



## **Cineversum Appoints StJohn Group as Exclusive North American Resource**

*Leading Specialty Distribution and Marketing Firm to Distribute Cutting Edge Video Products to Finest Home Theater Professionals*

Bellingham WA, December 7, 2007 — Technic Electronic Conseil (T.E.C.), the owners of the highly regarded **Cineversum** brand of high performance home cinema projectors, has appointed **StJohn Group** as its North American distributor. The Cineversum line, dedicated to the professional A/V installer, will serve as the perfect complement to the premium brands already in the StJohn Group stable.

The Cineversum brand initially was the home cinema line of Barco, the famed Belgian video manufacturer. T.E.C acquired both the Cineversum name and distribution rights from Barco in September 2004 and still partners with them on many projects. The premier offering currently from Cineversum is their family of BlackWing of three-chip LCOS projectors, including the enthusiast favorite BlackWing Two (MSRP \$9,995) which is widely regarded among videophiles as the finest projector on the market.



Photo: Cineversum BlackWing Two

According to John Caldwell, co-founder and sales director for StJohn Group stated, "Cineversum's video product line includes much-needed tools for home theater installing specialists including one- and three-chip digital projectors, CRT projectors, video scalers, 2.35:1 anamorphic lens solutions, high quality lens options, projector mounts and a line of proprietary HDMI cables. The BlackWing projectors, especially with their proprietary three-chip LCOS based technology, will provide the ideal complement for the finest quality screens."

Regarding the appointment, StJohn Group president, Kevin Leja stated, "Being a leading supplier of high performance video screens for many years, we were constantly being asked to match up our screens with someone else's projectors. With Cineversum, we can now provide more precise recommendations as turn-key solutions, something that our dealers and their clients will readily appreciate."

Jean-Claude Younes, President of T.E.C., commented, "We are delighted to partner with StJohn Group and benefit from their long-established relationships, extensive knowledge of the market and experience in the custom installation channels. The Cineversum brand is the perfect partner to their solutions-based approach and appropriate theme of 'technology for designed environments'."

Established in 1996, StJohn Group also represents leading brands Cabasse, Artcoustic, iSky and Screen Research to more than 800 specialty dealer/installers throughout North America. Cineversum is intended to be a limited distribution line so only highly-qualified specialty dealers will be selected and authorized to carry the brand. The appointment is effective immediately and StJohn Group is now accepting orders.

Cineversum will be among the StJohn Group brands on demonstration during CES January 7-9 at the Tuscany Hotel 255 E. Flamingo Road west of Paradise. Also featured will be Artcoustic, Cabasse, iSky Panels and the company's newest line Screen Excellence.

### **About Cineversum**

Cineversum initially was conceived as the dedicated consumer brand for famed Belgian video manufacturer Barco. In September 2004, Technic Electronic Conseil (T.E.C.) took over worldwide distribution of Barco's home theater business, including the Cineversum name. T.E.C. is based in the Montmartre district of Paris, France.

Led by French industry veteran and pioneer Jean-Claude Younes, T.E.C. has successfully developed the Cineversum Home Cinema Concept. In close cooperation with partners such as Barco, Cineversum has steadily built a range of cutting-edge video products for the professional home theater market and are distributing them worldwide through a network of specialist distributors.

### **About StJohn Group**

StJohn Group, Inc. is not a typical American distributor. Only representing lines offering exclusive North American distribution opportunity allows the company to closely work with its partners on a holistic approach to brand development. Unlike most U.S. distributors, StJohn Group handles all facets of sales and marketing, including literature and collateral creative and production, advertising creative and buys, public relations, web sites, business development and long range market planning.

Based in Bellingham, WA with a satellite office in Ventura, CA, StJohn Group has seventeen regional representative firms and an active roster of more than 600 specialty A/V dealers.

StJohn Group specializes in products and services for the custom integration (CI) market – both residential and commercial – and represents Artcoustic and

For Immediate Release  
Cineversum Appoints StJohn Group  
Cabasse Loudspeakers, Cineversum, iSky panels and Screen Research in North  
America and the Caribbean.

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