



SpinetiX and UC Technology Partners Enter a Representation Partnership to Serve the U.S. Northeast

Hergiswil, Switzerland – May 22, 2025 – SpinetiX, the leader in digital signage solutions, and UC Technology Partners, the audio-visual manufacturers' representative firm, today announced a new representation partnership in the Northeastern United States effective immediately.

The appointment of UC Technology Partners as a manufacturer's representative in the Northeast represents a new milestone for SpinetiX in the USA. SpinetiX has a long track record in the country with local presence through team members as well as the nationwide reach from the distributor Exertis Almo. The addition of UC Technology Partners will bring some further proximity and support for the members of the SpinetiX channel ecosystem located in New York, Massachusetts, Pennsylvania, Maine, New Jersey, New Hampshire, Connecticut, Vermont and Rhode Island.

"The US market is strategic for us, and the high potential Northeast area is an identified growth development for SpinetiX," said Francesco Ziliani, CEO of SpinetiX. "The strong experience in Pro A/V and IT from UC Technology Partners combined with their deep knowledge of the area and the local ecosystem make a perfect match to boost our business in the region," added Ziliani.

Aaron Chisena, Co-Founder of UC Technology Partners, added, "We share a common vision with SpinetiX. We are building connections and bridging solutions to our customers and the SpinetiX complete digital signage solution is a natural fit within our portfolio and for the premier System Integrators we serve in the Northeast."

Rob Leclerc, Co-Founder of UC Technology Partners continued, "The different components of the SpinetiX solution featuring the award-winning Digital Signage as a Service (DSaaS) offering will enable us to bring added-value commercial consultative assistance and product support to the channel ecosystem for long-term success."

The SpinetiX solution, specifically with the introduction of its DSaaS offering, significantly evolved over the past five years to meet the new expectations and requirements of a growing Digital Signage market. Relying on its solid track record and experience addressing the most demanding requests and committed to the channel business, SpinetiX and UC Technology Partners will now collaborate to bring those latest innovations to Northeast system integrators to turnaround their digital signage projects and make the difference to their end customers.

About SpinetiX:

At SpinetiX, we inspire businesses to unlock the potential of their story. We believe in the power of digital signage as a dynamic new storytelling platform to engage with people. For more than 15 years, we have been constantly innovating to deliver cutting-edge technology that helps our customers shine. Engineered in Switzerland, our comprehensive suite of solutions empowers businesses to realize their full potential. Whether you are looking for a plug & play solution to bring your story to life or a fully customized solution to captivate your audience, SpinetiX is your partner to successfully grow your business.

Learn more at www.spinetix.com.

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About UC Technology Partners:

UC Technology Partners is your AV/IT sales and marketing partner serving premier Systems Integrators in the Northeast, US. We represent leading manufacturers in Unified Communications, Commercial AV/IT, providing high-quality solutions to enhance professional communication and collaboration.

Learn more at uctechnologypartners.com

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Media Contacts:**Nicolas Meyer**

VP Marketing & Channel Management

SpinetiX

Tel: +41 79 951 42 50

nicolas.meyer@spinetix.com

Aaron Chisena

Co-Founder

UC Technology Partners

Tel: +1 203 517 7725

achisena@uctechnologypartners.com

Rob Leclerc

Co-Founder

UC Technology Partners

Tel: +1 806 805 1394

rleclerc@uctechnologypartners.com