



Press Release

Optoma Announces an Exciting New Partnership with Irish Distributor Square One

London, 7th November 2011 – Optoma, a world leading manufacturer of DLP projectors has today announced an exciting new partnership with Irish distributor Square One Distribution, part of the renowned *Midwich Group*. The agreement involves the distribution of the Optoma education projector range and will strengthen the Optoma channel in Ireland.

Commenting on the agreement, Nick Price, UK and Ireland Territory Manager at Optoma UK said *"We are delighted to be partnering with Square One for the distribution of our latest education projector range. We are set to increase our presence in the Irish education projector market with the new distribution partnership ensuring that we now have a much stronger support network for dealers in Ireland."*

The latest Optoma projector range to be distributed by Square One includes the new range of Pico LED pocket projectors for teaching in small groups, the high-brightness professional projectors for school halls and the new range of ultra short throw projectors which are ideal for classrooms.

Garnett Stewart, Square One's General Manager said *"Optoma is an innovative manufacturer with a huge range of projectors for any school environment so we're pleased to be able to use our proven expertise in the education channel to help bring these qualities into focus."*

For more information on the Optoma projector range and full line of products please visit www.optoma.co.uk

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NOTES TO EDITORS

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For a full specification sheet or further information visit the Optoma website - <http://www.optoma.co.uk/>

ABOUT OPTOMA

Optoma is a world leading designer and manufacturer of award-winning projectors for Business, Education, Professional Audio/Video and Home Entertainment, with comprehensive ranges to exceed the expectations of every user.

Optoma's innovative products are carefully crafted to deliver crystal clear images of unrivalled quality by incorporating the latest DLP® technology from Texas Instruments', together with advanced optical engineering expertise and dedication to superb product quality.

Optoma has a special approach to customer service. Full product and technical support are available through our extensive network of resellers and distributors. Where Optoma is different is that projector users can call us directly to discuss any concerns.

The Optoma Group has continental headquarters in Europe, the USA and Asia; whilst Optoma Europe Ltd, based in London, covers Europe, Middle East and Africa (EMEA), delivering local services from regional offices in Germany, France and Norway.