

9433 Science Center Drive
Minneapolis, MN 55428
Toll Free (800) 572.2011



News Release



Media Contact:

Kelly Perkins
Office +1 763.971.4409
Mobile +1 612.298.7688
kperkins@vaddio.com

Sales Contact:

Tom Mingo
Direct +1 763.971.4414
tmingo@vaddio.com

Vaddio Appoints Sapphire Marketing as Manufacturer Rep for Northeast

Sapphire Marketing represents manufacturers offering innovative audio/video solutions to system integrators, dealers and consultants in the Northeast

MINNEAPOLIS, MN (June 2, 2008) – Vaddio, the leading designer and OEM distributor of specialty PTZ cameras and high-end camera control systems used in the broadcasting, audio/visual and videoconferencing industries, has named New Jersey-based Sapphire Marketing as its manufacturer rep firm for the Northeastern region representing New York, Massachusetts, Connecticut, Rhode Island, Northern New Jersey, Vermont, New Hampshire and Maine.

“The Vaddio product line provides our sales team with the most innovative camera and video technologies for the AV, broadcast and videoconferencing markets,” stated Marla Suttentberg, president and CEO of Sapphire Marketing. “These products not only complement our entire portfolio, they also represent a significant opportunity for our resellers to bolster their product offerings.”

As the new strategic partner for Vaddio, Sapphire Marketing brings the most progressive, integrated and reliable solutions to corporate, educational and residential AV applications. With an emphasis in training, educating and communicating with dealers, they maintain a full supply of demo equipment with the technical expertise to assist in end-user customer presentations. The Sapphire Marketing team consists of the highest level, most experienced and professional specialists in the industry today.

“Working with Sapphire Marketing will provide Vaddio the opportunity to work closely with Resellers and Consultants in the Northeast,” added Tom Mingo, vice president of sales for Vaddio. “As our company and product line continue to expand it becomes imperative to partner with a company as highly technical and well-respected as Sapphire Marketing to provide unmatched support to the integration community.”

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About Vaddio:

Vaddio is the leading designer and OEM distributor of specialty PTZ cameras and high-end camera control systems used in the broadcasting, audio/visual and videoconferencing industry. Headquartered in Minneapolis, MN, Vaddio also has operations throughout the Americas, as well as sales and support partners throughout the world. More information can be found on the Vaddio website, www.vaddio.com or at (800) 572.2011.