



FOR IMMEDIATE RELEASE

Media Contact:

Heidi Nilsen

Media Manager, SnapAV

heidi.nilsen@snapav.com

SunBriteTV® Products Now Available Directly from SnapAV®

Custom integrators will see lower prices and free shipping when buying directly through SnapAV

Charlotte, NC – November 3, 2015 – Last month, SnapAV®, the Charlotte-based manufacturer known for its breadth of products and award-winning website, service and support, announced the acquisition of leading outdoor TV manufacturer, SunBriteTV®; today the company announced that those products are now available to purchase directly from SnapAV. “We’re excited to have the market leader in outdoor TVs as part of our company,” said John Heyman, CEO of SnapAV. “The move away from residential distributors and independent reps is all about the power of SnapAV’s business model and providing more value to our customers. The efficiency we gain is translated into a lower dealer cost for the same great SunBriteTV product,” he added.

Residential integrators accustomed to purchasing SunBriteTV products through distribution in the U.S. will now see lower prices when buying directly through SnapAV. The company will also offer free shipping on all outdoor TVs. “We think providing the convenience of same-day shipping for a large item – without a price penalty – is exactly what dealers are looking for from us,” added Heyman.

For commercial and international integrators, SunBriteTV products will continue to be available through the same distribution channels.

SnapAV has big plans for outdoor-oriented products in the coming year. “Internally, we talk about ‘snapifying’ outdoor solutions. We know it’s a huge growth area in both the residential and commercial channels, and we’re committed to making it easier and more profitable for



dealers when selling outdoor systems,” said G. Paul Hess, SnapAV’s Chief Product Officer.

“Within the past few weeks, the teams at SunBriteTV and SnapAV have already joined forces on new product development projects. We’re excited about how the combined expertise of our teams is going to provide dealers with new solutions,” continued Hess.

SunBriteTV products join SnapAV’s popular Episode® outdoor audio products, including outdoor speakers, burial and hardscape subwoofers, amplifiers, and accessories, and the company also plans to add outdoor products in additional categories. “We have big plans... and a few cool surprises for our dealers as well,” Hess added.

SunBriteTV products are now available to purchase by SnapAV dealers by visiting SnapAV.com or calling 1-866-424-4489.

About SnapAV

Established in 2005 and based in Charlotte, North Carolina, SnapAV is a manufacturer and exclusive source of more than 1,800 installation-friendly audio, video and CCTV products for residential and commercial A/V integrators. SnapAV empowers integrators to run more efficient businesses by providing high quality, lucrative products supported by best-in-class online ordering and award-winning customer service. All products are protected by zero-tolerance Internet sales policies and many feature lifetime warranties. Additional information about SnapAV and its product brands can be found at www.snapav.com.

SnapAV Brands include **Episode®** speakers and electronics, **Wirepath Surveillance™**, **Wirepath Structured Wiring®**, **Wirepath™** fiber and bulk wire, **Luma Surveillance™**, **Binary™** media distribution and cables, **WattBox®** power and surge, **Strong®** mounts and racks, **Dragonfly™** projection screens, **Nearus™** conferencing cameras, **Sense™** microphones, and **Araknis Networks®**.

###