



B-Tech Promotion

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Trio of trade shows keeps B-Tech teams busy

Fresh from our AV Awards Manufacturer of the Year success, B-Tech were straight into a busy period of trade shows with some of our key UK distributors and integrators.

First on the schedule was the annual Technology Exposed event from Midwich. Hosted at Mercedes-Benz World in Surrey, the event provided a thriving couple of days of networking. With over 50 manufacturers on show, there was plenty for integrators and end users to see and experience.

There was certainly a buzz around the B-Tech stand, with a constant stream of congratulations from visitors. Some even wanted a photo with our management team to join in the Manufacturer of the Year celebrations! On show were our latest System X developments, the slimline BT8312 pop-out mount and B-Tech's new freestanding flat screen floor stands.

Other major manufacturers at the show also utilised B-Tech solutions – Datapath used a B-Tech BT8372 mobile trolley to mount a 2x2 videowall, demonstrating their Quant collaboration software. LG had an impressive stand, with their latest ultra-stretch signage flush-mounted using B-Tech BT9909 and BT8312 solutions.

Mark Walker, business development manager, said: "We always enjoy the Midwich show but being our first event since our AV Awards win made it extra special. The kind comments and congratulations we received was fantastic and it was great to work with other key AV companies, supporting them with mounting solutions." Hot on the heels of the Midwich event, we travelled to Hertfordshire the following week for the highly enjoyable Sahara partner event and Showcase.

Spending time with fellow manufacturers and key customers, we enjoyed a day of golf at the stunning setting of Hanbury Manor, as well as a Porsche driving experience before the curtain went up on the Showcase day. On our stand, we displayed our interactive display solution, designed for today's large interactive displays such as Sahara's award-winning Clevertouch range. With large reinforced backplate and strength where it matters, these fixed floor mounts are capable of securing displays up to 200kg in weight.

Matt Nixon, key account manager for B-Tech, said: "The setting of Hanbury Manor always makes this a special event and this year was more of a buzz than ever. A full programme of talk sessions ensured there was always something going on and B-Tech products could be seen throughout the show – in various demo rooms as well as on fellow manufacturer stands such as Sedao."

The busy period ended with another trade show appearance, this time at the TVC Bookmakers Fair. Hosted in Solihull by one of B-Tech's largest integrator customers, the event brings bookmakers together to see and experience the latest technology. As well as independent chains, the event was attended by representatives of some of the larger high street chains. As well as digital signage, the event also showcased analytical solutions and mobile device integration which allows businesses greater customer engagement and communication.

Of interest to visitors to B-Tech stand was our System X menu board solution, which is becoming known as the fastest, most efficient way to mount any number of displays on a display rail.



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From all here at B-Tech, we'd like to thank all those who visited us at any of our show stands and we look forward to being of service.

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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