

# Witness the New ECO Partnership Between Global dvLED Leaders Peerless-AV® and Absen at ISE 2024

The alliance cements an established collaboration focussed on growth of dvLED as a technology category through joint sales, marketing and sustainability initiatives, customer support, training and information flow



St Albans, UK, 14 December 2023 – AV technology pioneer Peerless-AV® and LED display solutions provider Absen today announced the formation of an EMEA ECO Partnership that cements a collaboration between the two parties focused on the development and growth of dvLED, both the technology and supporting infrastructure. The ECO Partnership will create a more interconnected and mutually beneficial environment to address evolving market, customer and technical support requirements in this product category. See the outstanding results of this alliance in a custom curved dvLED showcase at Integrated Systems Europe (ISE) 2024, Booth 3R300, 30 January – 2 February, Grand Fira, Barcelona.

"By signing an ECO Partnership with Absen, one of the world's leading LED display brands and top Chinese exporter of indoor and outdoor LED, this collaboration will make us a force to be reckoned with in the AV industry," said Keith Dutch, Managing Director - EMEA, Peerless-AV. "Our combined innovation, industry connections, influence, expertise, knowledge, customer service and environmental values, as well as years of experience working on global projects, will make our

competitive edge on future dvLED integration, of all shapes, sizes and complexity, even stronger. Customers will benefit from consolidated sales, consultation, and support services across all EMEA territories. Specifically, the ability for customers to receive joint quotes for Absen and Peerless-AV will streamline and simplify the whole sales process for future projects."

Peerless-AV is the only truly global mounting brand to have supported the professional AV industry for over 80 years. With global headquarters in Aurora, Illinois, and EMEA headquarters in St Albans, UK, the company also has office and warehouse locations in Mexico, UAE and The Netherlands as well as local presence and a channel network that spans across Asia, the Pacific, Europe and US.

For the past 10 years, Peerless-AV and Absen have collaborated to develop compatible products for indoor LED applications, including the triple award-winning DS-LEDUNV SEAMLESS Universal Kitted Series dvLED Mounting System for latching displays, compatible with Absen's Acclaim, NX and CL Series.

They have also partnered on a significant number of prominent dvLED projects in international regions, from standard video wall to full custom implementation. Most recently, the two brands were chosen to install 20+ large to ultra-wide dvLED video walls throughout the terminals at Monterrey Airport, Mexico, as part of a long-term airport remodelling project that will transform the airport into the second international connection centre after Mexico City. It also represents Peerless-AV's largest dvLED installation to date in Latin America.

Ruben Rengel. Senior Vice President, Global Business Development at Absen, commented: "Absen is a strong advocator of mutually beneficial partnerships, and this new ECO Partnership with Peerless-AV is exciting for the prospective opportunities we will garner and share. For our customers, this means we have the highest quality, precision engineered infrastructure for our LED products, as well as consultative and on-site support, ensuring fast delivery of straightforward, successful installations across EMEA."

Absen and Peerless-AV have many mutual connections in pro AV industry verticals, including the transportation, stadium, museum, corporate and retail markets. The two brands also work closely

at regional tradeshows and distributor house fairs to deliver full dvLED solutions, along with expert training, sales opportunities and marketing initiatives.

At ISE 2024 in Barcelona, on the Peerless-AV booth (#3R300), the two companies will demonstrate their powerful collaboration and technical capabilities with an impressive custom curved and overhanging LED video wall structure using Absen AX1.5 tiles and a SEAMLESS Bespoke Series dvLED Mounting System by Peerless-AV. Visitors can walk up the red carpet to experience this stunning solution showcase. Register for ISE 2024 for free using code A8FZZ74K.

For more information on the full range of Peerless-AV mounts and solutions visit <a href="www.peerless-av.com">www.peerless-av.com</a>. Follow the latest Peerless-AV news and updates on <a href="Twitter">Twitter</a>, <a href="Facebook">Facebook</a>, <a href="LinkedIn">LinkedIn</a> and <a href="blog">blog</a>.

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#### **About Absen**

Established in 2001, Absen is the world's leading LED display brand, renowned for its high-quality products, global presence and full-service capabilities. From corporate lobbies and retail stores to outdoor advertising and live events, Absen has delivered more than 50,000 installations in over 130 countries. No matter where you live, work or play – chances are you will have come across our screens including NBA games, FIFA World Cups, Times Square and even Presidential live debates.

Absen's displays cover a wide range of applications including Commercial Display, Data Visualization, Rental & Staging and DOOH, so whatever your vision or need – there's an Absen LED solution scaled, designed and priced to fit. Through constant innovation and development, Absen has been the No.1 Chinese manufacturer in exporting LED displays for 12 years in a row, making it the brand of choice for some of the most prominent brands, integration partners and rental companies around the world.

### **About Peerless-AV**

## Driving Technology Through Innovation

For over 80 years, passion and innovation continue to drive Peerless-AV forward. We proudly design and manufacture the highest quality products, including outdoor displays and TVs, dvLED and LCD video wall systems, complete integrated kiosks, professional carts and stands, and more. Whether a full-scale global deployment or high-volume custom project, Peerless-AV develops meaningful relationships and delivers world-class service. In partnership with Peerless-AV, you are trusting an award-winning team of experts who will support your business every step of the way. For more information, visit peerless-av.com.

#### **Peerless-AV Revit Families & BIM Content**

Peerless-AV provides BIM content/Revit families for its award-winning AV product lines for easy and convenient use within Autodesk Revit. Visit the BIMsmith® Library direct or via the Peerless-AV website.



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