

Marshall Electronics

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Marshall Electronics Encompasses Production to Post with Broadcast A/V Division

Devan Cress has been appointed Director of Sales of the newly named Broadcast A/V division.

El Segundo, California (January 20, 2014) - Marshall Electronics, leading manufacturer of broadcast audio visual solutions, today announced that its Broadcast Multimedia division will now be known as the Broadcast A/V division. Devan Cress, formerly the Midwest and Northeast Regional Sales Manager, has been appointed Director of Sales of the Broadcast A/V division.

The name change to Broadcast A/V more broadly encompasses the range of video and audio products offered by Marshall Electronics. Many of Marshall's pro audio products have applications in broadcast and video production. The company's goal is to raise awareness of their end-to-end production solutions.

Cress says of the division's rebranding, "Marshall Electronics has long been a leader in the Broadcast market. The recent move into the AV System Integration market represents the unification of the Broadcast, A/V, and IT markets. With the expansion into the world of encoding, miniature cameras, and new value-priced rack mount monitors, it was necessary to re-brand the division in order to better represent our current market. I look forward to leading the new Broadcast A/V division with an expanded product line that fits into a number of vertical markets."

Cress will report to Chairman and CEO Leonard Marshall and will be responsible for driving sales of Marshall's advanced Broadcast A/V products. Cress will focus on relationships with professional partners, key production and post production markets, and will identify new markets for Marshall products in the pro A/V industry.

"Devan has proven himself to be a capable sales manager with a grasp of the trends driving the broadcast industry. Devan brings new ideas and energy to Marshall's Broadcast A/V Division," Marshall said.

The first products to be launched by Marshall Electronics Broadcast A/V Division are a trio of 4K compatible quad viewers, in development for more than a year, the new already popular M-LYNX-702 Dual 7" Rack-mountable Display and whole series of miniature HD cameras and accessories for cost effective 1080 HD video applications.

About Marshall Electronics

Marshall Electronics Inc. is a privately owned American company with four distinct operating units: Professional Audio, Cable/Connector, Optical Systems, and Broadcast/Multimedia Division. Marshall specializes in the development, manufacturing and distribution of high tech electronic products used in a wide range of professional applications. The Broadcast Division of Marshall Electronics supplies high quality LCD monitors, IP security cameras and servers, distribution, and conversion solutions for broadcasters around the world. Visit www.lcdracks.com for Marshall's full line of Broadcast products.

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