Written by Bob Snyder
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Digital Projection International (DPI) appoints T+W Marketing as the company's exclusive distributor for Home Cinema in Europe. T+W Marketing will cultivate custom home integrators to bring DP displays to the expanding EU home cinema market.

The added-value services T+W offers which complement DP's home cinema channel goals include; ISF training, DP projector training, product demonstration and sales support, installation certification and technical service. T+W's geographic responsibilities for DPI include market development in the United Kingdom, France, Germany, Italy, Belgium, Spain, Netherlands and other key EU nations.

As representatives of DP's 3-chip and single-chip DLP projection systems, along with other premium brand technology manufacturers, T+W Marketing has over 70 years of projector-centric experience. T+W principals Tom Vanthuyne and Wim De Vos have previous experience with products and technologies from top suppliers including Barco, Bang & Olufsen and the Imaging Science Foundation (ISF). Furthermore, Vanthuyne and T+W colleague Bruno Verhenne possess a license to conduct ISF training courses (the only accredited instructors in Europe, says T&W).

George Walter, DP's Home Cinema Market Manager, comments: "The addition of T+W Marketing to DP's European distribution channels will help propel DP's products into the rapidly growing European custom install market. Digital Projection and the team at T+W Marketing share the same perspective on products, pricing and distribution channel strategy, as well as a heavy emphasis on product training, education and support..."

Wim De Vos, T+W Marketing co-founder, adds: "… Customers looking for the ultimate home cinema will be able to get the same experience and picture quality as used at post production studios. T+W Marketing will be supporting each of its dealers through the company's extensive training program and will offer a comprehensive on-site set-up and calibration with each 3-chip DLP® TITAN projector sold."

Go **T+W Marketing**

Go **DPI**