

Feintuch Communications Named as North America Public Relations Agency of Record for HDMI Licensing

Projects to include support for Premium HDMI Cable Certification Program

NEW YORK, July 26, 2016 /PRNewswire/ -- HDMI® Licensing, LLC, the agent that licenses the HDMI specification, has named Feintuch Communications (www.feintuchcommunications.com) as its public relations agency of record in North America.

Feintuch Communications will implement a range of projects and ongoing media relations support for HDMI Licensing including the promotion of the Premium HDMI Cable Certification Program in trade and consumer markets.

HDMI is the world's most widely used digital audio-video connection technology, with an installed base of billions of devices including flat panel TVs, PC monitors, video projectors, game and entertainment systems, computers, tablets, AV receivers, cables and other products employing HDMI technology. In addition to administration and promotion, HDMI Licensing, based in San Jose, Calif., provides extensive educational resources to manufacturers, AV integrators and consumers.

"Use of Premium HDMI Cables assures users get the highest performance from their new HDMI-enabled ultra-high definition 4K displays and source devices, and are assured of ultra-compatibility for the advanced features enabled by the latest HDMI specification," said Brad Bramey, director of marketing for HDMI Licensing. "We are turning up the volume on our efforts to promote the cables' use across all segments of the market. The Feintuch team has great depth of experience in AV marketing and technology, and we look forward to working with them to support our Premium HDMI Cable campaign and other projects."

"We all use HDMI and can recognize its remarkable performance and convenience benefits," said Henry Feintuch, founder and president, Feintuch Communications. "The marketplace needs to be kept informed and educated to get the most satisfaction from the latest generation of audio-video products. We are pleased to be working with HDMI Licensing across all of their initiatives."

The agency team consists of Feintuch; Doug Wright, account director; and Richard Roher, managing partner.

About Feintuch Communications

Feintuch Communications (www.feintuchcommunications.com), based in New York City, is an award-winning strategic relations firm offering clients an integrated blend of public relations, advertising/marketing, investor relations and other services to meet their business objectives. A founding partner of PR World Alliance (www.PRWorldAlliance.com), the firm specializes in B-to-B and B-to-C programs with a focus in technology, financial services, advertising and media and energy/clean tech. Feintuch Communications prides itself on its strong service ethic, senior counsel and hands-on support.

The terms HDMI, HDMI High-Definition Multimedia Interface, Premium HDMI Cable Certification Program, Premium High Speed HDMI Cable, Premium High Speed HDMI Cable with Ethernet, the Premium HDMI Cable label, Premium HDMI Cable Logo, and the HDMI Logo are trademarks or registered trademarks of HDMI Licensing, LLC in the United States and other countries.

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