

Steljes Launches Mobile Initiative, Announces Euro HQ

Written by Marco Attard
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Steljes opens a **new European HQ in Cologne** to support existing customers and the growth of the company's European business.

Steljes also launched its **European mobile broadband solutions**, bundling assets with mobile broadband connectivity and charged to the end user on an airtime contract.

The first mobile broadband solution is a bundle of MediaTile's wireless digital signage, Steljes SMP2 media player and mobile broadband airtime from Vodafone.

"As well as the obvious affordability benefits..." says Martin Large, CEO of Steljes, "...the beauty of the Steljes model is that, by utilising mobile broadband connectivity, the technology can sit where you want it, not where the network connection dictates."

After launching into Europe with last year's ISE, Steljes' Large comments "It has been a great

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first year for Steljes in Europe and we have made strong progress in several markets with our Mainline Power product portfolio. We have proved the demand for our solution portfolio and that our unique value-added business model translates well to other markets."

Steljes operates a value-added model very differently to most distributors, as the business development team works much more closely with the channel and the end user in each market to understand the market needs.

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