



FOR IMMEDIATE RELEASE

Visionary Appoints SYMCO as New Representative Firm

Visionary selects SYMCO to represent its comprehensive portfolio in Metro New York, Northern New Jersey, Upstate New York and New England

Santa Barbara, Calif. (August 12, 2024) — Visionary, a leading global innovator in the AV-over-IP industry, has announced its partnership with SYMCO, one of the oldest and most established independent manufacturers' representative firms. SYMCO will now represent Visionary's comprehensive portfolio in Metro New York/Northern New Jersey, Upstate New York and New England.

"We are thrilled to partner with SYMCO and leverage their extensive industry experience and strong regional presence," said Tim Murray, national sales manager for Visionary. "Their deep understanding of the market and commitment to excellence align perfectly with Visionary's mission to deliver cutting-edge, reliable video networking solutions. Together, we are excited to drive continued success and innovation for professional AV integrators."

Founded in 1972, SYMCO has built a storied reputation over the past five decades by developing and nurturing trusted relationships with consultants, integrators, and end users throughout its region. As one of the oldest and most established rep firms in the country, SYMCO's success is grounded in its commitment to excellence and deep industry connections. SYMCO's exceptional value stems from its expert team, consisting of 12 professionals with over 500 years of collective experience in the commercial AV industry, ensuring that clients receive unparalleled industry insight and support. Additionally, SYMCO's representation of best-in-category solutions enhances its ability to deliver top-tier products to the market.

"AV-over-IP is a vital component in today's Commercial AV solutions," said Frank Culotta, president of SYMCO. "When we set out to find a new partner in this important category at the beginning of the year, we made a short list of innovative leaders in AV-over-IP that excel at top-quality solutions and support ...and have control over their solutions' design, updates and roadmap. Visionary was at the top of our list, and we are very excited to join forces to grow this business."

Visionary's award-winning, ultra-low latency video networking products are recognized for their flexibility, scalability and exceptional performance. Designed to leverage IP networks, Visionary's solutions provide cost-effective options without compromising reliability or quality. Over the past three decades, Visionary has established itself as a trusted and dependable audiovisual brand, known for its superior performance, customer service and global reach.



For more information on Visionary, please visit <https://visionary-av.com/>. Keep up with the latest news from Visionary on [LinkedIn](#) and [YouTube](#).

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About Visionary

Founded in 1995, Visionary (formerly Visionary Solutions, Inc.) manufactures audio and video over internet protocol (AV over IP) equipment that provides real-time transport of audio and video over IP networks. With SD, HD and 4K encoders that support the latest technology standards, such as Dante, H.264 and JPEG2000, Visionary's modular solutions are recognized around the world for their outstanding value, performance, flexibility and quality. With a company-wide focus on customer satisfaction through collaboration and hands-on support, Visionary is a trusted partner for high-quality AV over IP solutions for enterprise, education, healthcare, government, professional AV, cable, broadband and broadcast applications.

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