



Distribution on a *Personal Level*



## News Release

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## Almo Professional A/V Signs on ADTI Media

### ***Almo Carries Full Line of ADTI Media Outdoor LED Modules, Structural Frames, Accessories; Business Supported by Almo BDM Terry Tollison***

**Philadelphia, PA — November 13, 2014** — [Almo Professional A/V](#) today announced it has brought on premium-quality, American-made, outdoor LED display provider [ADTI Media](#). As the first distribution partner for ADTI Media, Almo now carries the company's complete [SkyPanel™](#) line of outdoor LED modules, structural frames and accessories, enabling virtually unlimited size displays. The ADTI Media business is being supported by Almo's newest Business Development Manager (BDM), [Terry Tollison](#).

According to Sam Taylor, executive vice president for Almo Professional A/V, the ADTI Media line is Almo's first direct-view LED outdoor product offering. "ADTI Media has a unique approach to the way these products are provided for digital signage with features like a modular design for easier installation, a highly energy-efficient design that minimizes power usage, lighter weight than traditional systems and affordable pricing to help boost ROI. ADTI Media has a very accessible and user-friendly program that makes it easy for our partners to incorporate these products."

"The new relationship with ADTI gives Almo partners access to a category of products they may have been passing over," said Terry Tollison, BDM for Almo Professional A/V. "Not only can they outfit the inside of a venue with digital signage equipment, they now can provide outdoor electronic signs too, which brings additional revenue opportunities."

Greg Littlefield, V.P. Sales for ADTI Media explained, "Through our dynamic partnership with Almo, the Pro A/V channel now has access to our innovative SkyPanel™ LED display system that was developed with, and is now a standard for, the largest outdoor advertising company in the U.S. This groundbreaking, American-made solution fits perfectly with Almo's value-added offering of media players, signal distribution and content creation, all of which integrate seamlessly with our open architecture. Whether for new build or retrofit, our revolutionary modular design, coupled with Almo's impressive inventory and logistics capabilities, enables almost any size sign system to be shipped out for immediate delivery."

Almo now carries the [19.8mm](#) and [15.8mm](#) SkyPanel™ series of full-color, outdoor display systems, which incorporate a low-profile design that features the latest in high brightness LED display technology. The energy-efficient, modular configurations are designed to be easily installed on virtually any surface and provide high levels of outdoor performance at an affordable cost. (The 9.8mm series will be available in Q1 2015).

#### **About Almo's Business Development Managers**

Almo's highly specialized fleet of eight 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, as well as 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 ADTI Media**

ADTI Media is an industry-leading developer and manufacturer of innovative outdoor LED displays. The company strives to develop and deliver new products and services that are both relevant and solve unique design challenges for applications utilizing LED display technology. Product design, engineering, manufacturing, assembly and testing are all conducted at ADTI Media's headquarter facilities in Temecula, California. The premium quality, high-brightness LEDs are manufactured by U.S.-based Cree, a \$1.4B industry leader located in Durham, North Carolina. For more information, go to [www.adtimedia.com](http://www.adtimedia.com).

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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](http://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](http://www.facebook.com/almoproav).

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