



FOR IMMEDIATE RELEASE

Medium continues to focus on management structure with three new appointments

10th June, 2011 - Hayes, Middlesex: Medium UK , a value-added distributor specialising in visual communications, has today announced three new appointments in sales as part of their continued focus on adding further value to their reseller partners.

John Ginty rejoins Medium in the Video Conferencing Business Unit as VC Business Development Manager South bringing over 19 years of AV experience. John returns to Medium from AVM Matrix but his experience also spans companies such as Computer Display Systems and USL.

Steve Robertson, a 6 year veteran at Medium has been promoted to Business Development Manager for the South West and Wales and Gavin Croxford rejoins Medium as an Internal Account Manager to facilitate this move.

Medium MD, Ian Sempers explained "We pride ourselves in offering superior support to our reseller partners and our Business Development Managers are pivotal to this delivery. We intend to continue to have a strong presence in the field so Medium can focus on developing both existing and new accounts with enhance geographical reach."

"Steve Robertson has demonstrated strong sales performance as an Internal Account Manager so he is the perfect candidate to grow our business in the South West and Wales. Our recruitment elsewhere is progressing well and I look forward to making further announcements very soon."

Ian Sempers continues "We are pleased to welcome back two former colleagues to the team and Gavin and John's experience of the industry and product knowledge will be a valuable asset to both the company and our reseller partners. John has a wealth of experience selling into the education and public sector and Medium will leverage this expertise maximising the VC opportunities in these markets for our reseller partners"

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About Medium UK

Medium UK is a leading visual communications trade-only distributor with an unrivalled reputation for customer service, industry knowledge and technical support, gained over its 20 years of operation. Medium UK's portfolio of AV and video communications products includes projectors, flat panel displays, interactive systems, digital signage and video conferencing from leading brands such as Casio, Hitachi, LG, LifeSize, NEC, Samsung and Sanyo.