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“Trilogy appoints the Ideal distributor for India”

Trilogy Communications Ltd, the leading supplier of audio communications and infrastructure equipment to the broadcast industry, has underlined its commitment to India by appointing Ideal Broadcasting Pvt. Ltd. based in New Delhi and Mumbai as their approved and exclusive distributor for all broadcast products in India.

Since opening for business in 1989 Ideal has built up an enviable reputation for fulfilling the needs of the broadcast market across the Asia Pacific region through their network of five regional companies operating in China, Taiwan, Thailand, India and Hong Kong.

Following recent successful system integration's with high profile customers including UTV, INX, Network 18 Group and Century Communications, Ideal are making a positive impact on overall sales of Trilogy equipment into this fast moving and ever growing market. These most recent systems are an example of the true flexibility and 'solutions' emphasis of the Trilogy product range. UTV has a Commander digital matrix intercom in their Mumbai office, a smaller Orator digital matrix intercom in their Delhi office and linking these two remote systems together is a Mercury IP system which seamlessly bridges the gap.

Mala Mathur, Director of Ideal Broadcasting, said of the deal: "We are always delighted to be involved with Trilogy whose presence in India can only be of benefit to our broadcast clients."

Ideal will be responsible for the promotion and sales of Trilogy's entire product range within the broadcast sector, this includes; Commander & Orator digital matrix intercoms, Mercury IP intercom systems, Mentor XL master sync/test signal generators and Sentinel video/audio signal monitoring.

For more information please contact:-

Indian sales enquiries contact:

Ideal Broadcasting India Pvt. Ltd.
Gripwel House, 5 Commercial Complex, C-6&7 Vasant Kunj
New Delhi, 110070, India
Tel: +91 11 2613 4221/4222
Fax: +91 11 2613 4223
Email: Sales_India@idealsys.com
www.idealsys.com

All other sales enquiries:

Trilogy Communications Ltd
26 Focus Way, Andover, Hampshire
SP10 5NY, United Kingdom
Tel: +44 (0) 1264 384000
Fax: +44 (0) 1264 334806
Email: sales@trilogycomms.com

Note to editors:

Photo attached – orator_blue.jpg



Photo caption - An Orator digital matrix intercom, just one of the products Ideal will be selling into the Indian market.