



PRESS RELEASE

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New Chief FastFlip Catalog Now Online

New design and layout guided by customer feedback

Eden Prairie, Minn., USA (OCTOBER 2013) - www.chiefmfg.com - Chief, an industry leader in mounts, racks and interactive solutions, has released its 2013-2014 online catalog.

Chief redesigned the catalog this year based on extensive feedback from installers and dealers – resulting in a streamlined layout with easy-to-navigate products and accessories.

“We received lots of great ideas and we tested and revised them along the way,” said Laurie Englert, Vice President of Marketing. “For example, customers wanted clearer information about which accessories are compatible with various solutions – so we now group appropriate accessory options next to the mounts they serve.”

Next to the website, the online version of the Chief catalog is the most comprehensive source of product information.

The new catalog includes the latest product information and Chief's continually solid lines of mounts, racks, interactive technology and accessories. New products this year include:

- Fusion® Ceiling Mounted Menu Boards
- Fusion Bolt-Down Video Walls
- Kontour™ Monitor Array Mounts

The FastFlip version is available online at chiefmfg.com/fastflip. This online edition of the catalog is searchable, making it even easier to quickly find what you need. It can be accessed from anywhere with an internet connection, or download it as a standard PDF.

The print version will be available in early 2014 in order to include several products launching this fall.



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About Chief

[Chief](#), a product division of [Milestone AV Technologies](#), has 35 years of proven product and service excellence. Committed to responding to industry needs in the commercial and residential markets, Chief offers a complete line of mounts, racks, interactive technology and accessories for TVs, displays, projectors and other AV components. With numerous product awards and patented designs, Chief provides innovative mount features, and is recognized for delivering quality products and knowledgeable, helpful customer service. Milestone AV Technologies, home to the Chief, Sanus, Da-Lite, Projecta and Procolor brands, has offices in the U.S., Canada, Europe, and Asia Pacific, supporting a global network of dealers. Distribution centers are located in Minnesota (US), California (US), Indiana (US), Ohio (US), Hong Kong and the Netherlands. www.chiefmfg.com

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