



US-based ZeeVee forges Strategic Partnership with Alphatec to Accelerate Expansion in India's Pro AV Market

*-Revolutionizing Audiovisual Solutions: The ZeeVee-Alphatec Collaboration
-Geographical Presence: ZeeVee's Global Footprint*

National, 20th February 2024: US-based [ZeeVee](#), a leading provider of AV distribution technology, has announced its continued expansion in the Indian market. The strategic partnership aims to simplify AV installations through state of art AVoIP and RF products with Alphatec for India market. This partnership marks a significant milestone in ZeeVee's commitment to delivering innovative AV solutions across diverse sectors.

Founded in 2007, ZeeVee is renowned for its commitment to excellence and customer satisfaction, offering innovative AV over IP and RF modulation solutions to businesses, institutions, and organizations worldwide. With a focus on delivering transformative AV solutions, ZeeVee continues to shape the future of AV distribution with its innovative products and unparalleled expertise. ZeeVee offers pro AV integrators and consultants award-winning encoders, decoders, and software solutions tailored for the Pro AV and IT marketplace. Renowned for its pioneering role in AV over IP technology, ZeeVee offers the most comprehensive line of AV signal distribution solutions from network based SDVoE and AVoIP to streaming and RF modulation.

The partnership between ZeeVee and Alphatec will cater to a diverse array of target markets, including corporate environments, healthcare facilities, government institutions, educational campuses, entertainment venues, and more.

Talking about ZeeVee collaboration with Alphatec, **Rajesh Patkar, ZeeVee India Country Manager**, stated, "Our collaboration with Alphatec signifies a strategic alignment of our objectives to provide cutting-edge AV solutions to the Indian market. Alphatec's extensive reach and expertise complement ZeeVee's innovative product offerings, enabling us to better serve our customers and drive growth in India."

Devasis Barkataki, Founder and Managing Director of Alphatec, expressed enthusiasm about the partnership, saying, "We are thrilled to join forces with ZeeVee, a global leader in AV distribution technology. Alphatec is committed to delivering the best-in-class AV solutions to our customers across India. This partnership enables us to enhance our portfolio with ZeeVee's state-of-the-art products, further solidifying our position as a leading distributor of professional audio and video equipment."

ZeeVee, a leader in digital video solutions, offers award-winning encoders, decoders, and software for the pro AV and IT markets. As the foremost manufacturer of SDVoE products, ZeeVee holds a GSA schedule and TAA compliance. With headquarters in Boston, European HQ in Augsburg, Germany, and SE Asian offices in Singapore, ZeeVee provides a comprehensive range of AV signal distribution solutions, from network based AVoIP to RF modulation. Partnering with Alphatec, ZeeVee aims to enhance communication and productivity through advanced audiovisual technology.

About Alphatec:

Alphatec is a leading distribution house for the world's best and industry-leading professional audio and video equipment across India and an exclusive partner of the best AV brands around the world. Headquartered in Mumbai, Alphatec is associated with over 30 global AV brands. Alphatec is currently managing products that are committed to reproducing the most truthful sound and visuals; and bringing integrated AV solutions to clients and their spaces. It currently has a presence across 14



Alphatec



regions, 500 cities and towns with 2000+ dealers and system integrators, and 32 authorized service centers. In addition to its expansive physical presence, the company is also present across all major e-commerce platforms like Amazon, Flipkart, and Bajaa.

Website Link: [Audio Visual Equipment Distributors and Integrated Solutions \(alphatec.co.in\)](http://alphatec.co.in)

About ZeeVee:

ZeeVee is a leading provider of AV distribution technology. The company has transformed the digital video industry with its award-winning encoders, decoders and software solutions for the pro AV and IT marketplace. Integrators and consultants rely on its innovative, cost-effective, and easy to install AVoIP and RF distribution platforms for their corporate, higher education, government, healthcare, casino, museum, hospitality and retail clients. A founding member of the SDVoE Alliance, ZeeVee is the most experienced, deployed, and advanced manufacturer of SDVoE products. The company holds a GSA schedule, and its products are TAA-compliant. ZeeVee is headquartered near Boston with European HQ in Augsburg, Germany, and SE Asian offices in Singapore.

Website Link: www.zeevee.com