CInedeck names AUDIOVIDEO BRANDBUILDER CORPORATION as Distributor for Central & South AmericaS

***FOR IMMEDIATE RELEASE***

New York, NY, June 6, 2016– Cinedeck, developer of versatile video ingest and playback tools, has named Texas-based AudioVideo BrandBuilder Corporation (AVBB), a leading distributor of high-end video equipment, as the authorized distributor for Cinedeck hardware platforms for Central and South Americas.

With Cinedeck’s patent-pending File-based Insert Edit technology as part of the hardware toolset, AVBB will distribute the Cinedeck ZX line as the “Ultimate Tapedeck Replacement Solution” for use in all aspects of video production and post-production. The distribution agreement represents Cinedeck’s commitment to gaining traction and creating awareness in markets where File-based Insert Edit technology had been under-represented.

“We're pleased to establish this distribution relationship with AudioVideo BrandBuilder Corporation and we look forward to expanding our reach in their key markets," said Jane Sung, Cinedeck COO. “AVBB’s track record of deep engineering knowledge, customer support and dedicated marketing programs, made partnering with them an easy decision.”

AVBB has a specialized product portfolio serving the video industry and is well established in Central and South America. They will provide all support services including technical marketing, account management, customer service and logistics.

“We are very excited to be part of Cinedeck’s distribution network and we thank them for their trust in our company and team,” says Tommy Goodson, President of AudioVideo BrandBuilder Corporation. “Cinedeck’s ZX platform is a best in class tapedeck replacement solution and we are confident that the ZX platform package will create a lot of interest and sales opportunities in the Latin American market.”

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**About Cinedeck**

Founded by cinematographers, and headquartered in New York City, USA, Cinedeck manufactures innovative recording systems for use in all video production environments. Along with on-set monitoring, playback and quality control capabilities, these recorders also unify end-to-end, camera-to-post-to-archive workflows by offering the industry’s most comprehensive range of ready-to-edit output formats. The company’s products have been adopted by hundreds of TV and cinema productions, and won TV Technology’s 2010 STAR Award, the 2010 Vidy Award, DV Magazine’s Award of Excellence, and Studio Daily’s 2012 Prime Award for Best User Interface/User Experience. The modular Cinedeck ZX directly addresses the market need for fast but cost-effective systems for broadcast and cinema production and post.

**About AVBB**

AudioVideo BrandBuilder Corporation ([www.avbbcorp.com](http://www.avbbcorp.com)) is a US-based gateway for manufacturers in the professional video market. The company offers a range of products, customer support and product development services for broadcast, digital film and multimedia professionals. The AVBB team consists of a group of professionals whose experience ranges from the creation of product marketing plans to the development of sales channels and the provision of logistics services at any level an organization may need.