



BTX Contact:

Kim Robbins, Senior Marketing Manager

Tel: +1 (914) 592-1800 ext. 350

Email: kimr@btx.com

Web: www.btx.com

For Immediate Release

BTX Joins Mersive's Partner Program as a National Distributor

HAWTHORNE, N.Y. and Denver, CO — December 3, 2013 — [Mersive](#) a leading provider of visual computing software announced today [BTX Technologies](#), a value-added distributor and manufacturer of interface, integration, and system products has joined the company's [partner program](#) as a national distributor. Through the partnership, BTX will expand the reach of Mersive's visual computing software solutions throughout the United States.

"As the demand for our award winning visual computing software solutions – [Sol](#) and [Solstice](#) - increases, it's vital we work with industry partners that can supply technical support and products to resellers and end customers. With more than a 45-year proven track record in the AV and broadcast industry, BTX is a perfect distribution partner to provide sales and field level support and to expand the reach of our software," said [Rob Balgley, CEO of Mersive](#). "They are a welcomed addition to our sales model and we look forward to working with them."

Using visual data has become critical to decision making, planning and problem solving. Users need both large-scale, ultra-high resolution displays at an affordable price, and they need a way to easily and wirelessly connect, share and control that display. Mersive's visual computing software solutions address both of these needs.

- [Solstice](#) software enables multiple users to connect, share and control a display simultaneously from their mobile device – phone, tablet or computer – leveraging existing WiFi or Ethernet networks. Solstice works with any kind of display including flat panels and projectors
- [Sol](#) software sets the standard for accurate auto-calibration and seamless alignment of multi-projector displays, revolutionizing high-performance display setup and

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maintenance for general purpose conference room, briefing centers and command and control. Sol works with any type of projectors in both front and rear projection setups.

“Joining the Mersive partner program not only increases our product offerings but it extends the commitment we made to our channel partners to bring them the latest technology and complete solutions, something we continually strive to do,” said Gregory Schwartz, BTX President.

“Solstice software provides a simple, elegant and much more powerful collaboration environment than other options in the marketplace. We are excited to be a part of the Mersive partner program and look forward to a successful partnership.”

More information about Mersive, along with a 30 day trial of Solstice, is available at www.btx.com.

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About BTX Technologies, Inc.

BTX manufactures and distributes the industry’s finest interface and integration products for audio, video, security, digital signage, and many other applications. Providing its customers with value-added “Beyond Distribution” services, the company backs every product it sells with a rigorous in-house testing program and highly trained customer support team. The company has been certified as an InfoComm International® Sapphire Certified Audiovisual Solutions Provider™ (CAVSP™) since 2007. In business since 1967, the company’s products are available online at www.btx.com, by calling 800-666-0996, and from a selection of international distributors listed on the company’s website.

Twitter: <http://twitter.com/BTXTechnologies>

YouTube: <http://www.youtube.com/btxtechnologies>

About Mersive

[Mersive](http://www.mersive.com) is a leading provider of visual computing software. By transforming hardware challenges into software solutions, Mersive has helped to create a new class of displays, enabling visual collaboration to go mainstream. Mersive Solstice software enables multiple users with a diversity of devices, using a range of applications, to access any display at the same time. Mersive Sol software automatically aligns multiple commodity projectors into one seamless image of extraordinary quality and resolution without the expense of specialized hardware and services. These products provide knowledge workers with access to simple affordable visual display systems that foster interaction, facilitate decision-making and cultivate creativity. Mersive is based in Denver, Colorado. For more information, visit www.mersive.com.

Twitter: <https://twitter.com/Mersive>

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