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Stampede Introduces QuickLink® Barcodes in the 2011 “Big Book of AV”

Expanded and Enhanced Edition of “Big Book of AV” to be Unveiled at InfoComm

Amherst, NY, June 13, 2011— Stampede, the leading value-added distributor of professional audio video (ProAV) solutions, will unveil the latest edition of its “Big Book of AV” at InfoComm 2011 in Orlando, FL, next week. The Big Book now features QuickLink® barcodes for the first time. When scanned with a smart phone, QuickLink® barcodes directly link the user to additional information. In the case of the Big Book of AV, users will be linked to either a video about the products on the page they are viewing or to one of Stampede’s call center representatives, depending on which barcode they scan.

“These barcodes make it easier than ever for our dealers to get the information they need about the products their customers want,” said Kevin Kelly, Stampede’s president and COO. “The Big Book of AV has proven to be a valuable tool for our dealers to grow their businesses. Adding these barcodes means keeping the Big Book on the cutting edge, and making it an even more powerful tool for dealers.”

The 816-page Big Book of AV, 25 percent larger than last year’s edition, can once again be customized with a dealer’s logo on the cover. As a show special, dealers who visit Stampede’s InfoComm booth (#2575) will have the opportunity to be the first to order the customized books at a special rate, in addition to being the first to access all the perks of the QuickLink® barcodes.

About Stampede

Known for its value-added distribution, Amherst, NY-based Stampede is the leading distributor of presentation equipment including LCD/DLP projectors, flat panel displays, and video conferencing equipment. Stampede provides a complete range of brand name presentation equipment to a variety of audio/video, computer, and home theater resellers and integrators in the United States, Canada and Latin America. These resellers rely on Stampede for value-added services in distribution, marketing and solution-based sales. Stampede annually produces the “Big Book of AV,” an 816-page catalog and companion website (www.BigBookofAV.com) providing hundreds of sales, installation and spec tips for Stampede’s dealers, in addition to product details on more than 5,000 SKUs. For more information on Stampede, log onto www.stampedeglobal.com.

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