



**CONTACT:**

Sue Lancaster

PR Co-ordinator

AMX

+44 (0)1904 343140

[sue.lancaster@amxuk.co.uk](mailto:sue.lancaster@amxuk.co.uk)

**AMX EXPANDS EUROPEAN SALES OPERATION**

Sales Manager appointed to oversee sales and product distribution network in Scandinavia

**UK – 2 September, 2008** - AMX has expanded its European sales operation with the addition of a dedicated sales manager in Scandinavia. Based in Gothenburg, Sweden, Fredrik Barnö will oversee sales and the company's product distribution network in Sweden, Denmark, Norway and Finland. Barnö brings to AMX more than twenty years of sales and marketing experience in the audio/video (A/V) and system installation industries and an excellent knowledge of the region.

Prior to joining AMX, Fredrik Barnö worked as Swedish national sales manager for MI7 AB where he marketed high-profile brands, such as Apogee, Steinberg, Audio-Technica, Vicoustic, and SE Electronics, to the Swedish music industry, installation and pro market. He also worked as national sales manager for TC Electronic in Sweden.

“With Fredrik managing our operations in Scandinavia, AMX will be able to provide an even higher level of support to partners, dealers and installers in this region, and gain better insights into the needs of this growing market,” said Timothy Penn, managing director, AMX Europe. “Fredrik has extensive experience in both sales and the A/V industry in Scandinavia which will enable him to very quickly have an impact on our operations in this region.”

## **About AMX**

AMX hardware and software solutions simplify the way people interact with technology. With the increasing number of technologies and operating platforms at work and home, AMX solves the complexity of managing this technology with reliable, consistent and scalable systems. The company's award-winning products span control and automation, switching, distributed audio and video, and technology management. They are implemented worldwide in conference rooms, homes, classrooms, network operation/command centres, hotels, entertainment venues, broadcast facilities, amongst others.

AMX was founded in 1982 and is a member of the Duchossois Group of Companies. For more information, visit [www.amx.com](http://www.amx.com).