

# PRESS RELEASE

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## **Scott Morrison Promoted to Vice President of Sales for LEIGHTRONIX, INC**

*Industry veteran brings over 28 years of experience to help achieve company's global business objectives*

Holt, MI — February 27, 2014 — LEIGHTRONIX, an industry leader in specialty video equipment design and manufacturing, recently announced the promotion of Scott Morrison to the position of vice president of sales. Morrison will manage LEIGHTRONIX's inside and outside sales teams and will be responsible for creating and implementing overall sales operations strategies designed to help achieve the company's global business objectives.

In his new position, Morrison's primary initiatives will be to further develop tools and systems to increase efficiency and enable LEIGHTRONIX to exceed its short and long-term sales objectives while also optimizing the company's national and international dealer network.

"I am proud to be part of a company that has long established itself in the industry as a trusted leader in digital video innovation," Morrison said. "I'm looking forward to supporting our dynamic sales team and programs that are currently in place while building new programs, processes, and tools to continue and enhance LEIGHTRONIX's upward sales momentum."

Morrison has a background in electronics engineering and over 28 years of experience in the audio/video industry that expands to equipment, systems, and networking within a variety of digital video applications. Morrison first joined LEIGHTRONIX in 2008 as the national accounts manager and has since become a leader in sales and systems engineering for the company. Prior to joining LEIGHTRONIX in 2008, Morrison was a co-owner of Heartland Media Group (HMG), an independent manufacturer representative firm catering to the broadcast and professional video market within the Midwestern region. At HMG, Morrison gained knowledge and technical expertise in audio visual products while representing leading manufacturers of television technologies.

"Scott consistently demonstrates a clear understanding of how to best serve the needs of our customers and dealers" said David Leighton, president and CEO at LEIGHTRONIX. "Scott is a trusted and respected individual throughout our industry. I count it an honor to have Scott on the LEIGHTRONIX team."

### ***About LEIGHTRONIX, INC.***

LEIGHTRONIX is recognized as an industry leader in specialty video equipment design and manufacturing, including digital video solutions, television automation, live and video-on-demand streaming media, IPTV, and remote equipment control. 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 over 30 years. For more information, visit [www.leightronix.com](http://www.leightronix.com).

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