

Minicom Press Releases

Bell Micro appointed pan European distributor for Minicom Digital Signage

June 16, 2010

[Bell Micro](#) has announced it has signed a pan European distribution agreement with [Minicom Digital Signage \(Minicom DS\)](#), a world leader in Digital Signage media infrastructure equipment. Bell Micro will distribute and support a wide range of [Minicom DS products, services and solutions](#) and will specialize in providing end-to-end Digital Signage solutions to its European sales channels.

Bell Micro is an experienced value added integrator and hardware distributor offering storage, server and computer components to its customers. Bell Micro made a strategic decision to enter the growing Digital Signage market over 3 years ago. In order to strengthen its portfolio, Bell Micro contracted alliances with various Digital Signage industry vendors such as screens, players and software vendors. Bell Micro is now able to offer a complete Digital Signage solution fully complemented by Minicom DS's media infrastructure solutions.

Dirk Andreas, Bell Micro's Director of Integrated Solutions Division for Europe said "Minicom Digital Signage today represents the world leader in media infrastructure in the Digital Signage industry; they are an integral part of any [Digital Signage installation](#). Minicom DS further strengthens our proposition and we will continue to work with the channel in order to maximize the market opportunity."

Dirk Andreas continues: "With its ability to offer a one-to-many screens connection and a flexibility of cable length (100 to 600 meters) Minicom is perfectly qualified to offer quality of equipment and services to complete Bell Micro's Digital Signage solutions. Moreover, in order to stay the leader in this ever changing industry, Minicom DS is adding to its portfolio a unique and innovative Remote Display Management (RDM) and Proof Of Performance (POP) solution, which enables operators to reduce their downtime and improve their visibility while reducing operational costs and increasing their ROI (Return On Investment)."

Ronni Guggenheim, CEO of Minicom Digital Signage commented "The Digital Signage industry is currently very diverse and is supported by a large number of fragmented vendors. Bell Micro, will offer Minicom DS a truly cohesive value added approach, and provide a single source to resellers for full Digital Signage solutions. Bell Micro is fully dedicated to this approach and is investing a significant resource to support this program across Europe."

About Bell Micro

Bell Micro is a global, specialist distributor of a wide range of high-tech products, solutions and services, including storage systems, servers, security, software, computer components and peripherals, as well as integration, maintenance and professional services. An industry-recognized specialist in storage products, this Fortune 1000 company is one of the world's largest storage-centric value-added distributors with revenues of over €1.3bn in Europe and \$3bn world-wide. Bell Micro is uniquely qualified with deep technical and application expertise to service a broad range of information technology needs. From design to deployment, its products and services are available at any level of integration, from components to sub-system assemblies and fully-integrated, tested and certified system solutions all designed to enhance its' partners. Bell Micro operates through three channels to market – industrial, commercial and enterprise – each of which offers a wide range of services and products from major IT vendors. Bell Micro is the trading brand for Bell Microproducts Inc. More information can be found at: www.bellmicro.eu.

About Minicom Digital Signage

Minicom Digital Signage is the world leader in manufacturing advanced multimedia platforms, providing infrastructure solutions focused on the Digital Signage industry. Minicom DS offers unique solutions which enable the transmission of rich content from a media player to multiple Digital displays located hundreds of meters/feet away, advanced remote monitoring and control capabilities. Its solutions are highly reliable and provide advanced display management capabilities as well as lower integration costs at reduced risk. Thanks to Minicom's strong commitment to the market, the Digital Signage industry has come to rely on its [CAT5 and optical fiber-based distributors, extenders, splitters and screen management solutions](#) to deliver high performance multimedia content. Today, with offices, distribution channels and extensive partnerships present in the whole world, over 400K screen displays are running with Minicom Digital Signage technology. With over two decades of experience in providing innovative technology solutions in video distribution and display management, Minicom Digital Signage has successfully raised \$6 Million from Venture Capital firms - JVP and Aviv Ventures. This investment has broadened the Company's platform and has enabled it to expand its services in order to meet the ever growing Digital Signage market requirements. More information can be found at: www.minicomdigitalsignage.com

For more information:

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