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## **New Consumer-Friendly Big Book of AV Features More Products, More Lines**

Stampede, the leading value-added distributor of presentation and home theater technology, unveils its new consumer-friendly edition of the Big Book of AV here at InfoComm '09. To better serve dealers, this year's catalog is written and designed in a way that their customers will find easier to understand.

“This year we are saying to dealers, ‘let our book be your book,’” said Kevin Kelly Stampede president and COO. “We tweaked the Big Book of AV so our dealers can use it as a sales and education tool with their customers. Whether they choose to hand out hundreds of copies customized with their company info, or use one copy to consult with a customer one-on-one, this catalog can be a powerful tool to help dealers grow their business.”

This edition of the Big Book of AV was expanded to showcase the 21 new product lines Stampede has added this year and the expansion of five of its existing lines. The new lines include Panasonic U.S., Denon Professional, and Lighthouse LED, to name a few.

Stampede first unveiled its groundbreaking “Big Book of AV” at InfoComm '08. This year's edition continues the tradition of providing hundreds of sales, installation, spec and buying tips, but these tips are now written for end users. Aimed at serving as a resource guide, the Big Book of AV also includes educational sections on different industries such as Healthcare and Higher Education; helpful tips and checklists on topics such as Digital Signage and Home Theater; and background information on each manufacturer. The companion website to the 520-page catalog can be found at [www.BigBookofAV.com](http://www.BigBookofAV.com), and includes up-to-the-minute information on every product Stampede carries.

**Stampede's booth will be in location number 2451 at InfoComm '09.**

### **About Stampede**

Known for its value-added distribution, Stampede is a leading distributor of presentation equipment including LCD/DLP projectors and flat panel displays. Stampede provides a complete range of brand name presentation equipment to a variety of audio/visual, 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,” a 500-page catalog and companion website ([www.BigBookofAV.com](http://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.stampede-global.com](http://www.stampede-global.com).

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