

# InfoComm, avipool, Launch AV-iQ EMEA

*By InfoComm International, January 31, 2012*

**AMSTERDAM** – January 31, 2012 – InfoComm International, the leading non-profit trade association dedicated to serving the professional audiovisual communications industry worldwide, is pleased to announce that it has entered into an exclusive partnership with avipool as a part of its iQ Catalogs program, the largest, most complete and current AV industry resource.

The new catalog, AV-iQ EMEA and Russia, offers an online product and service directory, found at [www.AV-iQ.eu](http://www.AV-iQ.eu), exclusively for the Europe, Middle East, Africa (EMEA) and Russia professional audiovisual (AV) markets. The service provides manufacturers an online resource to showcase their products and offers customized catalogs for use by participating resellers, distributors, integrators and installers.

The web-based AV research and marketing service boasts the same straight forward, user-friendly interface as all InfoComm iQ catalogs, as well as its most popular features, including new product listings, the direct AV Equipment Provider locator, an AV case studies database, BIM data, and news.

“InfoComm’s goal is to make finding audiovisual products and services as easy as possible on a local basis,” said John Fuchs, Senior Vice President, InfoComm iQ. “By working with an organization like avipool, InfoComm can better serve the local needs of the EMEA and Russian markets, while also providing the global reach of the full iQ Catalogs program.”

For more information, visit [www.AV-iQ.eu](http://www.AV-iQ.eu).

## **About InfoComm International**

InfoComm International® is the international trade association representing the professional audiovisual and information communications industries. Established in 1939, InfoComm has more than 5,000 members, including manufacturers, systems integrators, dealers and distributors, independent consultants, programmers, rental and staging companies, end-users and multimedia professionals from more than 80 countries. InfoComm International is the leading resource for AV standards, market research and news. Its training, certification and education programs set a standard of excellence for AV professionals. InfoComm International is the founder of InfoComm, the largest annual conference and exhibition for AV buyers and sellers worldwide. InfoComm also produces trade shows in Europe, Latin America, the Middle East and China. Additional information is available at [www.infocomm.org](http://www.infocomm.org).

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