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News Release



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Vaddio Expands IT and Sales Channels

New Channel Managers to cover Northeast region, Canada and IT channels

MINNEAPOLIS, MN (May 3, 2011) – Vaddio, the global leader in robotic PTZ cameras and camera control systems is pleased to announce the recent appointments of Tim Kiernan as National IT Channel Manager and Paul Cords as Channel Manager of the Northeastern United States and Canada.

Kiernan will lead Vaddio’s IT growth efforts as National IT Channel Manager. Kiernan will focus on adding IT-centric reseller partners and broadening the reach of Vaddio’s new EasyUSB products to existing AV channels.

“I am excited about the opportunity the new EasyUSB products offer to help Vaddio significantly grow its reseller base and revenues,” says Kiernan. “These new products represent a new approach and solution for Vaddio’s existing AV channels and an opportunity for me to expand Vaddio’s reach and success in the United States.”

With more than 20 years experience in VC and IT technologies, Kiernan specializes in launching the sales of new innovative videoconferencing and IT products against current market-leaders. His track record includes some of the most recognized companies in the industry including PictureTel, LifeSize and Polycom. While at LifeSize and Polycom, Kiernan helped launch initial video products through channels and sales reps in the Americas. Most recently he was Director of Sales for Vidyo, a pioneer in personal TelePresence, enabling multi-party videoconferences that enable interaction over regular IP networks using commodity desktop systems as endpoints.

Paul Cords will be assisting Vaddio partners and dealers throughout Canada and the Northeastern region including: Connecticut, Maine, Massachusetts, New Hampshire, New York, New Jersey, Rhode Island and Vermont. "I'm excited about the opportunity to build on Vaddio's amazing reputation of an organization that delivers high quality, thoughtful and innovative camera solutions," said Cords. "As a former customer myself, I've always considered Vaddio to be a very cooperative company to do business with and it's great to be part of such an amazing team."

With over 13 years of experience working as an AV integrator in both sales and sales management roles, Paul's expertise lies in helping customers research and implement the most effective technologies to meet both current and future business objectives. Most recently, Cords headed sales efforts at MSpace, a full-service videoconferencing and audiovisual integrator based in Eden Prairie, Minn. Prior to MSpace, Cords held positions at Tierney Brothers, Polycom, Global Crossing and AVI Systems.

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About Vaddio:

Vaddio is the leading manufacturer of specialty PTZ cameras and camera control systems used in the audiovisual, videoconference and broadcast industries. Your customers demand cutting-edge technology that's simple to use. You want equipment that's easy to install and reliable to operate. Vaddio serves integrators and operators alike – with broadcast-quality PTZ cameras and control systems that deliver the performance you need with the convenience you demand. More information can be found on the Vaddio website, www.vaddio.com or at (800) 572.2011.