

PRESS RELEASE

For Immediate Attention

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Imerge Appoints Dan Benjamin as Sales and Marketing Manager for North America

Key sales manager for US territories leaves Kaleidescape to take critical role at Imerge

Cambridge, England -- Imerge, the Cambridge-based pioneer of hard disk home media servers, is delighted to announce the appointment of Dan Benjamin in the role of Sales and Marketing Manager for North America.

Dan's appointment follows the tremendous success enjoyed by Speakercraft, Imerge's US distributor, in launching the company's flagship MediaServer MS1 and establishing it as the leading high-end home media server. Dan will be working with the Speakercraft team to help consolidate Imerge's position as a leading player in the North American custom installation sector with a reputation for delivering the ultimate home entertainment experience.

Dan joins Imerge with more than 10 years experience in the consumer electronics industry, most recently with Kaleidescape, where he led the sales team throughout the Western United States and Canada. Prior to his tenure at Kaleidescape, he spent time with Panasonic and InFocus Corporation.

“I am excited by the tremendous opportunity Imerge has to leverage the success the company has built in the European market,” said Benjamin. “I believe Imerge is poised to be a market share leader in North America, and I look forward to working with dealers to enhance their business by including Imerge systems in their installations.”

Commenting on Dan’s appointment, Cameron Wade, CEO of Imerge, said:

“Having someone of Dan’s calibre and experience join the team speaks volumes for how far Imerge has travelled over the last 18 months. Dan will be instrumental in helping us to achieve our ambitious targets in North America, as we continue to cement our position as an innovator and market leader worldwide.”

Dealers and installers in North America can contact Dan at: dbenjamin@imerge.co.uk



Based in Cambridge, England, Imerge is a global leader in hard disk media server technology. The company was formed in 1997 with the specific intention to revolutionise the way we store and use entertainment media; two years later it launched the first-ever dedicated audio server. The company’s current product range includes the world’s best-selling music server, the S3000, together with the MS1 MediaServer and XiVASafe ultra-secure storage system – the most advanced management and archiving solution for high-definition music and movies currently available. In addition to its own server range, the company’s pioneering development of Internet-enabled media management software under its XiVA brand has cemented its status as the leading supplier of OEM server technology to the custom installation and premium AV industry worldwide. Imerge is part of the Nortek Group of Companies.

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For more information and hi-res images, please contact Tim Bown

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