

Mitsubishi Electric Named First Platinum Status Partner by AVI-SPL

Only Platinum Partner in All Three Display Categories

IRVINE, Calif., June 4, 2013 —AVI-SPL, the world's video communications partner, has named Mitsubishi Electric Visual Solutions America, Inc. as a Platinum Preferred Partner, within AVI-SPL's Preferred Supplier Program. Mitsubishi is the first Platinum Partner named in the displays category, and the only to win that designation for all three of its product lines: projectors, flat panel, and video wall cube displays

Product categories include wire and cables, speakers, microphones, mounts, screens and displays. The display category is the only category that offers the Platinum Level Preferred Partner designation.

“Manufacturers come and go, but Mitsubishi has been a very strong partner for many years,” said Rodney Laney, vice president of display technology, AVI-SPL. “Designating Mitsubishi as a Platinum Preferred Partner is the best way for our two companies to strengthen our business relationship and continue growing our mutual customer base in the display market.”

The Preferred Supplier Program was developed by AVI-SPL to support manufacturers who work closely with AVI-SPL as business partners. Manufacturers are judged on product excellence, outstanding customer service, sales incentive programs and overall program offering.

“Becoming a Platinum Preferred Partner is a testament to the strength of Mitsubishi's product line and our relationship with AVI-SPL,” said Jim Landrum, vice president of sales, Mitsubishi Electric Visual Solutions America, Inc. “We look forward to a continued fruitful relationship. It's a win-win for both of our companies.”

About Mitsubishi Electric Visual Solutions America, Inc.

Headquartered in Irvine, Calif., Mitsubishi Electric Visual Solutions America, Inc. is a US subsidiary of Mitsubishi Electric Corporation of Tokyo, Japan. Mitsubishi Electric Visual Solutions America manufactures and markets projectors, data wall display systems, LCD digital signage monitors and players, industrial printers, photo kiosks and digital photo printers.

For more on Mitsubishi Electric Visual Solutions America, visit <http://www.mevsa.com>.
Connect with Mitsubishi on Facebook (<http://www.facebook.com/MitsubishiDisplays>) and
Twitter (<http://twitter.com/MitsuDisplays>)

About AVI-SPL

As the world's leading video communications partner, AVI-SPL designs, builds and supports the systems and environments that enable communication and collaboration. AVI-SPL has highly-trained and certified system engineers throughout 40 offices across the United States, Mexico, Canada, the United Kingdom and Dubai. Visit www.avispl.com for more information or connect with AVI-SPL on [Twitter](#), [Facebook](#), [LinkedIn](#) and [Pinterest](#).

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