



Campogalliano, Italy - March 14th, 2018

Huddle Room Technology is proud to announce a distribution agreement with Purelink GmbH a leading manufacturer and distributor of quality related products in the field of professional presentation and media technology in Germany.

This new relationship will expedite HRT commercial penetration and brand establishment in Germany, Austria and Switzerland. Teaming with HRT gives PureLink's customers access to a groundbreaking solution leveraging emerging trends impacting the AV Industry such as BYOD and Workplace Transformation.

"We are committed to PureLink's for developing the introduction of HRT in to the DACH market" - says Stefano Spattini, CEO of HRT – "PureLink blends the operation and channel management expertise required for a top-notch Master Distributor role with the business proficiency of a successful manufacturer who has earned an outstanding reputation for the quality of their own products and services. We feel we have the best partner in DACH to introduce the Huddle Hub family to the community of local integrators."

"Choosing HRT as a partner was a great fit for us - the Huddle Hubs features complement our current range incredibly well whilst adding unique features. We love how it utilizes the personal devices, which we all carry, to provide a meeting space without traditional AV equipment. We see Huddle Hub as the next must-have BYOD device for companies and it is especially suited to startups where meeting space and AV technology are not readily available. For larger companies, to be able to jointly hold a video conference session or share information at a person's desk are two valuable productivity benefits", says Christian Ahrens.

All Huddle Hub products are designed to transform any physical space inside the corporate building, including those with no AV equipment installed, into a rich media collaboration space where a small group of coworkers can now share documents and connect with a remote party using any SW client. All HRT products leverage screens and cameras embedded in personal devices, creating an augmented collaboration experience in an elegant and effective fashion.

About HRT

The mission of HRT is to deliver technological solutions that create the most comfortable and effective experience for wireless presentation and video communication in huddle rooms. With this goal in mind, HRT conceived Huddle Hub One, the first product designed to supplement the current AV technologies in order to enhance the user experience. Huddle Hub One brings huddle room collaboration to an unprecedented level of comfort, effectiveness and flexibility.

About PureLink

PureLink GmbH develops, produces and markets products for professional presentation and media technology. Since 2006 PureLink has been one of the international branch leaders for digital connectivity solutions, e.g. HDMI cables and adapters, wireless HD, or optical glass fiber products. As manufacturer and distributor, PureLink is partner of wholesalers, mail order companies, industry, electronics stores, and installers. The product portfolio comprises consumer equipment, as well as individual customer solutions. Professional products from leading international manufacturers complete the wide range of own-brand products. At present, PureLink has 29 employees who take care of customers demands worldwide. The company's distribution and logistics centre are located at Rheine, Germany.