



Exertis buys Medium Ltd., a specialist audio-visual distributor of projectors, flat panel displays, interactive systems and digital signage from brands such as CTOUCH, Casio, Hitachi, LG, NEC, Panasonic, Samsung and Peerless.

Medium employs 40 staff with a turnover of £32 million. With more than 800 AV resellers in the UK, this year Medium celebrated its 25th year in the industry.

Ian Sempers, managing director of Medium Ltd., says, "We are delighted to be joining forces with Exertis. The continued convergence of the IT and AV market means we will be in a great position to service a sector that extends beyond traditional AV solutions. Our expertise and technical knowledge in this market combined with Exertis' wider product portfolio will provide a compelling proposition for resellers and vendors."

The acquisition of Medium, follows the recent announcement of Exertis' intention to acquire UK server and storage specialist **Hammer**, as well as its previous acquisitions--wireless distributor **Siracom** in April and Apple specialist **Computers Unlimited** last year.

Exertis explains this is "further evidence of the company's strategy to provide a complete range of technology solutions from home to IT, mobile and enterprise whilst maintaining specialist expertise in key market segments." Its AV division was recently highly commended in the *AV Awards 2016*

Written by Bob Snyder
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