



## **SKYWORTH Announces Appointment of CE Industry Veteran**

### **Michael Gleason to Sales Director for Outdoor TVs**

*-- Gleason Will Lead SKYWORTH's U.S. Launch of New Outdoor **Clarus S1** TV with Major Push in the Custom Integration (CI) and Specialty TV Channels --*

**Chino, CA July 27, 2023** – SKYWORTH, a global leader in consumer electronics, is proud to announce the appointment of CE industry veteran **Michael Gleason** to the position of Sales Director, Outdoor TVs effective immediately. Gleason is a seasoned consumer electronics executive with a proven track record of success in TV and Displays, having held key executive positions at companies including Fujitsu, Sharp-Elite, and AVAD. With 30 years of experience, Gleason's appointment reflects SKYWORTH's strong commitment to Custom Integration and the specialty TV category.



Gleason will lead SKYWORTH's USA sales and marketing efforts as the company is poised to disrupt the CI and specialty TV category with the launch of its **Clarus S1**, the World's First Outdoor Google TV™. Debuting at CEDIA 2023 and scheduled for shipment next month in the U.S. (already available in Canada), SKYWORTH's sleekly designed, high-value "full sun" Clarus TV features industry-leading brightness and imaging capabilities at suggested retail prices well below competing products. Gleason will also be responsible for several new lifestyle TV products launching in the next six months.



Throughout his career in the CE industry, Michael Gleason has proven his expertise in change management, high-performing team leadership, and key business development. His demonstrated proficiency with market trend analysis, sales forecasting, and profit-generating strategies will be a great asset to SKYWORTH as it enters the U.S. CI market.

#### **About Skyworth**

SKYWORTH Group Limited is a leading supplier of uniquely advanced and smart technology solutions. It has been listed on the Hong Kong Stock Exchange (HKG: 0751) since 2000. As of March 2019, the Group was valued in excess of USD 19 billion and employed over 40,000 people worldwide. Founded in 1988, today SKYWORTH is a leading color global TV brand, a top brand in the Chinese display industry, and a top three global provider of the Android TV platform.

*Google TV is the name of this device's software experience and a trademark of Google LLC.*