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Bittree Appoints Sion Media as Exclusive South Korean Distributor

Bittree Incorporated, makers of high-performance patching systems for the broadcast and entertainment industries, has appointed Sion Media as its exclusive distributor for the South Korean market.

“We’ve had a long, successful relationship with Sion Media,” said Michael Buchanan, Sales Manager at Bittree since 1998. “Sion has always been reliable, professional, and very knowledgeable about their market. Plus, this will consolidate our customer service operations, making us more efficient and hopefully even easier to work with.”

Founded in 1993, Sion Media specializes in the importing of broadcasting and transmitting equipment, hardware and software; exporting of electronic products and components; Internet security; and international consulting. With this distributor agreement, Bittree becomes Sion Media’s sole provider of high-performance patching systems.

Bittree offers a complete line of audio, video, data and integrated patchbays and accessories, which are all in use and proven throughout South Korea by a variety of government, broadcasting, entertainment and commercial organizations.

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 Korea seeking Bittree products should contact Kwang Hyun Lim at Sion Media, 405 Ace Technotower2, 197 – 7, Guro-dong, Guro-gu, Seoul, Korea. Telephone: 82-2-2109-5840; Fax: 82-2-2109-5848; Email: lim@sionmedia.com; Web Site: www.sionmedia.co.kr.

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.