

## FOR IMMEDIATE RELEASE

### Medium UK partners with Casio to launch extended projector range

**27th May, 2011 - Hayes, Middlesex:** Medium UK, a value-added distributor specialising in visual communications, joined with its vendor partner Casio Electronics Co. to launch the extended range of Casio lamp-free projectors at a VIP event for Medium channel partners.

Held at Birmingham's Malmaison hotel and restaurant on 25<sup>th</sup> May, the VIP event gave Medium UK's channel partners an exclusive, hands-on preview of the extended range, access to Medium UK and Casio product experts and a drinks reception and dinner with guest speaker Sahar Hashemi, founder of Coffee Republic, the UK's first US-style coffee bar chain, which is now one of the UK's most recognised high street brands.

"Sahar was a wonderful finale to our event," said Sarah Jones Marketing Manager of Medium. "She inspired our attendees to on how to achieve their growth goals through innovation and entrepreneurial mindset, a perfect match with Casio – an innovative brand that pushes the boundaries."

A leading education solutions integrator who attended the VIP event said: "Medium's VIP event provided a invaluable opportunity to not only learn about the Casio products and technology but also to get insight into how to communicate the product strengths and benefits to our customers through marketing and PR".

First launched in April 2010, the Casio lamp-free projector range is based on a mercury-free hybrid LED laser lightsource with a long life of 20,000-hours, reducing the total cost of ownership, the ability to power up and down in seconds, making projectors easier to use, while , also capable of high brightness levels.

Casio has extended the range with new models and features in response to feedback from customers, the education sector and other markets that regularly use AV.

Models previewed at the Medium Casio VIP event include two high brightness models of 3500 ANSI lumens and two short throw models, which can project an 60-inch (diagonal) image from a distance of 60cm – less than half the distance of a standard throw projector model<sup>1</sup>.

New features on selected models include Intelligent Brightness Control, which conserves power by automatically adjusting the brightness to the level of ambient light, Interactive Pointing to provide control of the connected PC with an optional Pointer and the ability to present wirelessly from smart phones, tablets and PCs with MobiShow™.

Ian Sempers, Managing Director of Medium UK says: "The extended range builds on the success of Casio's clean and green hybrid technology which liberates schools from the unwelcome expense and inconvenience of replacement lamps. The comprehensive range provides Medium UK's extensive network of channel partners with models to suit the diverse needs of their education customers, from primary schools to universities and from small classrooms to large lecture theatres."

The full Casio projector range now comprises three distinct families, the bright PRO models for rooms with high levels of ambient light, the Short Throw models, which not only are ideal for use where space is at a premium but also virtually eliminate shadows and projector dazzle, in addition to the nine-strong Signature family which replace the previous generation.

The extended range of Casio projectors ships this summer. Models in the Signature family are available now. Pro and Short Throw models will be available from August 2011.

**- Ends -**

*<sup>1</sup> Based on Casio XJ-M130, which projects 60-inch image from 2m*

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### **About Medium UK**

Medium UK is a leading visual communications trade-only distributor with an unrivalled reputation for customer service, industry knowledge and technical support, gained over its 20 years of operation. Medium UK's portfolio of AV and video communications products includes projectors, flat panel displays, interactive systems, digital signage and video conferencing from leading brands such as Casio, Hitachi, LG, LifeSize, NEC, Samsung and Sanyo.

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