

## SIM2 appoints new Distributor for the Benelux



**Pordenone, Italy – 2017:** We are pleased to announce that SIM2 BV INTERNATIONAL S.R.L., the Italian manufacturer whose high-performance home theater projectors are known worldwide for their pristine video, and Invision Europe, a new and enthusiastic distributor of high-end Audio / Video solutions, have entered into a distribution partnership that will significantly extend the availability of SIM2 products through a new, high-growth distribution channel in the Benelux.

### About SIM2

SIM2 BV International is an Italian electronics industry provider that designs, manufactures and supplies the finest video projection and HDR products for residential and commercial applications. Today, SIM2 delivers new and unique video solutions with unparalleled performance, outstanding design and the finest customer support available. SIM2 projectors are made in Italy and sold worldwide in over 60 countries through sister companies in the US and China and partnerships with qualified distributors.

[www.sim2.com](http://www.sim2.com)

### About Invision Europe

Invision Europe is distributing a range of High-End Audio / Video and Custom Install A-brands for residential and commercial applications in the Benelux. Being a department of the award-winning English distributor Invision UK, Invision Europe has direct access to marketing, logistics and system resources to support their customers with all the tools and services they need in order to complete their projects to full satisfaction of the end user.

[www.invisioneu.com](http://www.invisioneu.com)

Invision Europe, headed by Mark van Zon, General Manager, is a part of Invision UK Ltd., the UK's leading specialist distributor of high-end audio/video leading technology.

This new partnership will set in place new business programs, marketing support, and show-room proposals, that coupled with SIM2's latest home cinema large displays (i.e. Nero 4 UHD, SIM2xTV and SIM2xTV INV), will help dealers further boost their sales.

Massimo Zecchin, SIM2 Sales Director, said, *"We are delighted to be working with Invision Europe. We have been successfully working with their headquarters Invision UK, and are pleased to continue and expand our co-operation to other countries. We immediately appreciated Mark's proactive attitude and fast-acting nature. His knowledge of the market will be invaluable in supporting SIM2 to provide Benelux customers with a service that is second to none."*

Mark van Zon: *"We are very proud that SIM2 decided to make use of the Benelux market knowledge and marketing experience of Invision Europe. SIM2 is known for their sophisticated designed high qualitative high-end DLP projectors. They are always looking for innovative ways to improve image quality and system design. The new and unique SIM2xTV ultra short throw projector is a perfect example of this. Invision Europe is always looking to add value for their customers and therefore I believe that it makes us a perfect team."*