

NOTE: This is a replica of original Matrox press release. The original press release may have been removed from Matrox website since then and some of the website links in this document may be outdated.

## **BTX Named Sole A/V Distributor for Matrox Veos Multi-Channel Digital Signage Extension Solution**

**HAWTHORNE, N.Y. – November 3, 2008** – BTX announces that it has partnered with Matrox Graphics, Inc., the leading manufacturer of specialized graphics solutions for professionals, as the sole A/V distributor in the U.S. for the company's Matrox Veos™ multi-channel digital extension solution for digital signage installations. Under the agreement, BTX will provide product sales and support as Matrox Graphics extends its market presence beyond IT and into the A/V industry.

The Matrox Veos is a one-of-a-kind solution comprised of three components — Master unit, Display unit, and Repeater unit — that work in harmony to create highly flexible and easy-to-work-with digital signage installations. A single computer is capable of carrying up to three channels of content along a single copper-based cable with over 100 meters of extension per component across an unlimited number of iterations — all with zero loss to image quality. This solution is ideal for universities, airports, malls and many other applications.

“At Matrox Graphics, our products have traditionally been distributed via the IT industry. With Veos being as much a graphics product as an extension product, however, we found that we needed to penetrate the A/V industry as well,” said Ron Berty, business development manager for Matrox Graphics, Inc. “In researching distributors to help us accomplish this, we found an excellent fit in BTX. BTX has the personnel, professionalism, history, and customer base to provide a significant added value for us and our customers. Not only do they have the resources to extend our presence to the A/V industry, but will also provide support and a very active sales force that will perform product demonstrations across the U.S. We are very pleased to have BTX representing Veos and look forward to a mutually beneficial relationship.”

“We are delighted to be the company chosen to introduce the Matrox Veos to the A/V industry, and bring this one-of-a-kind solution to our customers,” said Greg Schwartz, president of BTX. “At BTX, we have a long tradition of offering products that help make installers' lives easier, and the Veos certainly meets that criterion. It offers a number of capabilities to meet the requirements of any digital signage installation in one highly flexible and scalable solution — all at an attractive price point.”

BTX's representative channel partners will be offering live demos of the product throughout the country beginning in November. For additional details, please visit [www.btx.com](http://www.btx.com).

### **About BTX Technologies, Inc.**

BTX Technologies is the premier manufacturer and value added distributor of professional-grade products used to interface and integrate A/V, broadcast, home theater, data, and security systems. Celebrating its 41st anniversary, BTX combines award-winning, cutting-edge solutions with unmatched technical knowledge and customer service to bring innovation and value to its customers. Call 800-666-0996 to request a free catalog or visit BTX at [www.btx.com](http://www.btx.com).

## **About Matrox Graphics Inc.**

Matrox Graphics is a leading manufacturer of specialized graphics solutions for professional markets such as finance, digital media, medical imaging, and enterprise computing. In-house design expertise, top-to-bottom manufacturing, and dedicated customer support make our solutions the premier choice in industries that require stable, high-reliability products. Fortune 1000 companies rely on our multi-display solutions—dual, quad, and beyond—to increase productivity and improve decision-making by enabling them to see more and do more. Founded in 1976, Matrox is a privately held company headquartered in Montreal, Canada, with representation and offices in the Americas, Europe, and Asia. For more information, visit [www.matrox.com/graphics](http://www.matrox.com/graphics).

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