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**Broadata Communications Announces Exclusive Canadian Distribution
Partnership with AVL Media Group**

Torrance, CA, USA and Quebec, Canada– September 16th, 2019

Broadata Communications, a market leader in the manufacturing of commercial Audio/Video solutions has announced an exciting new partnership with AVL Media Group to serve as the sole distributor of IP, HDBaseT and Fiber based AV Solutions into the Canadian market. With operations across the entire Canadian region, AVL will be strengthening their ability to service the market with best-in-class sales, service and technical support. The partnership will stabilize and strengthen Broadata's presence in the Canadian market with a dedicated team supporting the product portfolio.

"Broadata is pleased to be working with AVL Media Group as their exclusive distributor serving the Canadian A/V market," said Jim Banda, Broadata Vice President of Sales. "We are set to increase our presence in the Canadian Commercial AV market with innovative solutions that make it easier than ever to deploy, manage, transport and distribute AV signals in this growing market segment. We have revolutionized IP based system integrations with the Broadata 5-Minute Setup that requires no IP knowledge to get you up and running."

Andrew Hope, Managing Director at AVL Media Group adds, "It is rare that we identify a product line that is "best in class" in terms of user experience, performance, and value. Broadata's highly versatile products, leading edge technology, and proven expertise will allow us to help our customers deliver a superior end user experience whilst at the same time greatly simplifying deployment."

About AVL Media Group

AVL Media Group is committed to developing long term mutually beneficial business relationships with it's dealers. Offering market leading professional products at competitive prices, backed by excellent sales, service and technical support, AVL Media Group concentrates on project based installations servicing the Design and Integration markets. With our unique approach and innovative products, AVL Media Group is your premier Canadian distribution partner for Audio, Video & Lighting.

About Broadata Communications

Broadata Communications, Inc. is an established high-technology company designing, manufacturing and marketing digital optical, HDBaseT, and matrix switchers for video, audio, and data multimedia communication applications. BCI is a privately held, California-based corporation, in Torrance, California. BCI was spun-off in September 1999 as an independent California Corporation from Physical Optics Corporation (POC), a leader in cutting edge optical communications and optoelectronic technologies since 1985. Under BCI's former identity, POC's Applied Technology Division, the company has a growing and successful track record producing commercial products for the transmission of high speed digital multimedia (video, audio, and data) over fiber. For more information about Broadata Communications, please visit www.broadatacom.com