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For Immediate Release

BTX Celebrates 50th Year

HAWTHORNE, N.Y. — January 12, 2017—BTX Technologies, a top-tier, value-added distributor and manufacturer of emerging technologies, signal processing products, integration essentials and a multitude of related services announced today that in 2017, the company is turning 50 years old.

BTX has paved a unique path since its inception in 1967. The company began as Bi-Tronics, which specialized in distributing connectors and cable into the audio and video markets. Bi-Tronics grew into a master distributor for a variety of cable and connector manufacturers, making a name for themselves as the “Go-To” company for integration essentials. In 1981, Bi-Tronics launched their copper cable assembly business and has continued along its “Value-Add” track ever since.

In 2001, Greg Schwartz took over as President and CEO and together with VP Technology, Chris Poulin, rebranded the company as BTX Technologies. Since then, the company has broadly grown their offering of signal processing product lines and began engineering and manufacturing many of their own products, which have earned 5 patents. Additionally, BTX has built a state-of-the-art fiber lab and metal shop, partnered with a labor company to provide labor resources to their integration clients and even offers a “Full-Visibility” consignment program for select customers. Today, through the company’s national outside sales staff, BTX focuses on unique and emerging technologies that provide integration clients with the edge that they need to win business. These emerging technologies include collaboration software, capture and streaming products, AV over IP transport systems, cell phone signal boosting systems and most recently, BookIT®, a unique and low-cost room scheduling solution that is proving to be a disruptor in the expanding room-scheduling system space.

“BTX is extremely proud to have served the AV and Broadcast market space for these past 50 years, earning the reputation for helping our clients find new revenue streams to expand their business’

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profitably,” says Greg Schwartz, President and CEO. “We are committed to continuing to find and develop unique solutions that help differentiate our integration partners in this ever-changing marketplace. We thank our wonderful customers, vendor partners and employees for the successful work we have all done together, and we look forward to the next 50!”

BTX will be celebrating their 50th year through 2017 including at the NAB shows in Las Vegas and New York, the InfoComm show in Orlando and many other smaller events throughout the year. Please join us!

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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 collaboration software, digital signage, Video over IP, lecture capture and room scheduling 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 50th year, is a CTS certified organization. The company’s highly technical inside staff and national outside technical sales team was voted #1 best sales operation by the readership of SCN Magazine. 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.

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