

Emarson IT Solutions Pvt. Ltd. is named the Official Minicom Advanced Systems Representative in India

Jerusalem, Israel (July 8th, 2008) - [Minicom Advanced Systems](#), the world leader in Digital Signage player-to-screen connectivity & KVM over IP solutions and [Emarson IT Solutions Private Limited](#) have signed an agreement stating that Emarson is Minicom's official representative in India.

“After working with Emarson”, said Eli Sasson, President & CEO of Minicom, “we have decided to further our relationship with Emarson in India because of their established track record in sales, integration, client service and retention. Their understanding of the Indian market is excellent and commitment levels are very high. This fits into our long-term commitment to the Indian market, which is strategic for us. The Indian Digital Signage market is ready for Minicom's High definition content [player-to-screen](#) innovative technology. Additionally, the fast-evolving Indian IT market also benefits greatly from Minicom's [KVM over IP](#) solutions. Emarson has already integrated both these solutions into many customer systems and we have witnessed a repeat order rate of over 90%. With a success rate like this we wanted to take our partnership to the next level.”

“We are proud to be the Minicom rep in India and have already taken steps to expand our presence in the market by opening regional offices in Mumbai & Bangalore and hiring professional marketing, sales and technical support teams to enhance Emarson and Minicom's joint activities. Besides Minicom having innovative solutions to our clients' challenges and offering free resources such as [white papers](#), [case studies](#), [podcasts](#) and [webinars](#) that empower people to make better decisions,” said Sumeet Prakash, Director at Emarson. “Minicom really understands the needs of the Indian marketplace. Minicom solutions respond to the budgetary restrictions on IT departments. Their cost-effective solution, where you buy only what you need, is very cost effective compared to competing systems. It also provides the market's most environmentally friendly solution, as it “recycles” the existing KVM infrastructure.”

“I was impressed with Minicom's [centralized remote access system](#),” said Prateek Jaswant, Director of Business Development at Emarson, “it is the industry's only system offering 3rd party analog KVM switch support. They cleverly added a technology layer on top of the analog KVM switches, safeguarding past investments and maximizing ROI. It gives me a feeling of satisfaction to provide my clients a solution that addresses their real needs.”

About Us

Emarson is a 12 year old company with expertise in enterprise network integration, security, storage, KVM and digital signage solutions. They have project centers in Delhi, Gurgaon and Noida with a history of prestigious networks installed throughout India.

Minicom Advanced Systems is an innovative manufacturer of distribution and extension solutions that provide the Digital Signage Last Mile™ player-to-screens stage of connectivity for Digital Signage systems. Additionally, Minicom manufactures KVM server and computer management solutions that facilitate the control of the enterprise and corporate IT environments. Minicom is an Intel Capital portfolio company and was named a Deloitte Technology Fast 500 company. Founded in 1988 Minicom has an international presence in over 70 countries, with headquarters in Israel and regional offices in North America and Europe.

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