to go from strength-to-strength as more and more integrators choose System X as their go-to solution for their installations.

Visitors to B-Tech's stand will be able to see why the range has become so popular, with various real-world configurations installed on their RDSE booth. These will include a 2x2 pop-out video wall and a ceiling mounted menu board; demonstrating the versatility of the range, particularly when used in conjunction with B-Tech's 'System 2' pole and collar system, which allows installations to be mounted almost anywhere, regardless of whether or not you have a conventional wall to fix to.

New additions on show will also include an updated 58:9 display solution. Following the success of LG's 86BH5C ultra stretch display, B-Tech have developed their dedicated BT9906 mounting solution to now mount this stunning display from any ceiling, utilising parts from the System 2 range, once again demonstrating how seamlessly B-Tech's professional ranges integrate with one another.

Along with B-Tech's Mounting options, visitors to the show will be able to experience the BT7002 Ultra-slim Portrait Digital Signage Kiosk, as well as a new cost effective kiosk option suitable for close to the window shop displays.

Furthermore, it's not just the big projects where B-Tech benefits digital in retail. With a wide range of small screen mounts and stands for tablets and mobile devices, B-Tech will be bringing convenience for customers and store staff alike.

RDSE runs from May 8-9 at London Olympia. Free registration to the show available here <http://www.retaildigitalsignageexpo.com>

-ends-

**Daventry, UK, (19 April 2017) – [www.btechavmounts.com](http://www.btechavmounts.com) - B-Tech AV Mounts**

### 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)