



Distribution on a *Personal Level*



News Release

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**Steve Rosenheim, Business
Development Manager for Content
Creation Services, Almo Pro AV**

Almo Professional A/V Names Steve Rosenheim Business Development Manager for Content Creation Services

Philadelphia, PA — August 4, 2014 — [Almo Professional A/V](#) has hired Steve Rosenheim, CTS, DSCE as Business Development Manager with an exclusive focus on the distributor's new [Content Creation Services](#). The seventh member of Almo's elite fleet of specialized Business Development Managers (BDMs), Rosenheim will be onsite to discuss Almo's new services during the [E4 Philadelphia Expo](#), a "bonus" E4 event taking place on August 15 at the Valley Forge Casino & Resort.

In his new role, Rosenheim is responsible for supporting Almo partners with all of their content creation needs, ranging from consultation on the proper content, technical support on the hardware, and the end result, which is the delivery of high quality digital signage content that exceeds the customer's expectations.

"With a background in advertising combined with extensive time in audio visual integration, Steve is both creative and technically-savvy in his ability to support dealers with the powerful and recurring revenue system that content creation offers in digital signage applications," said Sam Taylor, executive vice president and COO for Almo Professional A/V. "This new position is unique and greatly needed. Most integrators can engineer, purchase and install digital signage but very few can offer content creation services. Now our partners can resell our service and offer their customers a truly complete digital signage package."

Prior to Almo, Rosenheim was Director of Sales at Net AV in Baltimore and Account Manager at AVI-SPL where he was responsible for prospecting new business, designing systems and training customers. He holds InfoComm CTS (Certified Technical Specialist) and DSCE (Digital Signage Certified Expert) accreditations.

About the E4 AV Tour

Now in its fifth year, the E4 tour continues to evolve to meet the changing needs of AV resellers, integrators and consultants. Credited as the industry's most specialized one-day dealer event, E4 has

traveled to countless cities around the country to serve the product, technical and business training needs of thousands of resellers and installers while creating the ideal forum for professional networking. The full tour continues in the fall with stops in Boston on October 3 and Washington, D.C. on October 17. To register, go to www.e4avtour.com.

About Almo's Business Development Managers

Almo's highly specialized fleet of seven Business Development Managers bring a multitude of expertise, such as technical knowledge, system design assistance, in-depth brand/product knowledge, bid and project registration capability, and a direct line to all of the top manufacturers in the AV industry. No other distributor provides this level of support to its partners.

About Almo's Content Creation Program

Almo is the first AV distributor to offer its own private label [Content Creation Services Program](#). Designed for digital signage, interactive and video production, these services give Almo partners the ability to provide a true end-to-end AV solution for customers while they enjoy increased margins from the services revenue.

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About Almo Professional A/V

Almo Professional A/V provides the industry's most advanced product distribution, training and education, and technical support options available for the Pro AV community. With a highly skilled sales team, reseller education programs, seven distribution centers across the U.S. and product lines for the Pro A/V channel, Almo Professional A/V provides customers with the full distribution experience on a local and a personal level. Almo Professional A/V is a division of Almo Corp., the nation's leading independent distributor of consumer electronics and major appliances. For more information about Almo Professional A/V, please call 888-420-2566 or go to www.almoproav.com. Almo Professional A/V can also be followed on Twitter at <http://twitter.com/almoproav> and on Facebook at www.facebook.com/almoproav.

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