



FOR IMMEDIATE RELEASE

VueAV announces major international expansion plan by taking majority ownership position in three companies outside of the Middle East

Barcelona 9th May 2022 – Vue Audio Visual Trading LLC today announced its acquisition of major shareholding in 3 companies in the Enterprise and Cinema space.

Visualization Limited based in UK, VISUA Limited based in Budapest, Hungary, and CineAV Services (Pty) Limited based in South Africa.

VueAV head quartered in Dubai operates as a Technical Distributor offering expertise and services across a wide range of market applications for Projection, LED and Signal Processing within the corporate, educational, theme park and control room sectors. The acquisition announced today allows VUEAV to reach a broader geographic market and leverages the groups focus on services.

Commenting on the acquisition, Simon Smith Group CEO said “This was a very natural move for VueAV. We have worked with the individuals and companies and have been collaborating for a number of years. We can now leverage our expertise across the group, offer greater value, reach and penetration for our vendor partners. In addition, the group will now be able to provide a link between channel integrators who operate more and more across geographies with customers that are global.”

Visualization - Managing Director, Nick Pidgeon has developed Visualization within the UK substantially over the last decade, recruiting the right people and training an expert team from the foundation of a strong engineering heritage. Now, thanks to its growing reputation, the team has evolved and expanded its skill set considerably in Technical Distribution and offer a full range of Trade Only Services.

VISUA - is the leading Technical Distributor of Cinema and AV technologies within Central Europe. Lead by Managing Director Andras Schmid who is a veteran within the market, VISUA has both a proven and experienced team operating at a local level with a clearer understanding towards customer and specific market needs.

CineAV is Africa’s leading Technical Support provider for the cinema and AV industry. Based in Johannesburg and headed up by Managing Director Tyron Ackerman, CineAV has extensive knowledge of the unique African marketplace. From project conception to ongoing operational and technical support, CineAV offers a truly dedicated offering to allow Cinemas, AV Integrators, and end-users to access premium brands backed up with a high level of factory trained local support.

Simon Smith commented “Ultimately, we are a people business. We value our staff, our vendors, and our customers. All four businesses have this same core DNA in their culture. With our continued expansion plan we will continue to invest in further recruitment and training and offer a unique service across our group to the markets we operate within.”

For more details, please contact group PR Head at Charlotte.oakman@viz.com