

# ZeeVee's European Expansion Sets the Stage for Continued Success in the Region in 2023 and Beyond

**Investments in New Regional Warehouse, Operations Management and Sales and Tech Staffing Underscore Commitment to European Customers**



In March 2022, the company announced the opening of ZeeVee Europe in Augsburg, Germany headed up by Managing Director Jan-Arne Rosenstein. This was followed by the hiring of pro AV and technology industry veteran Rocco Pucci, as ZeeVee Europe sales director, and Felix Stetter, as technology manager, both for the DACH region; as well as Furkan Dere as operations manager. In Q2 2022, the first centralized ZeeVee regional warehouse officially opened in Germany to speed delivery of orders to most locations on the continent within days as well as to stage products for improved long-term inventory and planning purposes.

The results of these developments have far exceeded company expectations with the addition of more than 100 integration partners and a significant uptick in sales.

"The opportunities for ZeeVee in Europe have been growing exponentially, and establishing these facilities and bringing in local sales, engineering and tech support were critical necessities in order for ZeeVee to grow further," said Rosenstein. "We've been able to greatly expand our customer base and ship a great number of products far more rapidly than our competitors to meet tight delivery schedules. There is no substitute for having feet on the ground to best serve customers at every point of the purchasing cycle."

ZeeVee has been serving European partners and customers since 2015.

## **ISE 2023: Enhanced Show Presence**

The ZeeVee European team, as well as CEO Bob Michaels and VP EMEA Sales Rob Muddiman, will be on hand at ISE 2023 (booth #5D250). It will be the company's largest presence at the major European event. Show attendees can schedule appointments and arrange for demonstrations of ZeeVee's latest AVoIP and other AV signal distribution solutions via this [link](#).

## **About ZeeVee**

ZeeVee ([www.zeevee.com](http://www.zeevee.com)) is a leading provider of AV distribution technology. The company has transformed the digital video industry with its award-winning encoders, decoders and software solutions for the pro AV and IT marketplace. Integrators and consultants rely on its innovative, cost-effective and easy to install AVoIP and RF distribution platforms for their corporate, higher education, government, healthcare, casino, museum, hospitality and retail clients. A founding member of the SDVoE Alliance, ZeeVee is the most experienced, deployed and advanced manufacturer of SDVoE products. The company holds a GSA schedule and its products are TAA-compliant. ZeeVee is headquartered near Boston with European HQ in Augsburg, Germany and SE Asian offices in Singapore.

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