

SpinetiX and FDW announce a new distribution partnership in the USA

Hergiswil, Switzerland – July 14th, 2020 – SpinetiX partners with FDW to offer its SpinetiX ARYA™ cloud service and brand new HMP400 to contractors and installers across the United States of America.

A new business opportunity.

SpinetiX, the leader in digital signage solutions, and FDW, leading distributor of professional audio/video equipment and accessories for the integration installation market, today announced their distribution partnership in the USA.

FDW has been serving A/V contractors for more than 29 years with end-to-end solutions for the House of Worship, Educational, Live Event and Commercial markets. From planning to implementation to the support afterward for both installer and end-user, FDW provides its dedicated and growing customer base with the tools they need to be successful, making FDW a natural fit to bring SpinetiX products into new markets.

By appointing FDW as a new distribution partner, SpinetiX is reinforcing its presence in the USA, the n°1 digital signage market worldwide. The FDW collaboration opens SpinetiX technology and expertise to even more business channels and customers. The brand new 4th generation of award-winning Hyper Media Player (HMP) combined with the SpinetiX ARYA cloud-based service offers an all-in-one digital signage solution on trusted hardware, working out-of-the-box – ideal for contractors and installers who want to get started with digital signage quickly. “We are delighted to partner with FDW, an established and highly regarded name in the wholesale of professional A/V equipment in the USA. Their footprint nationwide combined with our experience in digital signage will deliver all-round value to channel customers in a unique package”, says Francesco Ziliani, CEO of SpinetiX.

Keep up the momentum about SpinetiX ARYA™.

Thanks to this collaboration, FDW customers will experience SpinetiX ARYA, the cloud-based visual communication solution designed for their business. Results are achieved on-screen in minutes, images, video, custom fonts and colors delivered securely through the cloud, with no limit to the number of displays. “Since its introduction 18 months ago, we have seen great success with SpinetiX ARYA. Now we want to build on that momentum by opening access

to more users. FDW is a great partner to achieve this goal”, added Francesco Ziliani, CEO of SpinetiX.

Relying on an established footprint and strong commercial experience from FDW

FDW as a new distributor will make available more than 29 years of experience as well as an established footprint to address the needs and expectations of American contractors and dealers coast to coast. “We see the digital signage category growing and thanks to this collaboration with SpinetiX, we can better address frequent demands from our customers. The combination of SpinetiX ARYA on the brand new HMP400 delivers a turnkey professional signage solution which is robust as well as easy to use. A perfect match for the customers we serve”, says Chris Tso, VP of Merchandising and Marketing at FDW.

FDW has a strong track record of supporting contractors and dealers as a one-stop wholesale partner guiding customers to select the latest, most-reliable products as well as coordinating all aspects of ordering and delivery to ensure a single point of contact, at a single company, for a singularly convenient experience. This common value, shared by both SpinetiX and FDW, of providing customers with the highest proximity and support is key to this strategic collaboration.

About SpinetiX:

At SpinetiX, we inspire businesses to unlock the potential of their story. We believe in the power of digital signage as a dynamic new storytelling platform to engage with people. For more than 10 years, we have been constantly innovating to deliver cutting-edge technology that helps our customers shine. Engineered in Switzerland, our comprehensive suite of solutions empowers businesses to realize their full potential. Whether you're looking for a plug & play solution to bring your story to life or a fully customized solution to captivate your audience, SpinetiX is your partner to successfully grow your business.

Learn more at spinetix.com

About FDW Corp:

Contractors and integrators have relied on FDW to provide system solutions for commercial and live event applications for over 29 years. From houses of worship to high school auditoriums, conference rooms to classrooms, we deliver dependable, state-of-the-art pro audio, video and lighting products to your job site fast, to help you get the job done right, on-time, and on-budget. With our full assortment of equipment and accessories—plus expert advice from our Sales Pros—we are truly your one-stop partner. Call 800-828-0509 to learn more, or visit fdwcorp.com

Media Contacts:

SpinetiX

Nicolas Meyer

VP Marketing & Channel Management

nicolas.meyer@spinetix.com

FDW:

Chris Tso

VP Merchandising & Marketing

chris@fullcompass.com