

MAXHUB

Press release
November 2023

MAXHUB at ISE 2024, Hall/Booth 2P300

MAXHUB opens its first European showroom in Amsterdam

MAXHUB, a leading company in developing collaborative solutions, opens a new showroom in Amsterdam, also the brand's first solution center in Europe. Following the opening of its logistics center in Rotterdam in April 2023, the company continues its commitment to Europe and this opening reflects a strategic step to strengthen its position in the old continent.

The objective of this new center is to facilitate an immersive experience of MAXHUB's products and solutions and thus strengthen relationships with potential customers. In addition, this opening reflects a significant commitment to the cultural diversity and preferences of the European market. The new center is not only the perfect point of contact for the Benelux countries but also for other countries such as France, Germany, Italy, Nordic countries, Spain and UK, thanks to its easy accessibility.

The new showroom in Amsterdam, equipped with modern conference furniture from the Danish manufacturer HAY, takes visitors into innovative working environments. They have the opportunity to experience the design, quality, and ease of use of MAXHUB solutions first-hand. For example, the recently launched 105-inch Ultra-Wide 5K display will be shown in action. With its unique 21:9 aspect ratio, the expansive display area easily facilitates the cutting-edge visual layout provided by Microsoft Front Row in Signature Teams Rooms, in which all video conference participants are perfectly staged. Or the 86-inch MAXHUB Transcend Series IFPD, which is perfect for hybrid working environments with its integrated UHD foldable dual cameras, 12 meters pick-up AI powered microphone and fully windows based smart OS.

Prospects for whom even these formats are too small can marvel at a 138-inch MAXHUB Raptor LED wall in Amsterdam. In addition to the best picture quality in 4K resolution and a powerful sound system with two 30-watt speakers, it impresses with the pre-installed MAXHUB Share app, which enables the intuitive wireless transmission of content.

"The new base in Amsterdam symbolizes the gradual implementation of our European expansion strategy. Our products already enjoy an excellent reputation in Europe and we are sure this step will enable us to convince even more customers of our solutions," says Kevin Wang, Europe Sales Director at MAXHUB.

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MAXHUB's success

MAXHUB is a brand of the CVTE Group, known for its cutting-edge display technologies, present in 18 countries and covering more than 80 markets. It has a team of more than 6,000 employees worldwide, 60% of whom are engineers dedicated to research and development, demonstrating the company's strong commitment to innovation.

MAXHUB's product portfolio includes innovative solutions that offer everything needed for a modern conferencing environment, from touch screens to unified communication products, all-in-one LED walls and commercial displays, as well as Pivot cloud-based device management system. In addition in 2023, MAXHUB was accepted as an official hardware partner in the Microsoft Teams Rooms Ecosystem, which highlights the innovative strength and quality of the product range.

MAXHUB's success in the market can be proven by being the market leader in the corporate Interactive Flat Panel (IFP) market with a market share of more than 25% in 2022 globally*.

Further information: www.maxhub.com/uk/

*Source: Future source 2022 Q4

This text contains 517 words

Pictures can be found at: <https://publictouch.de/en/pt-news/maxhub-opens-its-first-european-showroom-in-amsterdam/>

About MAXHUB

MAXHUB is an industry leader in smart displays and audiovisual technology, focusing on communication and collaboration. As an R&D-led organisation, they develop a range of industry-leading solutions that help keep people seamlessly connected and make teamwork more efficient and effective.

For more information, visit MAXHUB at www.maxhub.com.

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