



B-Tech Promotion

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FOR IMMEDIATE RELEASE

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ISE is bigger and better than ever for B-Tech!

Following months of preparation, we find ourselves looking back on our best ISE to date.

B-Tech have been exhibiting at what is now the world's largest AV expo for the past 12 years and have seen it grow into THE must-attend industry event. Anyone who is anyone in the AV world can now be found in Amsterdam in early February and, for B-Tech, the show was bigger and better than ever before.

All the early signs pointed to record breaking numbers - with talk on the show floor that pre-registrations alone where all but 70,000. However, final attendance figures saw over 73,000 walk through the doors of the RAI - up by an amazing 11.8 % on the previous year.

With an extra hall, and more exhibitors than ever before, there was certainly an extra 'fizz' in the air around Hall 5 and our B-Tech stand.

From Day One, the B-Tech stand was busy with visits from end users, distributors and integrators alike. Unlike past years, there did not seem to be a 'quiet day'. This was backed up by our stand visitor registration data, which recorded a stand attendance increase of over 30%!

B-Tech managing director Matthew Bennett said: "I am incredibly proud of the whole B-Tech team and what has been achieved at this amazing show. I think our stand was an excellent reflection of B-Tech's growth and the quantity and quality of our leads this year surpasses anything we've experienced before."

He added: "Our multi-lingual team was on-hand to ensure all were welcome, wherever in the world they do business. I would like to thank everyone who played their part in making the show such a success; our visitors and partners and, of course, show organisers Integrated System Events."

For our 2017 ISE stand, B-Tech went bigger than ever before, with examples of how B-Tech's professional mounting range can support projects at heights of over 5m. Our fresh and crisp stand design earned regular praise from our stand visitors - particularly our 3.6m video wall entrance 'arch' which utilized the very latest developments in our System X range with fixed base mounting (mobile options are also available!).

Elsewhere on our stand, there was great interest in our universal LED panel pull-out solution. Mounted flush in a recess, the 4mm pitch wall - supplied by our friends at Handy AV - was accessed by simply pushing a button and utilising two retractable handles. Integrators loved the simplicity and accessibility and we lost count of the number of times stand visitors got hands on with the engineering!

A BT8370 video wall stand demonstrated how mounted screens can be securely displayed to heights of over 4m and, for the first time at ISE, B-Tech displayed some stylish new kiosks. Ideal for wayfinding and retail applications, our range includes solutions for the budget conscious, as well as a new ultra-slim kiosk solution which can be ordered for screens of any size.

With pop-solutions available for displays of virtually any size, from as small as 15-inch up to specialist XL screens such as the LG 86" Ultra-stretch, integrator convenience was evident on every area of the B-Tech stand. If you couldn't make ISE, all our latest developments can be seen in our brand new state-of-the-art showroom in the UK. Simply get in touch with your B-Tech representative to make an appointment to visit us.



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See you next year, Amsterdam!

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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 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