

Press Release



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AVENIR TELECOM ACCESSORISES THE iPad!

Exclusive Range of Next Generation Accessories... Available in Advance of the Arrival of the Next Generation of Portable Computer...

Avenir Telecom, the UK's leading distributor in mobile telecoms, today announces immediate availability of an exclusive series of accessories for the Apple iPad.

"It has just been announced no UK high street stores other than Apple's will be able to stock the iPad," comments Avenir's UK MD, Andy Tow. "But this innovative product still represents a massive sales opportunity to retailers who stock the great range of iPad accessories which Avenir now distributes." Avenir is distributing specially-designed accessories from five major manufacturers:

Dexim

...Including audio and video adapters, battery pack and power cables, in-car chargers, carbon fibre and silicon sleeves, screen protectors and headsets. There's even an innovative WiFi-enabled digital video camera that turns the iPad into a live video baby monitor or security camera system, which was a finalist at the CTIA Emerging Technology Awards 2010.

iSkin

...A range of super-tough and stylish protection products from the Toronto-based company who were a hit at this year's International Consumer Electronics Show (CES) in Las Vegas and who have earned five star, Editor's Choice and Best Of Show awards from MacWorld.

Bling My Thing

...Fashion accessories from Japanese designer Ayano Kimura using Swarovski crystals. This follows Bling My Thing's ranges for the iPod and iPhone which have been featured in Elle, Tatler and Cosmopolitan.

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Speck

...A series of high-end protection and case products including the PixelShield carry sleeve with reinforced screen protection, the PixelSleeve Plus reinforced carry case and the ShieldView screen film pack.

BeeWi

...Avenir unveiled a set of five new Bluetooth-enabled mobile accessories at Mobile World Congress in February, all of which are now shipping to retail, including a wireless keyboard and a transceiver which, when used as a pair, can wirelessly connect any device to an iPad, from a TV to existing hi-fi speakers.

"Apple's iPad is not available to buy until next month but the UK mobile industry is already showing widespread acceptance of the product," concludes Andy Tow. "All the major operators have announced that they are working on dedicated iPad pricing plans which they'll make public in May when the product arrives on our shores. We're thrilled to be ready with a broad range of accessories both specifically for, and complimentary, to the iPad well in advance of its arrival."

Review units of all products are available now – please call or email to book a loan or arrange a demo. Avenir is the exclusive UK distributor for all five manufacturers.

About Avenir Telecom

Avenir Telecom is a UK distributor of accessories for mobile phones and mobile computers. It works with manufacturers from around the world to provide retailers and dealers with best-in-class products across power, Bluetooth™, audio, protection, fashion and more. Having recently celebrated its 20th anniversary, the Avenir group employs over 3,000 people across six countries: Bulgaria, France, Portugal, Romania, Spain and the United Kingdom. It is listed on the NYSE Euronext - Compartment B (Euronext Paris). Its shares form part of the CAC All shares, CAC Mid & Small 190, CAC Small 90, IT CAC, Next150 and SBF 250 indices. ISIN: FR0000066052. Reuters: AVOM.LN. Bloomberg: AVT: FP. More info: www.avenir-accessories.co.uk.

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