



Press Release

FOR IMMEDIATE RELEASE

aviello by projectiondesign® signs with CSE

Fredrikstad, Norway, 9 July 2009 – The aviello by projectiondesign® brand of luxury home-cinema projectors has a new partner in the UK with the appointment of CSE as distributor. The news was announced at the CEDIA UK trade show taking place end June 2009.

Commenting on the move CSE's Ian Severs said "the addition of aviello allows us to offer the very latest and most powerful projection technology, underpinned by an impeccable reputation for quality and reliability. It strengthens our portfolio of premium home theatre brands and we're truly excited about the prospects."

Iain Ambler, UK Sales Manager for aviello by projectiondesign, adds: "With over twenty years experience in the industry, CSE is a fantastic partner for our aviello line. They are a like-minded, focussed, dedicated and a professional partner who completely resonate with projectiondesign's passion to deliver the ultimate high-end home cinema experience. The company also holds an outstanding reputation in the UK market for customer support – a highly attractive attribute for projectiondesign to work with."



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About CSE

CSE is a distribution company that believes in the virtues of service, quality and high performance. Over two decades our vastly experienced and dedicated team of professionals has built a product portfolio rich in diversity and capability, embracing some of the most powerful brands in the industry and addressing every level of performance and budget. +44 (0)1423 359054; csecustom.com; info@csecustom.com



About projectiondesign

projectiondesign is a Norwegian company that designs, manufactures and markets a range of high performance projectors for professional, business and consumer applications. Amongst its core markets are high resolution scientific visualization and simulation, medical imaging, e-cinema and public displays. Numerous industry milestones including the introduction of the world's first single-chip SXGA DLP projector in 2002, the first commercially available 1080p DLP projector in 2006 and the first WUXGA DLP projector and the first portable and high-resolution active 3D stereoscopic projector in 2008. In 2009, projectiondesign made its first foray into LED illumination to distinguish its award-winning, innovative technology. The entire professional product range is warranted for 24/7 usage. projectiondesign is based in Fredrikstad (Norway), and has representation in Gothenburg, Singapore, Milan, Stuttgart, Bilbao, Bombay, Cape Town, London and New York.
www.projectiondesign.com

About aviello

The aviello series of high performance projectors are designed and hand-built in Fredrikstad, Norway by projectiondesign. Aimed at the high-end custom installation market for use in luxury lifestyle applications, aviello projectors feature the most advanced imaging technology that is consistently being utilised in the making of block-buster movies. The series incorporates a wide range of models, from entry level to the ultimate high end in video display. projectiondesign also markets projectors aimed at high profile professional applications, and has offices in Fredrikstad (Norway), Gothenburg, Singapore, Milano, Stuttgart, Bilbao, Bombay, Cape Town, London and New York.

For further information about this and other leading products please visit www.aviello.com or contact:

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