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SIM2 Partners With Audio Americas Create Sales Promotion to Benefit Chile Disaster Relief

Pordenone, March 2010 - SIM2, a world-wide leader in high-performance, high-definition home-theater projectors, in partnership with its Latin American Distributor, Audio Americas, have created a special sales promotion for the month of March, where SIM2 will donate a portion of proceeds from Latin America and Caribbean sales to an organization called "Un Techo Para Chile" (www.untechoparachile.cl) which translates to "A Roof for Chile". The volunteer-based, non-profit Chilean organization is devoted to building environmentally conscious housing for those in need, using largely recycled materials.

"SIM2 encourages international support, and we urge others to continue the support for the earthquake victims and the recovery efforts in Chile," said Lou Kerti, SIM2's International Sales Manager/Latin America. *"We all have the responsibility to help and SIM2 seeks to lead by example in hopes that others will follow."*



About SIM2 Multimedia

Founded in 1995, SIM2 is an Italian electronics industry that designs, manufactures and supplies award winning cinema and home theater DLP®-based projectors, as well as high-performance large screen systems (for control rooms, information, communication, and simulation). In a world dominated by large multinational corporations, SIM2 is a company that, through its strong commitment to research (SIM2 invests over 20% of its human resources and over 10% of total revenues in R&D activities), innovation, know-how and focused activities has been able to establish a remarkable global reputation. The company provides the world's finest displays for different markets and applications, each representing perfection and state-of-the-art technology. The company has a world-wide presence with sister companies in Italy, Germany, UK, China, and USA and in over 60 countries worldwide through qualified partners.