

Exertis Pro AV and Xilica enter distribution partnership for DACH and Poland

Uhingen, March 14, 2023

Value-add distributor Exertis Pro AV announces the sales launch of Xilica exclusively for Germany, Austria, Switzerland, Poland and selected CEE markets! From now on, the complete Xilica portfolio is available at Exertis Pro AV, one of the largest and most renowned distribution companies for AV media technology in Europe.

Xilica®, a Canadian company headquartered in Toronto, is a collaboration solutions provider. With an award-winning range of IT-centric audio solutions for the modern collaboration space, Xilica's portfolio of digital signal processors, network endpoints, user interfaces, and speakers offers resellers the ability to deploy installed audio systems end-to-end using Category cable, PoE and standard network infrastructure, with little to no proprietary setup. Working alongside alliance partners such as Sennheiser and Barco, Xilica products extend to deliver the full room solution for conference spaces, classrooms, and government applications while adhering to IT standards.

As part of the new agreement, Exertis ProAV resellers have access to the benefits of Xilica One – Xilica's global channel program designed to enhance reseller profitability, growth, and impact by providing additional tools and incentives to drive competitive advantage – such as project registration, MDF, sales and marketing resources, on-demand training, and profitability programs.

“As customer demand accelerates for easy-to-deploy, IT-centric audio solutions that go ‘beyond the bar’ in enterprise, education and government markets, we’re pleased to partner with Exertis Pro AV,” said James Knight, CEO, Xilica. *“Combining their strong reseller network and relationships in the channel with Xilica’s product portfolio, strategic alliances, and Xilica One Partner Program delivers a compelling value proposition that assures an outstanding experience for the end-user.”*

“Adding Xilica to our portfolio of communication products enables Exertis ProAV resellers to offer powerful audio solutions for medium, large and specialty rooms that can be deployed over standard IT infrastructure,” said Carsten Steinecker, Managing Director Business Development Exertis Pro AV. *“We’re excited about the difference Xilica’s products can make to our resellers serving the corporate, education and government markets, who are keen to provide tailored audio systems that meet enterprise standards and leverage greater simplicity in design and deployment.”*

About Exertis Pro AV

Exertis Pro AV has been one of the largest and most renowned value-add distributors for AV media technology in Europe for more than 30 years and has been part of DCC Technology Trading/Exertis since 2019. Headquartered in Uhingen near Stuttgart, the company has four international subsidiaries and additional sales offices and distributes the products of more than 80 well-known manufacturers. The product range includes solutions in the areas of "Conference Room", "Education", "Digital Signage", "Broadcast" as well as "UCC and Collaboration" and supplies dealers, system integrators and architects with the optimal hardware and software for their requirements. A new and effective sales structure with fast order processing, consulting, professional support as well as project notifications and project price requests creates real added value for our customers. This is what our claim stands for: "Make extraordinary happen." Exertis Pro AV provides excellent service, direct solutions and builds long-term partnerships with its manufacturers and distributors. For more information, please visit the company's website at: <https://www.exertisproav.de/en/>

About Xilica

Xilica® creates collaboration products that help unlock the power of human connection. Built on decades of reimagining how people use technology, Xilica's solutions bridge the distance between individuals, teams, ideas and organisations — unleashing the power of understanding to transform business and society for the better. Through our focus on the enterprise, education and government markets, Xilica and its partners touch the daily lives of people in more than 100 countries. To learn more about Xilica's solutions, visit www.xilica.com.

Image material for press release

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