



## PRESS RELEASE

### **Datapath announce distribution agreement with Medium**

#### ***Trade distributor to carry the Datapath x4 wall controller.***

22<sup>nd</sup> June 2011 – Datapath are delighted to announce that with immediate effect Medium (UK) Ltd will be a distribution partner for their x4 stand alone wall controller for the UK.

Datapath have recently won the Queens Award for Innovation acknowledging the success they have achieved through outstanding innovation with the continuous development of technology incorporated in video wall controllers.

Over the last 20 years, Medium (UK) Ltd has established an unrivalled reputation for customer service, industry knowledge and technical support. Their portfolio of AV products will be perfectly complemented by the Datapath x4 wall controller.

“We are very pleased to be working with Medium UK to distribute the Datapath x4 in the UK, with its broad distribution and technical competence they’ll make a great partner for us” commented Bjorn Krylander CEO, Datapath and continued “with our first entry into the Signage market, soon to be followed by more products, it is important for us to work with strong channel partners such as Medium UK.”

Mike Clayton, Medium Displays Product Manager, said: “We are delighted to have formalised our relationship with Datapath, who for many years have been at the forefront of video wall control and scaling technology. Video walls are becoming more of a standard requirement in the commercial, leisure and education sectors, so it is a natural fit for Medium to offer controllers that simplify the whole process of getting a quality image on a video wall, without relying purely on the internal scaling of the screens”.

Mike Clayton continues “The x4 quad unit is the perfect partner to our existing range of video wall units; enabling exact pixel mapping to any of the range of screens we provide (LG, NEC or Samsung). In addition to standard linear layouts (square 2x2, 3x3 etc) the x4 enables non-linear “shapes” to be created and mapped, giving our resellers that vital edge over the competition when meeting a customer requirement to create that “wow factor” for their video wall”.

Based in the UK, Datapath have extensive UK technical resource to help plan and execute the most demanding video wall applications. At such an affordable price the x4 should fast become a standard part of a video wall specification.