

## **BIG APPLE COMPANY RISES UP FOR RE-LAUNCH**

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### **FOR IMMEDIATE RELEASE**

(New York, New York) A stronger imprint on the broadcast and media industries!

CER-TEC Incorporated, a broadcast and media manufacturer's representative firm based in New York, has re-launched the company in an effort to better represent its long list of clients.

CEO John Cerquone and President Leigh Herman are leading the charge. "Two industry veterans have teamed up for this re-launch," says Cerquone. "Our manufacturer's representative firm provides leading solutions for use in the broadcast, production, and post production marketplace," he says.

The business specializes in direct sales of a wide range of products -- including broadcast audio, video, transport solutions, transcoding and servers, media monitoring, OTT & TV Everywhere solutions, workflow solutions, cloud products & services, web-based digital asset management systems, 4K projectors, IP Solutions, UHD LED displays, data communication products and up/down converters. "Audio embedders, video converters, protection switches, large format projection displays, video walls, digital signage, pre-production visualization storyboarding software and HD teleconferencing over the internet, test & measurement equipment and newscast automation systems are other types of products offered by our clients to consumers," says Cerquone.

CER-TEC Incorporated represents manufacturers (principals) to customers in order to help them effectively manage costs and maximize sales when it is not feasible to have a direct sales person in a specific area. "This unique business model allows us to firmly represent our clients in order to grow market share," says Herman.

One reason the company continues to help make clients profitable is through its core values. CER-TEC stresses that strong and stable relationships with quality-oriented manufacturers are pivotal to everyone's success. "Most customers use products from more than one of the manufacturers we represent," says Herman. "Representing complementary manufacturers promote all principals," he says.

CER-TEC brings additional value to its clients by indentifying, selecting, and penetrating market segments for continuous company and product promotion. "We place great emphasis on understanding and conveying technological aspects of the products and services in order to fulfill consumer demands," says Cerquone.

"We ensure that each deal gets done right by being involved from start to finish," he says. "This means serving consumers and manufacturers before, during, and after the sale."

CER-TEC recognizes an expanding marketplace requires current and accurate customer information and access. "This is pivotal to making top-flight sales teams successful for management, especially when it involves market development and introducing our clients to key buyers," says Herman.

**Barnfind Technologies** Transport Solutions, **DaletAmberFin** Transcoding Platform, **Digital Nirvana** Media Monitoring, **eMAM** Media Asset Management, **Ensemble Designs** Video Gear, **Eyevis** Visual Solutions, **FrameForge 3D** Storyboard Software, **Imagine Communications** Workflow Solutions, **Perinata Broadcast** HD Teleconferencing, **Sony SXR** 4K Projectors, **Stino** Digital Signage, **Teracue** IP Solutions, **Test Equipment Depot** Test and Measurement Equipment, **Unilumin** UHD LED Displays, **VidOvation** Data Communication Products and **Vizrt** Newscast Automation Systems are all high-profile companies now represented by CER-TEC.

For more information about CER-TEC Incorporated or becoming a client, log onto: [www.cer-tec.com](http://www.cer-tec.com)

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