

Peerless-AV Acquires Ciil Technologies

Written by Bob Snyder
18. 03. 2013



Peerless-AV acquires **Ciil Technologies**, a manufacturer of environmental/weatherproof outdoor TVs and displays marketed under the UltraView and Xtreme brand names.

Why is a mount company buying an outdoor displays company? Michael Campagna, president of the Peerless Technology Division, says “Our goal is to build a global technology business on a par with our global AV mounting solutions business. Acquiring Ciil is a key building block in that process.”

“The market for outdoor TVs is growing rapidly in commercial settings, where weatherproof displays are replacing expensive enclosures, as well as in residential environments, where the backyard has become the new living room...” he adds.

“At the same time, this is a strategic acquisition that extends the investment in emerging technology that led to last month’s announcement that we have formed a separate technology division...”

At ISE, Peerless-AV Europe’s press conference also highlighted their intention to become a broader supplier of AV solutions.

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Peerless says openly that Ciil's products are the "only outdoor TVs and displays that are completely sealed and utilize no external vents, exhaust fans or filters". The patented design holds the highest protection rating in the industry at IP 68 and NEMA 6, allowing the products to be submerged in water for 30 minutes without failure. Applications range from college stadiums, public transit, marinas, cruise ships, yachts and factory floors to residential backyards and poolside patios. Models from 26" to 55" are available.

Ciil's manufacturing and operations will be relocated to Peerless-AV's HQ and 320,000-square-foot manufacturing facility in a suburb near Chicago where Ciil products will have a dedicated 10,000-square-foot area within the Peerless-AV plant (including a 3000-square-foot clean room for assembly and testing).

All Ciil personnel and management will be retained and Ciil products will continue to be sold under the **Ciil** trademark (pronounced "Seal") and the **UltraView** and **Xtreme** brand names.

Go [Ciil Technologies](#)