

SONY SA JOINS FORCES WITH QUESTEK FOR 2010 STADIUMS DISPLAY SOLUTIONS

2010 FIFA World Cup partner Sony has signed an agreement with Questek Advanced Technologies.

This agreement is for both companies to participate jointly in the tender process for the supply of networked electronic solutions to the venues that will be hosting the 2010 World Cup.

The relationship follows the Sony / Barco International agreement to further enhance their product portfolio with the addition of Barco large screen and perimeter LED products, which are used in sports stadiums. Questek are the authorised local distributors of Barco products in South Africa,

The agreement also allows for the inclusion of other networked electronic solutions such as IP monitoring, digital signage, high definition (HD) audio visual solutions and score boards for the various stadiums associated with the 2010 World Cup

According to Jess Goedhals, General Manager, Sony Broadcast and Professional, "Questek are specialists in the integration, design and installation of state-of-the-art audio visual solutions and have a proven track record in the South African market. Coupled with their project management experience and expertise in integration and installing Barco and Sony products, they are the ideal company for this undertaking. Additionally, Barco have recently equipped Wembley Stadium highlighting the quality of the Barco product for world class sports installations

"Sony's international brand value and extensive range of products and their position as a FIFA sponsor, as well as their experience in equipping sports stadiums worldwide, having recently completed Arsenal FC Stadium, will give rise to the necessary opportunities," concludes Sobi Mokholo, General manager of Questek Advanced Technologies.

The audio visual integration of the stadiums is scheduled to begin in 2008.

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