

Maverick AV Solutions Adds IAdea

Written by Dylan Card
18. 03. 2019



Maverick AV Solutions will partner with digital signage company **IAdea** to distribute its range of digital signage media players and all-in-one screen solutions across Europe.

Maverick and IAdea will be working together to supply digital signage solutions to integrators in corporate, smart city, smart transport and retail spaces.

IAdea's displays range from 10" to 22" and can operate in both indoor and semi-outdoor environments. Each comes equipped with a built-in microphone and camera, enabling video communication capabilities.

Additionally the 10" and 15" models have LED lights and Light bar technology to assist in room management applications, providing distinctive booking communication at a distance for the end user.

Joel Chimoinde, European Commercial Director, Maverick AV Solutions comments: "IAdea are a well-respected brand, both in quality of its products and offering a very agile solutions for corporate and transportation applications. We will be working with its products throughout all of our European markets, launching at ISE 2019 for our visitors to experience both the media

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players and display screens. This solution is perfect if you are a long-time MagicINFO reseller, as IAdea continues to produce its signboard display line-up which Samsung discontinued, enabling you to complete your business portfolio without having to fully re-install for your smart meeting spaces.”

IAdea has a strong presence with over 300,000 displays deployed, including room booking applications, smart transportation and retail projects. Each product offers an end-to-end solution for deployments of all scales; all displays include a media player that can be upgraded to suit professional or enterprise-grade platforms, provided by certified third-party software partners, MagicINFO, EMS by Accurent, SignageLive, and many others.

John C. Wang, CEO of IAdea adds: “Partnering with Maverick at a time when digital signage is heavily relied on in everyday life will vastly enhance our ability to properly service the European market. Maverick’s proven experience in delivering successful results in the region, with regards to technical support, specialist sales teams and global project execution will help us to support the channel better throughout Europe. The products are increasingly enabling smart applications and playing part of the IOT roll out in smart buildings, which is an exciting opportunity for the coming years in the AV/IT sector.”

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