

SIM2 Teams Up with Bang & Olufsen

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Berlin hosts more than product launches and demos at IFA 2012-- it also sites the signing of an agreement between Italians and Dutch, specifically SIM2 Multimedia and Bang & Olufsen.



From September 2012 the SIM2 global distribution channel grows by 40% as Bang & Olufsen will start pushing SIM2 projectors as a supplement to B&O products.

Bang & Olufsen is well known for luxury audio and video offerings, while SIM2 makes high-end projectors for home theatre and professional applications.

"SIM2 high-end solutions for projectors are appreciated worldwide, and they are well in line with the positioning and reputation of Bang & Olufsen," SIM2 CEO Maurizio Cini says. "We are confident that our agreement will contribute to launch our business in a high scale."

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