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Global Caché Signs Master Distributor COMM-TEC GmbH

COMM-TEC Becomes Exclusive Distribution Channel for Global Caché Products in Germany, Austria and Eastern Europe

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Global Caché, a leading provider of network connectivity products, and COMM-TEC, the leading pro A/V distribution company in Europe, announced today that COMM-TEC has been appointed exclusive Master Distributor for Global Caché products throughout Germany, Austria, Albania, Belarus, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Moldova, Montenegro, Poland, Romania, Slovakia, Slovenia, and Ukraine.

The Global Caché solutions are part of COMM-TEC's AVIT strategy. AVIT stands for the convergence of Audio Video Technology (AV) and Information Technology (IT). AVIT offers control solutions for commercial and residential uses. The idea behind AVIT is the use of products based on open IT standards to achieve more flexibility. AVIT is the umbrella brand for solutions and technologies of COMM-TEC, Global Caché, and Stardraw.

Global Caché's GC-100 Network Adapter connects diverse devices throughout a home and business location to a TCP/IP network where they can be controlled, automated, and maintained by network-based software. Global Caché offers other connectivity products, including an IR Learner, IR receiver and sensors that can be connected to a network. Global Caché products are based on open systems designed to work with other standards based products.

COMM-TEC is the leading distributor and manufacturer of presentation and control products in Europe, selling solutions to professional installers, integrators, consultants, and architects. The company represents best of breed brands, including Avocent, Analog Way, Da-Lite, dnp Denmark, Lutron, Kodak, Samsung Techwin, Stardraw, and Middle Atlantic Products. COMM-TEC specializes in providing solutions, and offers comprehensive design services, technical support, and product training.

Robin Ford, Global Caché Vice President of Business Development, said, “We’re very pleased that after careful consideration, COMM-TEC has chosen to represent our products in Europe. Right now, we’re seeing the convergence of IT and AV technologies, which is causing a market shift from expensive proprietary systems to open systems, much like corporate computing did in the 1980s. COMM-TEC’s successful 15 year history selling AMX equipment, and the fact that they’ve recently signed to distribute Stardraw Control, which runs on open systems, combined with the current shift in the market from proprietary to open, all makes for an extremely successful partnership moving forward.”

Carsten Steinecker, Director of Business Development for COMM-TEC, concurred, “The addition of Global Caché products rounds out our IP-enabling strategy and puts us at the forefront of the move to open, more affordable systems. This is an important direction for us and our dealer/installer customer base, as it opens up an important new market opportunity and helps our customers remain highly competitive. All this, while maintaining the high standard of excellence we’ve always delivered.”

About Global Caché, Inc.

Global Caché is dedicated to producing state-of-the-art products that enable technology in homes and businesses. Our award-winning GC-100 Network Adapter provides the means for network-based automation and management software to access, control, and deliver services in a networked environment to diverse and previously unconnected devices and appliances. In addition, Global Caché provides an IR learner, winner of the prestigious CEPro Product of the Year award for IP-enabling, sensors, receivers, and conversion cabling to connect previously unconnected systems to a network. Global Caché sells through distributors, VARs, and OEMs. For more information on Global Caché and our products and services or to place an order, visit online at www.globalcache.com or call us at 541.899.4800.

About COMM-TEC GmbH

COMM-TEC is the leading pan-European distribution partner and manufacturer of leading-edge communication technologies. Headquartered in Uhingen Germany (just east of Stuttgart), the company supports dealers and system integrators, consultants and architects, . We assist our partners in consultation, planning and realization of their projects requirements. We are focused on interactive media control systems for networked media technology and facility management, digital video solutions (from encoding to playback), system solutions for show and event technology, and presentation technology. For more information please visit online at www.comm-tec-de or call us at 49(0)7161-30000.