

## Extron ready to engage at Mediatech Africa

Extron Electronics is an international manufacturer of professional AV system integration products, creating waves on local soil with the recent opening of their office in Johannesburg, South Africa and their participation as exhibitors at [Mediatech Africa](#).

With offices around the world and an EMEA office in The Netherlands providing long-standing support to the African ProAV market, the decision was made to establish a physical presence in South Africa to increase support and provide easy access to training.

"One of the exciting things we have experienced recently is the positive reaction we are getting from our customers who have attended the first training classes in our Africa office. The classes help us build a strong relationship with our customers and help attendees gain the skills they need to grow their businesses", remarks Jérôme Guéras, vice president of Sales, EMEA.

Staff from both the newly opened South African office and the EMEA office, will be representing Extron at Mediatech, and are looking forward to introducing a wide range of products to the Africa ProAV market. Mediatech Africa provides a pivotal platform for key players in the media and entertainment industries to showcase products and interact with customers. Says Guéras "It is the logical step now that we have a presence in Africa to further engage with customers on multiple occasions. Mediatech Africa is an established show that will allow us to easily access the right people."

Mediatech visitors who are involved in designing and integrating systems for AV switching, distribution, streaming, and control, will find an array of interesting products on show at the Extron stand at this year's advanced technology trade show. Products that will be on display include XTP Systems for Digital AV signal distribution, a range of audio products including XPA amplifiers and the new DMP 128 audio processor with ProDSP. In addition, they will display a lineup of MediaLink Controllers and TouchLink Touchpanel control systems.

Mediatech Africa will take place at The Coca-Cola Dome in Johannesburg, South Africa from 17-19 July 2013 and will host a variety of brands and leading exhibitors.

For more, go to [www.mediatech.co.za](http://www.mediatech.co.za).