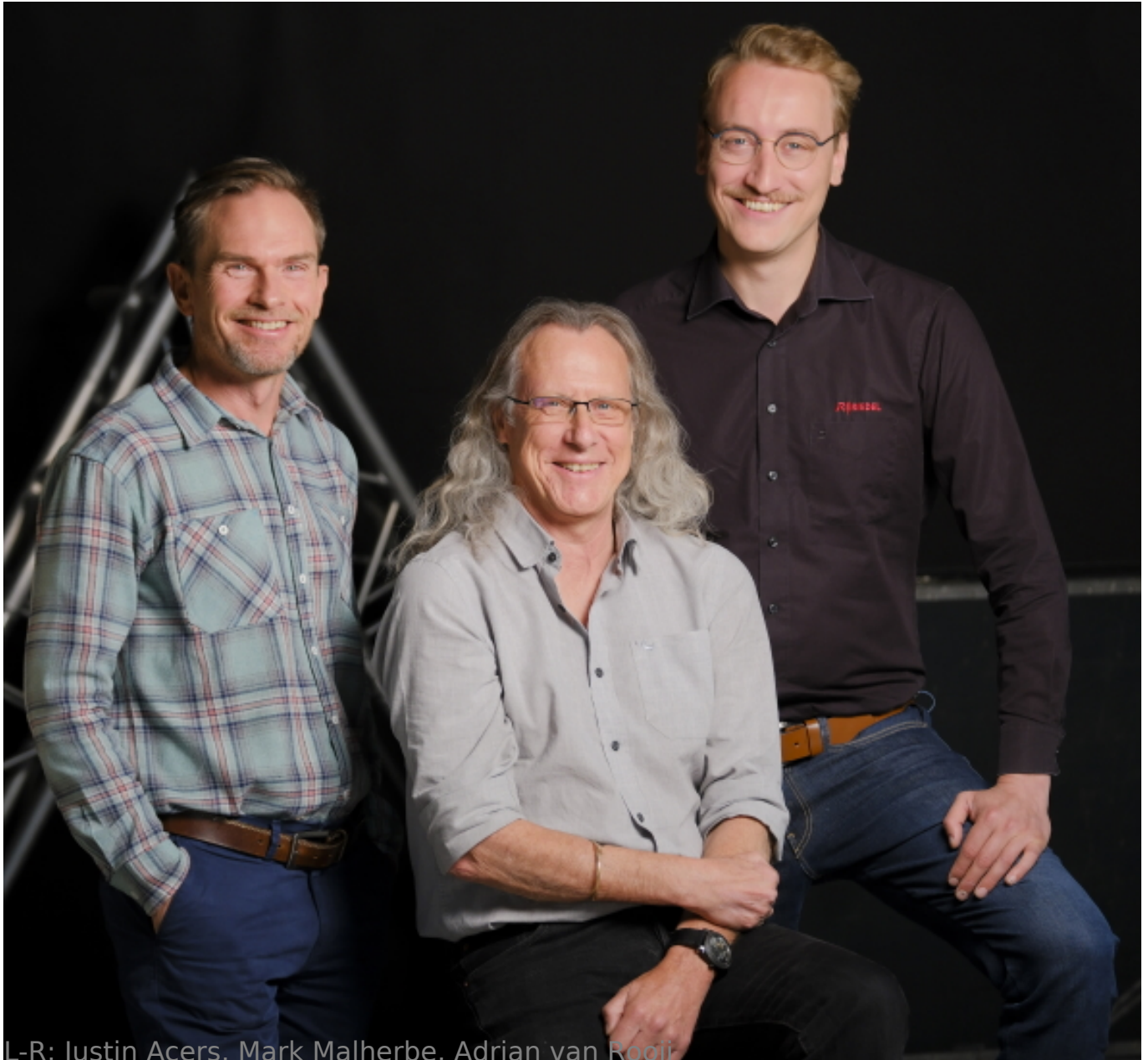


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Riedel extends Distribution in Southern Africa with AV Worx Partnership



L-R: Justin Acers, Mark Malherbe, Adrian van Rooij

Riedel Communications today announced a strategic partnership with AV Worx, an audio-visual distributor in Southern Africa, that extends the reach of Riedel's state-of-the-art product lineup across the region. As an authorized distributor, AV Worx will work with Riedel to provide Southern African customers with its cutting-edge audio, video, and communications solutions, complemented by unparalleled technical support.

"We are thrilled to partner with Riedel Communications," said Lee Brune, Audio Product Specialist at AV Worx. "Riedel's reputation for delivering high-quality and

reliable solutions aligns with our commitment to provide professional systems integrators with advanced and innovative products. This partnership strengthens our position as a trusted industry authority in Southern Africa."

The Riedel product portfolio features an extensive array of solutions designed to optimize communication workflows across broadcast, live events, sports, theater, and corporate applications. Through engagement with the local Southern African market and an on-the-ground presence, Riedel will offer greater accessibility to and streamlined sales support for its solutions. This strategic approach solidifies Riedel as the ideal and cost-effective choice for communication, video distribution, and video production.

"AV Worx is a welcome addition to the Riedel partner family - a longstanding expert in the region with remarkable expertise and a proactive approach that will give us the flexibility needed to adequately service the African continent," said Adrian van Rooij, Regional Sales Manager, Riedel Communications. "With the help of the AV Worx team and our other strong regional partners, Inala Broadcast and ApexPro, we're well positioned to extend awareness of our state-of-the-art solutions and services while making them more readily accessible to customers across Southern Africa."

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