



Distribution on a *Personal Level*



Visit Almo Professional A/V
at InfoComm Booth #4059
June 17-19 in Orlando, FL

News Release

Media Contacts:

Melody Craigmyle
Almo Professional A/V
888-420-2566, ext. 6520
mcraigmyle@almo.com

Traci Schaefer
TLS Communications, Inc.
630-269-4567
tschaefer@tlscommunications.com

Almo Professional A/V Focuses on “Growing Together” At InfoComm 2015

Almo Enables Partners to Grow Skills, Reach and Business; Visitors To Learn About Endless Partner Growth Opportunities, Participate in Booth Activities and Earn Prizes

Philadelphia, PA — June 15, 2015 — [Almo Professional A/V](#) encourages resellers, integrators and consultants to stop by its booth (#4059) during [InfoComm 2015](#), June 17-19 in Orlando, Florida to learn more about the ways they can [Grow Together](#) with Almo in their skills, reach and business.

According to Melody Craigmyle, vice president of marketing for Almo Professional A/V, “Industry experts advise that in order for dealers to grow and thrive in the Pro A/V industry, they must expand into services. Sometimes this type of change is challenging, especially for smaller-sized firms.” She continued, “Almo is the first distributor in the AV industry to create a path for resellers to expand in these areas without a lot of capital or investments in head count. ‘Together We Grow’ is our theme this year as we help partners explore ways to grow with these services, as well as with carefully selected products, training, specialized support and more.”

Craigmyle hinted that following the InfoComm show, Almo is rolling out an online, cost-effective content creation program that gives partners tiered options, ranging from an easy-to-use template-based content system bundled with hardware all the way to the development of fully customized content.

Grow With Almo’s Managed Services

Booth visitors will be able to learn more about how to grow their business through Almo’s managed

service programs. Resellers can take advantage of recurring revenue with Almo's [Content Creation Services](#). Through this program, digital content creation can be offered as part of the initial installation and ongoing maintenance package to build revenue, margins and customer relationships. At the same time, partners can heighten earning potential with [Installation Services](#) by "white labeling" them as their own from Almo's well-vetted, highly trained installation services staff.

Carefully Selected Manufacturers

Almo is showcasing the latest products and services from its carefully selected manufacturing partners. New product solutions to explore in the Almo booth include:

- **Listen Technologies 10 Channel Listen WiFi Personal Listening System.** Attendees can download the [Listen Technologies app](#) prior to InfoComm, try it out at the Almo booth and receive a set of Panasonic earbuds.
- **ADTI Media SkyPanel™ Outdoor Direct-View LED Modular Panels** with features like a high-energy-efficient design that minimizes power usage, a lighter weight than traditional systems and affordable pricing to help boost ROI. Almo is the first distribution partner for ADTI and SkyPanel is Almo's first direct-view LED outdoor product offering.
- **New Samsung LED Smart TVs** with RS-232 and one year warranty (**only** in the Almo booth) and **Samsung displays** from 10-inch Smart Signage all the way up to 75-inches.

Additional manufacturers with integrated products on display in the Almo booth include AMX, Barco, BrightSign, Canon, ClearOne and Crown by Harman.

THE GAME 6

Almo is a sponsor of rAve's [THE GAME](#), which will be stationed in the booth (#4059) on Wednesday, June 17 and Thursday, June 18 at 1:00 p.m. This year, rAve is going digital with the first iOS game app for the AV industry called "What the Tech?" This game will be played on a touch display in the Almo booth. Participants must remove different squares to reveal an image of a specific industry technology distributed by Almo, then must guess the name of the technology by choosing from different letters provided. Everyone who comes to the Almo booth to play THE GAME will receive a T-shirt and players will receive a multitude of prizes, ranging from a Funko figurine to a Garmin VIVOACTIVE GPS Smartwatch.

About Almo's Business Development Managers

Almo's highly specialized fleet of [Business Development Managers \(BDMs\)](#), including [Eric Olson](#), the newest addition to the team, will be stationed in the booth throughout InfoComm. Each BDM brings 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 in the AV industry provides this level of expertise to its partner community.

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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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