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### **Bittree Appoints Moked as Its Israeli Distributor**

Bittree Incorporated, makers of high-performance patching systems for the broadcast and entertainment industries, has appointed Moked Or Video LTD as its distributor for the Israeli market.

“Moked is an established firm with a strong reputation in Israel,” said Michael Buchanan, Sales Manager at Bittree since 1998. “They specialize in broadcast, multimedia and CCTV, which is the foundation of our market. We’re looking forward to a long and successful relationship.”

Moked approached Bittree about a distributor agreement at the recent NAB Show, citing a desire to provide its customers with high-quality, cost-effective patching solutions.

Established in 1978, Moked specializes in designing, engineering and distributing all types of equipment for the Israeli broadcast industry. The company’s offices, lab facility and production studios are located in Bnei-Brak, a Tel-Aviv suburb, and its primary customers are the Israel Broadcast Authority, the Ministry of Defense and the Ministry of Education, numerous universities, cable operators, and various post-production facilities.

Bittree offers a complete line of audio, video, data and integrated patchbays and accessories to its U.S. and international markets. Bittree was established in 1978 with the goal of providing high-quality patching systems to the broadcast and entertainment industries. In the nearly 25 years since then, Bittree has earned an international reputation for innovation, performance and customer satisfaction. To ensure consistency, quality and responsiveness, all Bittree patching products are designed, manufactured and tested in its state-of-the-art Glendale, California plant, located in the heart of the entertainment industry.

Customers in Israel seeking Bittree products should contact Joseph Safran at Moked Or Video LTD, 55 Hayarkon Street, Bnei-Brak, Israel. Telephone: (972) 3-579-9599; Email: joseph@mokedor; Web Site: www.mokedor.com.

All other customers should continue to contact Bittree direct at Bittree, Inc., 600 West Elk Avenue, Glendale, California 91204. Telephone outside the U.S.: (818) 500-8142; Toll-Free within the U.S.: (800) 500-8142; Fax: (818) 500-7062; Email: sales@bittree.com; Web Site: www.bittree.com.