AVlex New PressOn US Distributor



AVlex, a supplier of professional, high-quality, feature rich and competitively priced audio products, has been appointed as the exclusive distributor for PressOn Systems LLC in the US. PressOn is a recent addition to the worship AV landscape, launching this year with the combination of the MB1 controller and subscription-based AV services. The agreement will see AVlex bring the manufacturer's managed service proposition to small- and medium-sized churches across the US.

"PressOn is a brand-new concept, so we wanted to partner with people who we personally had long relationships with and could trust," explains PressOn Founding Partner James Denmon. "Working with a distributor makes perfect sense for a startup and as Jeremy and I have worked with Gene and Phil for years, AVlex was an obvious partner for us."

PressOn offers subscription-based AV service plans combined with a web-based control interface to provide an integrated AV and IT solution for houses of worship. "We are the first 'AV-as-a-Service' offering for the worship community," states Denmon. "We are aiming to save churches time and money, while taking a little bit off the ministry team's plate. We feel it should be a good business proposition for them."

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Reflecting on the agreement, Philip Van Peborgh, COO at AVlex, feels the unique PressOn proposition provides a modern solution to a potentially large market. “The subscription model is very popular in all areas right now, and the AV sector is no exception,” he observes. “We have a large amount of experience serving the US worship community, and we believe that James and Jeremy have created a compelling solution for this niche but active market.

“PressOn provides remote control and optimization for a church's AV system during services, requiring minimal input from the church,” he continues. “This is the kind of service that small churches across the country are crying out for and we believe the AVlex team has a huge opportunity to make PressOn a success.”

AVlex will be offering PressOn’s affordable subscriptions for the suburban and rural community worship environments. This has been designed to simplify AV management and empower churches to effectively engage their communities without the burden of technology. It features an intuitive interface to make operation simple for worship volunteers. It can automatically optimize sound quality in the room to ensure consistent, high-quality audio without the need for manual adjustments during services. It can also be used to deliver professional-quality audio for online services, ensuring consistent loudness across streaming platforms.

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