

PRESS RELEASE

Contact: Sherri Powers
spowers@leightronix.com
(800) 243-5589
www.leightronix.com

LEIGHTRONIX, INC to be Represented by The Bates Group, LLC

Gordon Bates and associates to serve as company ambassadors in the New England states

Mason, MI — August 20, 2015 — A pioneer in video automation control and digital media communications technology, LEIGHTRONIX, INC. is proud to announce an alliance with The Bates Group. The group will be providing LEIGHTRONIX training and support for audiovisual dealers and other industry professionals in the Northeast as well as representing LEIGHTRONIX at local tradeshow.

At the forefront of this arrangement is Gordon Bates, co-founder of The Bates Group. Bates has had a connection with LEIGHTRONIX for many years, having represented the company in the past. Bates has over 25 years of experience in the professional video market and an impeccable reputation in the Northeast.

“LEIGHTRONIX is the industry gold standard in the communications technology field and has been for 35 years. They lead the way in providing total digital video solutions from innovation to execution,” The Bates Group Co-Founder, Gordon Bates said. “We at The Bates Group could not be more excited about being part of the LEIGHTRONIX team.”

Though The Bates Group has only been in operation since 2014, Bates and founding partner Kelly Riley have more than 50 combined years of experience in the broadcast and audiovisual industry. The Bates Group representatives are certified technology specialists and highly knowledgeable about the products and services they represent. The group currently represents an elite and exclusive group of manufacturers in the audiovisual industry and LEIGHTRONIX is honored to be among them.

“We’re very pleased that Gordon and The Bates Group have agreed to represent LEIGHTRONIX,” Vice President of Sales, Scott Morrison said. “Gordon’s experience and professionalism are only exceeded by his outstanding reputation in the New England states. Adding The Bates Group as our representatives in the Northeast is just another example of LEIGHTRONIX’s continued commitment to unsurpassed support for our dealers and customers.”

About LEIGHTRONIX, INC.

LEIGHTRONIX is recognized as an industry leader in specialty video equipment design and manufacturing, including digital video solutions, television automation, video servers, live and video-on-demand streaming media, and IPTV. A model of stability and longevity in the quickly evolving professional video market, LEIGHTRONIX continues to set standards in product value and versatility that exceed customer expectations in both product performance and support. The company’s cutting-edge, quality equipment at affordable prices have made LEIGHTRONIX one of the most trusted names in the video communications industry for almost 35 years. For more information, visit www.leightronix.com.

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