



B-Tech Promotion

Creation Date: 06/02/20
Publication Date: 06/02/20
Document Type: Press Release

FOR IMMEDIATE RELEASE

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ISE 2020: New products, new brands and new innovations from B-Tech at final Amsterdam show

B-Tech is excited to confirm its international team of experts will again be gracing [Hall 5 Stand R40](#) at ISE (February 11-14), with a range of brand new products – including the first under our [Mode AL](#) brand – set to be unveiled for the first time.

Ahead of the switch to Barcelona in 2021 – conveniently the location of its brand new, customer centric [product showroom](#) – ISE 2020 will once again prove to be an incredibly exciting and important event for B-Tech, as the company continues to grow internationally.

In addition to a wide range of products, The B-Tech booth at this year's show will include staff fluent in Dutch, English, French, German, Italian, Norwegian, Polish, Spanish and Vietnamese to name just a few – ensuring visitors receive the highest levels of service.

Nick Spencer, Director of Marketing and Communications for B-Tech explains: “With the largest gathering of AV professionals anywhere on the planet over a three-day period, ISE is one of the most important shows in the AV calendar for B-Tech. As a business, the show provides us with the perfect stage to unveil and demonstrate our latest and greatest range of products and solutions to both new and existing customers from all over the planet.”

New for 2020

Showing the results of B-Tech's devotion to listening and working closely with its customers and the wider market, the company is excited to officially launch its new Designer Trolley Range at the show.

First unveiled in 2019 as part of an important feedback gathering exercise, the brand-new models feature a high-end, contemporary aesthetic and are suitable for displays mounted in either portrait or landscape orientation, with twin screen VC options also available. Offered in a variety of colour options (black, silver and white), select models also feature toolless technology to allow for quick and simple height adjustment.

B-Tech is also thrilled to now be in a position to reveal a brand new range of solutions under its recently acquired brand, [Model-AL Display Engineering](#).

Since last year, B-Tech's teams have been carefully and strategically integrating Mode-AL into the B-Tech AV Mounts family, the results of which allow B-Tech to offer a new dimension of premium high-end solutions. Showcased for the first time at ISE, the Mode-AL range will include high-end single and twin screen UC and VC solutions, covering options for freestanding, bolt-down, fixed to the wall and floor-to-ceiling.

Spencer commented: “With our System X Range already established as a go-to multi-screen solution for many installers, Model-AL's range strengthens our offering to provide a hugely comprehensive range of solutions for any application, no matter what or where it may be.”



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X-Factor

The original and still the best: B-Tech's System X range of mounting solutions for **video walls, digital signage and menu boards**, will again be a prominent feature during ISE.

Having first debuted at ISE 2015, the award-winning System X range continues to lead the market forward, setting new industry standards for innovation, beautiful design and simplicity in order to match our customers exact configuration needs and requirements, however big, small or seemingly complicated they might be.

"B-Tech's inherent mission is to lead the market forward, bringing new innovations and designs to market. System X is a hugely successful example of this and a go-to-choice for customers all over the planet," Spencer explained.

He continued: "The versatility and simplicity of System X brings huge benefits to both integrators and end users alike, overcoming almost any obstacle thrown at it. In addition to 'bread and butter' applications such as common videowall or menu board configurations, System X can be used to span huge distances in order to mount product in places where it usually would not be possible – hanging XL screens and projectors from it or mounting ultra-stretch displays to it."

"We'll also be demonstrating how our angled adaptors can add curves to an installation and how the range can be used to assemble UC, VC and LED installations. We can also demonstrate recent improvements to the original core components of the range such as the updated interface arms with improved features that we relaunched last year."

Best of the rest

B-Tech will also be demonstrating how its LED mounting system is compatible with all Direct View LED, with some examples of how simple it is to mount panels from some of the leading brands. One of the more notable will be its hugely popular [BT9370-LAA015F](#), a freestanding solution designed specifically for LG's LAA015F 130" All-in-One LED Screen.

A collection of B-Tech's most important and sought after products released over recent months and years will also be on show, including the [BT7007](#) display kiosk for LG's 88BH7D digital signage screen, the [BT7550](#) Rotational Flip Mount, the recently updated [BT8390](#) Micro-Adjustment and Pop-Out interface arms, plus much more.

Spencer concluded: "We really couldn't be more excited about the year and opportunities ahead. The past year has been extraordinary, with some key internal developments, with on-going international expansion, new customer relationships and building what we believe to be the strongest senior team of its kind anywhere, B-Tech has never been stronger. We're a true market leader and innovator, capable of supporting customers anywhere on the planet. 2020 is already building to be another defining year for B-Tech."

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About B-Tech

B-Tech AV Mounts is the award-winning brand of AV mounting solutions that are designed, manufactured and sold all around the world by B-Tech International Group companies. A family owned company, B-Tech has over 45 years of experience in the AV industry and is recognised worldwide as an industry leader in the design, manufacture and distribution of mounting solutions and accessories for AV technologies. B-Tech's head office is located in Daventry, United Kingdom, and it is there where B-Tech's product range is designed by its in-house engineering team. B-Tech offers an extensive range of mounting solutions including wall, ceiling and floor stands for professional audio-visual equipment such as LCD and LED videowall and digital signage, projectors and loudspeakers as well as a comprehensive range of professional and consumer flat screen TV mounts. You can find B-Tech products in almost any location; at home, in your hotel, at your office, in schools and universities, at airports, in hospitals, bars/clubs, restaurants, sports stadia - the list is endless...

The following are B-Tech International Group brands: B-Tech AV Mounts, Mode-AL, Ventry, Bib, Lawton Trade and The Diamond Stylus Company. The full group consists of companies with offices and distribution facilities in Daventry (UK), Brussels, Berlin, Barcelona, Dubai, Seoul, Ningbo (China), Singapore, Hanoi (Vietnam) and California. All of which support a global network of authorised distributors operating in most countries around the World; with key locations in Oslo, Moscow, Brazil, South Africa, India, Japan and Australia.

For more information, please call **+44 1327 300787** or visit www.btechavmounts.com