

## Absen Names Audio Visual Distributors as Australian VAD

*The company will join Absen's trusted network of Value Added Distributors.*

**Rüsselsheim (Germany), 30<sup>th</sup> September 2019** – Award-winning LED specialist, Absen, has welcomed Australia's Audio Visual Distributors (AVD) into its Value Added Distributor (VAD) network.

The agreement, effective 18 September 2019, will see AVD promote Absen LED products across the Australasian region and provide training for local end users, as well as exhibiting Absen products at relevant trade fairs and roadshows.

"We pay particular attention to strategically aligning ourselves with quality manufacturers who deliver innovative, market-leading products," said Blair Terrace, business development-LED displays at AVD. "We believe that the quality range of products from Absen is well suited to the vertical markets we support. The continual R&D and technical innovation of Absen's LED ensures that our customer base is exposed to a constant stream of fresh and exciting products."

AVD's sales and technical team is made up of a diverse group of people who collectively bring decades of experience across multiple sectors of the AV industry, allowing it to offer a high level of customer satisfaction and technical assistance to all clients.

Terrace continued: "LED has become an increasingly requested product within the commercial AV space in this region. More and more corporate boardrooms, retail applications and performing arts / cultural venues are requesting LED installations, while the rental and events market is continuing to grow. In particular, the demand for higher resolution LED screens is becoming greater every year. With the innovation Absen has in the 1.5mm -0.9mm pixel pitch bracket, we are now well positioned to offer quality, well-priced products specific to these applications."

Tammy Yan, Regional Director for Absen in Oceania commented, "We are excited to welcome AVD as our distribution partner and are looking forward to working closely with them on opportunities across Australia and New Zealand. AVD are a forward-thinking company with an excellent reputation for quality and service who will no doubt help Absen strengthen its position as the go-to provider of LED displays in the region."

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#### **About Absen**

Established in 2001, Absen Optoelectronic Co., Ltd is a Chinese manufacturer of high quality LED display solutions. The company is renowned for its global presence, full-service capability and high quality products for the live events, broadcasting and rental staging industry. Through constant innovation and development, Absen has been the number one Chinese exporter of LED panels for 10 consecutive years. With 1,200 employees, Absen is present in over 120 countries and was instrumental to the success of over 30,000 projects and installations worldwide to date. Absen is headquartered in Shenzhen, China, with a production facility nearby in Huizhou. Absen operates a large-scale, high-end automated production line and R&D department to bring first class product and services to customers worldwide. In 2013, the company opened its European headquarters in Frankfurt, Germany, and US headquarters in Orlando, Florida. Additional local offices are located in Mexico, Brazil, Dubai and Japan with other regions opening soon to further strengthen its global presence. Absen is listed on the Shenzhen Stock Exchange (SZSE: 300389).

#### **About AVD**

Audio Visual Distributors are the importers and distributors of specialist audio visual products. Our head office and central warehouse are based on the sunny Gold Coast of Queensland, with offices across all major centers in Australia as well as New Zealand. Our team is made up of AV professionals with more than 30 years' experience in the Audio Visual and IT industry. We are proud to be at the forefront of technology & are able to deliver complete solutions to the AV sales & installation market, which is supported by our in-house, internationally certified support team.