

## WyreStorm Holds First Distributor Conference

Written by Marco Attard  
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Wyrestorm holds a first annual distributor conference at its new European showroom in Barcelona, Spain, hosting 35 delegates from 24 EMEA markets as far afield as Egypt, Israel and S. Africa.



The recently completed showroom covers 464 square metres, and houses a showcase of WyreStorm products, including HDBaseT 4K Class A, Class B and Modular matrices and extenders, NetworkHD IP solutions, Enado and Enado Mini control, and the Express distribution accessory range.

The conference involved 2 days of presentations, demonstrations, workshops and product overviews covering topics such as the WyreStorm 4K range, the new NetworkHD 100- and 100-series H.264 IP solutions and the introduction of the first WyreStorm presentation switchers and scalers.

Attendees also got an overview of the company's US operations by VP of sales and marketing Hal Truax, as well as an explanation of sales channels by UK sales manager Phil Gibbs.

“Barcelona is the perfect location to bring people together from across Europe and the showroom an ideal showpiece for our HDMI, HDBaseT and HD over IP technology platforms,” EMEA general manager Adrian Ickeringill says. “The success of this first distributor conference was evident in the eagerness of our sales partners to attend and desire to obtain real insight into WyreStorm’s plans for 2015 and product launches.”

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