



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 Receives Neutrik® opticalCON® LITE Certification

HAWTHORNE, N.Y. — December 7, 2016 — BTX, a value-added distributor and manufacturer of integration essentials, signal processing products and emerging technologies, announced today that the company has been designated by Neutrik®, the leading manufacturer of audio connectors and receptacles, as a Certified opticalCON® Cable Assembler (COCA) for its opticalCON® LITE line of fiber-optic connection systems. This certification complements its long list of fiber assembly, copper assembly and custom plate and panel solutions.

“Each year we find that fiber becomes more and more prevalent in the A/V market,” said Greg Schwartz, President and CEO of BTX Technologies. “The opticalCON LITE assemblies are an excellent middle ground, both in terms of their semi-rugged nature and price, between the classic opticalCON ADVANCED assemblies and standard fiber cables. BTX is proud to be one of the country’s first certified assembly house for these products, and we will continue to expand our own expertise and fiber product offerings for both our A/V and broadcast focused customers.”

Neutrik’s opticalCON LITE is a semi-rugged fiber optic connection for a wide variety of applications. Its lightweight, compact design, robust housing, and high mating cycles provide a safe and cost-effective connection. Employing a novel fiber structure, the cable used with opticalCON LITE is designed to meet the sometimes difficult conditions of the entertainment industry. The cable offers excellent bending performance and extreme flexibility that far exceeds the mechanical strength of conventional patch cables. Assemblies made with opticalCON LITE can only be sold through Neutrik Certified opticalCON Cable Assemblers(COCAS), such as BTX, who have completed the required training process.

According to Peter Milbery, President of Neutrik USA, “Neutrik continues to expand our offering of fiber products through BTX and a small group of factory trained, certified opticalCON cable

More...

assemblers. The opticalCON LITE line refers to cable assemblies only. LITE cables will mate with existing Neutrik opticalCON chassis connectors. LITE cable assemblies do not have shutters or the same retention force and ruggedness as our ADVANCED series. They are designed and cost optimized for semi-permanent and permanent patching installations. LITE cable assemblies also work well outdoors due to their IP65 rating in the mated condition. opticalCON LITE is an option for applications without a lot of mating cycles.”

BTX manufactures a variety of fiber solutions and carries products from an assortment of vendors including AFL, Belden, Broaddata, Commscope/ADC, Gefen, Kramer, Lemo, OCC, and RDL. Visit www.btx.com for more information.

#

About Neutrik

The Neutrik group is the worldwide leading manufacturer of professional connector systems for the entertainment industry. The array of products ranges from XLR connector systems, jacks and plugs, loudspeaker connector systems, fiber optic connection systems, patch panels, coaxial connectors (BNC) to industrial connectors.

About BTX Technologies, Inc.

BTX is an award-winning, value-added distributor and manufacturer of products that range from integrations essentials and signal processing to room booking solutions, collaboration software, digital signage, Video over IP and lecture capture systems for video, audio and data applications. BTX specializes in bringing emerging technologies to its integration client base to help them find new revenue streams for their businesses. BTX has over 75 product lines, an in-house fiber lab and an in-house metal shop for production of high quality custom plates, panels and breakout boxes. BTX, celebrating its 49th year, is a CTS certified organization with a highly technical inside staff and national outside technical sales team. BTX has earned five patents and offers many unique and proprietary products. All of 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>

All trademarks and registered trademarks mentioned herein are the property of their respective owners.

ENDS