

# Midwich confirms distribution partnership with ZeeVee in the UK and Ireland



**DISS, United Kingdom and LITTLETON, Mass., October 27, 2020** –Midwich, a specialist audio visual (AV) distributor to the trade market, is pleased to announce a UK and Ireland distribution agreement with [ZeeVee, Inc.](#), a world-leading manufacturer of AV distribution products.

ZeeVee develops digital technology and products for distributing Audio Video over Internet Protocol (AVoIP) content from one or multiple sources to any number of displays. Its products are deployed worldwide within the education, government, corporate, healthcare, broadcasting, hospitality, retail and housing sectors, among others. ZeeVee uses only open-standard digital technologies for AV distribution to offer the best advantages to both integrators and end-users in terms of cost, quality, longevity, reliability, scalability and upgradability.

The full range of ZeeVee products is currently available in the UK (through [Midwich](#)) and Ireland (through [Square One](#)).

## **Ross Floyd, Divisional Director, Midwich, comments:**

“This exciting partnership with ZeeVee is a timely agreement, as the need to distribute high-quality audio-video content has become vitally important and is now essential to many businesses. Partnering with ZeeVee offers our customers a broad choice of products to best suit their needs as they have an AV product to fit all video distribution requirements and its range of cost-effective AVoIP distribution platforms are quick and easy to install.

“Ultimately, the new agreement will enable our technical experts to work with the ZeeVee team and our customers to re-envision how to employ video to improve, enhance and deliver new AV services for the user.”

## **Rob Muddiman, Director of EMEA Sales, ZeeVee, comments:**

“Midwich is the preeminent full-line AV product distributor in the UK and Ireland, and together we seek to further the adoption of AVoIP technology as the standard solution for the reliable and cost-effective distribution of high quality video with near zero latency. The future of this emerging technology is bright, and we look forward to working with the Midwich team every step of the way.”

ZeeVee is a founding member of the [SDVoE Alliance](#) along with NETGEAR, Sony and others. The SDVoE Alliance is a non-profit consortium of technology providers collaborating to standardise the adoption of Ethernet to transport AV signals in professional AV environments, and to create an ecosystem around SDVoE technology allowing software to define AV applications.

## **Enquiries may be directed to –**

- UK & Ireland ([Midwich](#)) – Mike Day
- Ireland ([Square One](#))

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## **About Midwich Group**

Midwich Group is a specialist AV distributor to the trade market, with operations in the UK and Ireland, Continental Europe, Asia Pacific and North America. The Group's long-standing relationships with more than 500 vendors, including blue-chip organisations, support a comprehensive product portfolio across major audio visual categories such as large format displays, projectors, digital signage, unified communications and professional audio. The Group operates as the sole or largest in-country distributor for a number of its vendors in their respective product sets.

The Directors attribute this position to the Group's technical expertise, extensive product knowledge and strong customer service offering built up over a number of years. The Group has a large and diverse base of more than 20,000 customers, most of which are professional AV integrators and IT resellers serving sectors such as corporate, education, retail, residential and hospitality. Although the Group does not sell directly to end-users, it believes that the majority of its products are used by commercial and educational establishments rather than consumers.

Initially a UK only distributor, the Group now has 1,000 employees across the UK and Ireland, Continental Europe, North America and Asia-Pacific. A core component of the Group's growth strategy is further expansion of its international operations and footprint into strategically targeted jurisdictions.

Visit the [Midwich Group Website](#)

## About ZeeVee

ZeeVee ([www.zeevee.com](http://www.zeevee.com)) is a global pioneer and leader in the development and deployment of AV distribution systems for industrial, commercial and residential applications. As the only manufacturer that can deliver multimedia content over fiber, CATx and coax, ZeeVee has transformed the digital video industry with its award-winning HD to Ultra-HD/4K solutions for the pro AV and IT marketplace. The company offers a variety of innovative, cost-effective and easy to install AVoIP and RF distribution platforms. ZeeVee's technologies and products are installed in thousands of facilities worldwide where there is a need to transport HD/UHD content from multiple sources to multiple displays over long distances. ZeeVee is a founding member of the SDVoE Alliance and a Global Presence Alliance Technology Partner.

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