

## Press Release

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### PureLink and HRT agree Distribution Partnership for D-A-CH

#### **Revolutionary Huddle Room Technology from HRT now available from PureLink**

HRT, Huddle Room Technology, is the provider of a revolutionary, cross-platform, device-to-device Wireless Presentation solution and the disruptive Virtual Multi-cam approach for SW based, client-agnostic, group video-conferencing.

#### **Wireless Collaboration without AV Equipment**

All products included in the Huddle Hub Family are designed to transform any physical space inside the corporate building, including those with no AV equipment installed, into a rich media collaboration space where a small group of coworkers can now share documents and connect with a remote party using any SW client. All HRT products leverage screens and cameras embedded in personal devices, creating an augmented collaboration experience in an elegant and effective way.

“Choosing HRT as a partner was a great fit for us - the Huddle Hubs features compliment our current range incredibly well whilst adding unique features. We love how it utilizes the personal devices, which we all carry, to provide a meeting space without traditional AV equipment. We see Huddle hub as the next must-have BYOD device for companies and it is especially suited to startups where meeting space and AV technology are not readily available. For larger companies, to be able to jointly hold a video conference session or share information at a persons desk are two valuable productivity benefits”, says CEO Christian Ahrens.

Teaming with HRT gives PureLink’s customers access to a groundbreaking solution leveraging emerging trends impacting the AV Industry such as BYOD and Workplace Transformation.

“We are committed to PureLink distinguished Strategy for the development of HRT presence in the DACH market”,s ays Stefano Spattini HRT CEO. “PureLink is in a unique position to attain a smooth and effective coordination of major distribution channels under a savvy, unified governance. PureLink blends the operation and channel management expertise required for a top-notch Master Distributor role with the business proficiency of a successful manufacturer who has earned an outstanding reputation for the quality of their own products and services. We feel we have the best partner in DACH to introduce our Huddle Hub Family to the demanding and knowledgeable community of local integrators.”

#### **About HRT**

The mission of HRT is to deliver technological solutions that create the most comfortable and effective experience for wireless presentation and video communication in huddle rooms. With this goal in mind, HRT conceived Huddle Hub One, the first product designed to

supplement the current AV technologies in order to enhance the user experience. Huddle Hub One brings huddle room collaboration to an unprecedented level of comfort, effectiveness and flexibility.



No AV equipment required, simply collaborate!

PureLink is Distributor for the DACH Region

## Company Information

PureLink GmbH develops, produces and markets products for professional presentation and media technology.

Since 2006 PureLink has been one of the international branch leaders for digital connectivity solutions, e.g. HDMI cables and adapters, wireless HD, or optical glass fiber products.

As manufacturer and distributor, PureLink is partner of wholesalers, mail order companies, industry, electronics stores, and installers. The product portfolio comprises consumer equipment, as well as individual customer solutions. Professional products from leading international manufacturers complete the wide range of own-brand products.

At present, PureLink has 25 employees who take care of customers' demands worldwide. The company's distribution and logistics centre is located at Rheine, Germany.

## Press Contact

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