



Vestel Announces Appointment of Leading Distributor, Westcoast

To support its continued rapid growth and development in the UK, Vestel, the number one global producer of interactive large format flat panel displays, has announced the launch of a new distribution partnership with leading technology distributor, Westcoast. The move comes after a period of intense expansion for Vestel, which has recently emerged as one of the market leaders in digital signage, winning a series of high-profile tenders, including a project to supply the flight displays for the world's largest airport.

Set up to move beyond traditional IT distribution, Westcoast will supply the vast array of 32"-98" Vestel digital signage displays and interactive flat panel screens, offering its ever-growing customer base of IT resellers and retailers the high service levels, expert training and market support for which it has become renowned.

In the Vestel line-up, Westcoast customers will find many market-leading products, including high brightness indoor signage, which can offer brightness levels of up to 2,500 Nits. Also available is a Meeting Collaboration Cloud Solution, which promises enhanced interactivity with its 65" projected capacitive touch screen and, as a vPro display, a wireless connection for fuss-free screen sharing software, Intel Unite.

Of the appointment of Westcoast, UK Head of the Vestel B2B Division, Mark Dew, comments. "This is an important step, addressing our need to ensure a high level of service for a vast customer network. To sustain our growth, we need a distributor that shares our commitment to offering faster response times as well as greater flexibility and competitive edge. Westcoast is the perfect partner, enabling us to extend our reach and bring our product solutions to one of the largest IT distributors."

Richard Carr, Business Manager of Displays at Westcoast, added. "This is an exciting opportunity for Westcoast and our customers. Vestel's range of digital signage and displays will help our customers to gain a competitive advantage."

"We look forward to working closely with Vestel to build their profile even further within the UK market."

-ENDS-



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Vestel B2B

Vestel is the world's number 1 producer of interactive flat panel displays. As one of the top 3 global manufacturers of TVs and displays, we keep up with demand by making 1 screen every 2.5 seconds. We power the potential of more businesses and establishments, leveraging our scale, technological expertise and proximity to Europe to bring you extra competitive edge with the latest high-quality solutions. Well-known in both the global digital signage and hotel TV sectors, we have emerged as a market leader, enabling customers of every size to overcome issues around integration and interoperability as well as the initial cost of ownership. Follow our journey @VestelB2B.

Vestel

One of the top three global TV producers, Vestel has earned its position as a global market leader, consistently building upon its reputation for delivering manufacturing excellence. Highly acclaimed across multiple sectors, the Vestel Group is renowned for its expertise in manufacturing, technology development and marketing as well as in the development and distribution of consumer electronics, professional displays, mobile technologies and household appliances.

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About Westcoast

Westcoast Limited was founded in 1984 and is a leading IT distributor with a product portfolio spanning the whole computing spectrum ranging from desktop PC and notebook products through to software, high end server solutions, network products, printers, peripherals, spare parts and consumables. The group sells to resellers, retailers and dealers in the UK and Ireland providing creative credit, marketing and logistics services to more than 5,000 customers. More information on Westcoast can be found at www.westcoast.co.uk

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