

# AptoVision, Leading Innovator of Digital AV Technology, Names Feintuch Communications for PR

NEW YORK and MONTREAL, Jan. 6, 2016 /PRNewswire/ -- AptoVision™ ([www.aptovision.com](http://www.aptovision.com)), a pioneer of game-changing AV chipset technology, has selected Feintuch Communications ([www.feintuchcommunications.com](http://www.feintuchcommunications.com)) as its public relations agency of record, the first external agency for the Montreal-based company.

Founded in 2011, AptoVision is recognized in the AV industry as a leading developer of chip-based technology for digital AV processing and signal extension. Its BlueRiver™ chipset, which enables zero-latency distribution of uncompressed 4K/60/4:4:4 AV signals across Internet protocol (IP) networks, has won multiple awards in North America and Europe.

"BlueRiver is a disruptive technology that's changing the cost/performance paradigm for AV distribution in wide-ranging applications in business, education, government and other areas," said Kamran Ahmed, CEO and co-founder. "As we gain momentum in the market, we know there's a huge education job to do among manufacturers and end-users. Feintuch Communications has the technical knowledge and marketing experience we need to tell our story convincingly in the markets we need to reach."

Feintuch Communications will implement an integrated PR campaign in North America as well as coordinate PR in global markets.

"AptoVision is leading the charge on digital AV convergence and is the only company now offering chips which enable distribution of uncompressed, true 4K video over IP-based switches and networks," said Richard Roher, managing partner, Feintuch Communications and president of the firm's Roher PR Group. "The implications of its technology are staggering for manufacturers, system integrators and end-users, and we're thrilled to have to have been selected by AptoVision to help build awareness and demand for its products."

## About AptoVision

A Montreal-based company, AptoVision provides advanced chipsets for AV/KVM signal extension, matrix switching, IP-based switching, video-wall and multi-view applications. Enabling end-to-end systems, these chipsets also integrate advanced inline signal processing capabilities such as light compression, broadcast quality scaling and audio down-mixing. In 2014, AptoVision introduced its award-winning BlueRiver NT technology which forever changes the face of AV signal distribution by allowing installers and OEMs to replace traditional AV matrix switches with IP switches while delivering noticeably higher price/performance, flexibility and scalability. [www.aptovision.com](http://www.aptovision.com).

## About Feintuch Communications

Feintuch Communications ([www.feintuchcommunications.com](http://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](http://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.

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