

**[FOR IMMEDIATE RELEASE]**

# Viertron

Imerge go Dutch with the appointment of Viertron B.V. as the new distribution partner in The Netherlands

**Cambridge, England – June 2008.** Imerge – the Cambridge, UK based renowned pioneers of hard disc media servers, are delighted to announce the appointment of Viertron B.V. as their preferred distribution partner in the Netherlands

With Cedia UK Expo 2008 coinciding with a host of new announcements from Imerge, such as the UK launch of the MS5000/MP1000 combination, and a major new software upgrade for the industry leading S3000 SoundServer, the Cambridge based entertainment pioneers are delighted to announce the appointment of Viertron B.V. as the distributor for Imerge brand products within the Netherlands.

'Having worked with Viertron for a number of years with a previous manufacturer, I am delighted to announce their appointment as Imerge's distribution partner in the Netherlands,' commented Ron Turpie, Imerge's European Sales Manager.

'We are very much looking forward to building upon our success in the Dutch market and see Viertron's high end sales and marketing expertise as an invaluable asset for that success. This appointment confirms Imerge as the brand of choice for the discerning custom installer.'

Established in 1977, Viertron have become synonymous with high end AV brands, offering refined, elegant solutions that inspire confidence and enhance lifestyles.

Marijn Nederlof, principal at Viertron said,

'We are very excited at being appointed the Imerge distributor in The Netherlands.

Imerge completes our portfolio of high end music and movie consumer products further enhancing our short to long term solutions strategy. As more and more IP and network based products become available, we try to pick the best possible solutions in the market. Imerge, with its server/client video on demand solution is one of these quality solution providers. Combine all this with the expertise of our Viertron staff and dealers; it is in our vision a good base to grow the Imerge brand in the Dutch territory.'

## **About Imerge**

Founded in 1997, Imerge, headquartered in Cambridge, UK, is a recognised pioneer and leader in Internet-connected multi-room home A/V media appliances. Products include the XiVA™ Media Appliance Software & Reference Products, licensed to many worldwide leading multi-room AV consumer electronics companies, the revolutionary *SoundServer* range of multi-room hard disk audio servers and the MS5000 Hard Disk A/V MediaServer, which are based on this technology. Imerge is part of the Nortek Group of Companies.

## **Media Contacts:**

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