

PRESS RELEASE – FOR IMMEDIATE RELEASE

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Ray Davis Joins LYNX Technik UK as Business Development Manager

May 25, 2017 – Weiterstadt, Germany -- LYNX Technik UK, a division of LYNX Technik AG, provider of modular interfaces for broadcast and professional AV signal processing applications, today announces it has hired Ray Davis in the new position of business development manager. In his role, Ray's focus will be to acquire new customers in the UK region, as well as work with existing customers on their broadcast infrastructure needs.

Ray brings nearly 40 years of experience in the media & entertainment industry to LYNX Technik. Over the course of his career, Ray has developed a wealth of sales, marketing and business development expertise in the hardware and software broadcast marketplace, and has been instrumental in building the success of a number of small to mid-size companies.

Ray previously held the position of UK Sales & Business Development Manager at Crystal Vision, another signal processing provider. During his stay at Crystal Vision, Ray negotiated a number of high profile broadcast and government projects, resulting in new clients and double digit revenue growth.

"Ray will be an incredibly valuable resource and terrific addition to our team," comments Clive Haydon, Managing Director, LYNX Technik UK. "His knowledge, vast experience and relationships with both our end-users and partners will strengthen and expand our position in the broadcast industry. Ray's background and persona are a great fit for us as we continue to grow the LYNX Technik brand in the UK."

Ray can be reached at: ray@lynx-technik.co.uk and +44 7730 623550.

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About LYNX Technik:

LYNX Technik AG is an industry leader and technology provider of modular interface solutions for broadcast and professional use. LYNX Technik AG is an independent privately owned company with its headquarters, research and manufacturing facilities based in Weiterstadt, Germany. Sales and Support is covered through secondary distribution channels managed from its headquarters in Germany, USA (California), and Asia (Singapore).

Product brands include: Series 5000 rack and card based series, APPolo control system, yellobrik standalone plug-and play modules, the Testor | lite 3G digital test signal generator and the new greenMachine.

Products include: audio / video / fiber conversion, audio / video distribution, fiber splitters, CWDM mux/demux, audio embedding / de-embedding, audio delay, image processing, frame synchronizers, test generators, 4K transmission solutions, as well as a line of rack frames and accessories.

For more information about LYNX Technik's products & services please visit: www.lynx-technik.com, www.lynx-usa.com, www.green-machine.com. For sales please email info@lynx-technik.com. You can also find LYNX Technik on [Facebook](#), [Google +](#), [Twitter](#), and [LinkedIn](#).



Ray Davis, LYNX Technik UK Business Development Manager

Editorial Notes: High resolution images are available upon request – please email: kim@delameremarketing.com