Written by Bob Snyder
24. 09. 2012

Cineversus name **Genesis Technologies** as their exclusive European partner to serve dealers in the UK, France, Benelux, Switzerland, Spain and Portugal.

This new agreement will see Genesis provide its dealers with access to the extensive Cineversum range, including the award-winning BlackWing, Cineversum and Force Series of hi-end home cinema projectors. Genesis will also support the Cineversum brand with its own sales, technical and training back-up service.

“We are delighted to announce a new partnership with Cineversum,” explains Wim De Vos at Genesis Technologies. “Cineversum are focused on providing class-leading projectors exclusively for the custom installation market. Using our technical expertise and support services, we can help dealers integrate these products effectively to create stunning home cinemas and media rooms for customers who demand the very best. Cineversum, Genesis and Genesis dealers are a perfect fit.”

“We are very excited to work with Genesis Technologies,” adds Jean-Claude Younes at Cineversum. “Over recent years, we have seen them develop their vision of Hi-Tech Couture, helping their dealers technically and commercially to deliver the best possible systems on all levels. The fact that Genesis Technologies counts several ISF trainers, almost all ISF trained integration consultants and even the original R&D team behind the Cineversum range at Barco amongst its team guarantees us an abundance of skills in projection systems.”

Cineversum was conceived as the dedicated consumer brand for manufacturer, Barco. In September 2004, **Technic Electronic Conseil (T.E.C.)** took over worldwide distribution of Barco’s home theatre business, including the Cineversum trademark. T.E.C. is based in the

Montmartre district of Paris, France. Led by French industry pioneer Jean-Claude Younes, who considers himself as a “projector jeweler, T.E.C. has further developed the Cineversum Home Cinema Concept.

Go Genesis Technologies

Go Cineversum