

SnapAV Acquires SunBriteTV

Written by Marco Attard
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Residential AV manufacturer and distributor SnapAv makes a first display company with outdoor TV maker SunBriteTV. Financial details of the acquisition are not available.



“Our dealers are doing more and more outdoor systems, and we want to help them grow revenue in those areas,” says SnapAV. “This acquisition represents a commitment that we’re making to the outdoors. While it’s our first major acquisition, it’s really just business as usual in terms of listening to our dealers and taking action based on what they tell us.”

SnapAV says it plans to sell SunBrite TV products directly to dealers, rather than through regular AV distribution channels.

SunBrite has products covering both residential and commercial markets, with recent additions including an 84-inch 4K outdoor TV first shown off at CEDIA Expo 2015.

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