



263 Old Country Road | Melville, NY 11747 | 631.692.1000

---

*News Release*

**Media:**

Adrienne Zimoulis (ADI)

(631) 692-1557

[adrienne.zimoulis@adiglobal.com](mailto:adrienne.zimoulis@adiglobal.com)

**ADI OFFERS SONY PRODUCTS TO THE SECURITY AND LOW VOLTAGE MARKET**

***Installers Will Gain Access to the Complete Line of LCD TVs, Audio and Video Equipment Beginning this Fall***

Melville, N.Y., November 3, 2011 – ADI today announced it is expanding its custom electronics product offering to include solutions from Sony Electronics, Inc. Installers will soon have access to a wide variety of Sony’s consumer and commercial product lines to help deliver a robust home theater experience, as well as advanced commercial installations.

ADI will distribute Sony’s TV and home entertainment, audio and video solutions including the acclaimed BRAVIA® 3D HDTVs. Sony’s innovative technology provides a complete home theater experience and offers premium features including simple Internet connectivity, brilliant HD picture quality and advanced clarity and detail. The LCD displays are available in 2D and 3D and range in screen sizes from of 32” to 65”.

Sony’s LCD TVs are high resolution 1080p full HD, and offer various Edge LED backlighting, MotionFlow™ technology, HDMI inputs and X-Reality™ Engine and premium X-Reality Pro Engine Video Processor for sharpened images and contrast. With Internet streaming video capabilities, including Skype®™<sup>1</sup> and WiFi<sup>2</sup>, these models allow installers to provide instant access to movies, TV shows, music, online videos and the latest applications for news, sports, weather, social networking and more.

## ***Page 2 – ADI Offers Sony Products to the Security and Low Voltage Market***

The complete line of Sony products will be available at ADI branches beginning this fall, including LCD TVs and monitors, A/V receivers, Blu-ray and DVD players, home theater and sound products, accessories and more.

“ADI is committed to both the residential and commercial A/V markets, and we are focused on helping dealers discover new opportunities to grow,” said Jen Przewoznik, director of product marketing at ADI. “By adding Sony products, we are strengthening our LCD offering and broadening our custom electronics product portfolio. Sony is a strong brand that offers a premier line of quality solutions.”

### **About ADI**

ADI is a leading global wholesale distributor of security and low voltage products, with over 200 branch locations in the U.S., Canada, Puerto Rico, Europe, Australia and India. ADI solutions include intrusion, fire, CCTV, IP solutions, access, power, A/V, network systems, telephony, central vacuum, tools & hardware, and wire & cable. For more information about ADI, visit <http://www.adiglobal.com>.

### **About Sony**

Sony is a leading manufacturer of audio, video, communications, and information technology products for the consumer and professional markets. Its motion picture, television, computer entertainment, music and online businesses make Sony one of the most comprehensive entertainment and technology companies in the world. Sony's principal U.S. businesses include Sony Electronics Inc., Sony Computer Entertainment America LLC, Sony Pictures Entertainment Inc., and Sony Music Entertainment. Sony recorded consolidated annual sales of approximately \$87 billion for the fiscal year ended March 31, 2011, and it employs 168,200 people worldwide.

# # #

1. **Skype feature requires use of camera sold separately**
2. **Internet connection may require optional Wi-Fi dongle. Some models have built-in Wi-Fi**