



B-Tech Promotion

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From Russia with leads - a review of ISR, Moscow

B-Tech enjoyed an exciting couple of days showcasing a selection of products at this year's ISR - Russia's key annual industry AV trade show, staged in Moscow.

Working alongside Tegratesh - one of Russia's fastest grown distributors – B-Tech's International Sales Manager, Jon Alway introduced Russian AV integrators to the benefits of using B-Tech's System X solutions for videowalls and menu boards, as well as pop-out solutions for single screens and creative displays.

Integrated Systems Russia is the only exhibition in Russia and the CIS countries in the field of AV technologies and IT, system integration, Digital Signage solutions and professional audio. The exhibition is organised by the exhibition company MIDEXPO and Integrated Systems Events (a joint venture of the international associations Cedia and Avixa).

With 13,000 visitors over two days, and over 100 brands on display, the event is a great opportunity to reinforce B-Tech's presence among AV integrators and system providers in the region.

Following huge investment for the World Cup, the Russia AV market has returned to 'normal' levels, but with greater optimism as the economy returns to strength.

Russia's economy grew 1.5 per cent last year, according to data from the country's Federal Statistics Service - the first annual rise for three years - 2018 should mark another year of recovery with growth expected to reach 1.7 percent, according to a World Bank forecast, and well above the near three per cent contraction the country saw from 2015-2016.

Control rooms for the oil and gas sector are a strong growth area - a sector particularly suited to B-Tech's proven professional products such as BT8310, BT8350 and System X range.

B-Tech international sales manager Jon Alway said: "We always enjoy showing our products to an international audience and Russia is no exception. We've enjoyed a productive show alongside our local partners Tegratesh and leave Moscow with some fantastic leads to follow up. It is a huge country and we look forward to supporting Russian integrators with mounting solutions for their projects."

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Daventry, UK – 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



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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