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## News Release

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## **Almo Professional A/V Hires Dave Maniscalco as Midwest Territory Sales Manager**

### **Extensive Digital Signage System Success; Leverages Strong Warehouse Presence in Midwest**

**Philadelphia, PA — November 16, 2009 —** [Almo Professional A/V](http://www.almoproav.com), a leading value-added distributor serving the needs of professional audiovisual integrators, dealers and consultants, today announced that AV industry veteran Dave Maniscalco, formerly of Samsung Electronics America, has joined the company as Midwest Territory Sales Manager. In this newly created position, Maniscalco is in the field consulting with resellers and integrators on product selection, assisting with bids, facilitating training and providing overall support to help customers win business. Maniscalco and the rest of the Almo Professional A/V Midwest sales team are all leveraging the company's concentrated warehouse presence in Ohio, Missouri, Minnesota and Wisconsin.

Maniscalco is a Digital Signage Certified Expert (DSCE) and Imaging Science Foundation Commercial (ISF-C) certified professional. He brings to Almo Professional A/V more than 25 years of qualified training and AV sales, integrator consulting and digital signage business development. Most recently, he was regional sales manager for Samsung, where he developed and completed installation of the company's largest single digital signage project with [Simon Malls](#) and [OnSpot Digital Network](#). Prior to his work at Samsung, Maniscalco held positions at JVC America Corporation, Barco, Inc. and several AV-IT consulting firms.

"Dave's strong industry relationships, experience and training, especially in digital signage system implementation, make him a significant addition to our sales team and a valuable resource for our Midwest partners," said Sam Taylor, executive vice president and COO of Almo Professional A/V. "We have a very strong value proposition for the Midwest area with our four warehouses. Combined with the strength of our sales team, having multiple facilities in the region ensures that partners have quick and convenient access to their orders."

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### **About Almo Professional A/V**

Founded in 2009, Almo Professional A/V is a leading value-added distributor that specializes in serving professional audiovisual integrators, dealers and consultants. With a highly skilled sales team, reseller

education programs, 12 distribution centers across the U.S. and product lines specifically for the Pro A/V channel, customers can expect the full distribution experience on a local and a personal level.

The entire Almo Professional A/V sales team is Infocomm-trained, and the vast majority is CTS-certified. The team is also the first to complete the Digital Signage Certified Expert program. Almo Professional A/V teams with InfoComm International to offer certified courses that enable partners to stay ahead. At the same time, the division works with industry vendors to bring live and online product training opportunities directly to channel partners.

Almo Professional A/V distributes all the leading displays and peripherals, with new manufacturers and products being added each day. Markets served include bar and restaurant, corporate, digital signage, education, government, healthcare, home theater, hospitality, house of worship, and rental & staging.

Almo Professional A/V is a division of Almo Corp., the nation's leading independent distributor of consumer electronics and major appliances. For more information about Almo Professional A/V, please call 410-560-2890 or go to [www.almoproav.com](http://www.almoproav.com).

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