Press Releases

ZeeVee Taps Itochu Cable Systems as its Exclusive Distributor in Japan

Company's Commitment to Asian Market Increases

ZeeVee exhibits with Itochu Cable Systems at Medix 2019 Show

LITTLETON, Mass. and TOKYO, January 6, 2020 – ZeeVee, Inc. has selected Itochu Cable Systems Corp., the leading Japanese broadcast and video technology integrator, as its exclusive distributor in this crucial AV market.

Itochu Cable Systems, founded in 1986, is a subsidiary of Itochu Corporation, one of Japan's largest international trading companies. The one-stop solution provider is the distributor and systems integrator in Japan that specializes in the broadcasting, audio and telecommunications markets, as well as over-the-top (OTT), IP video and enterprise video platforms. The company is headquartered in Tokyo, with branch offices in Osaka, Nagoya, Fukuoka and Sendai.

"What attracted us to ZeeVee were its solutions for distributing uncompressed 4K with near zero latency," said Hidetaka Osuga, general manager, Cross-Media Solution Division, Itochu Cable Systems. "This intrigued us as we knew these products would help us to quickly expand our business into the pro AV market and support our ambition to become the leading system integrator specializing in video, communication and sound in all industries."

Osuga believes that while it is not yet the standard in Japan, Ultra HD video distribution will soon be sought after given that the upcoming Tokyo-hosted 2020 Olympics will be broadcast in 8K. Furthermore, he expects medical imaging applications to expand in Japan as the population ages and seeks higher levels of care.

"The timing couldn't be better for ZeeVee and Itochu Cable Systems to partner and raise the awareness and availability of our ZyPer4K products in Japan," said Bob Michaels, CEO, ZeeVee Inc. "Itochu has built a strong and trusted organization over the years and we are confident that together we will meet the demand of the many markets that are now calling for uncompressed 4K video solutions—including medical, higher education, enterprise and retail."

ZeeVee's commitment and expansion in the broader Asian market includes its 2018 appointment of Gigantika Pratama Prima (GPP) as its distributor in Indonesia; the company's opening of its first office in Southeast Asia in Singapore headed up by industry veteran Ricky Tan, regional sales manager, Southeast Asia; and its recent exhibition in InfoComm India.

About ZeeVee

ZeeVee (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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