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**Link to Word Doc:**

**Photo Link:**

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**Riedel Announces Strategic Partnership with Restar Corporation to Further Expand Distribution in Japan**

**Aug 2, 2024 -** Today Riedel Communications announced a new partnership with Restar Corporation, a total solution provider of video, audio, and information communication, to further enhance its presence in the Japanese market. With this new partnership, Restar Corporation is now a Priority 2\* Riedel distributor for MediorNet TDM and IP solutions in the broadcast industry and a reseller\* for Riedel’s intercom and Live Video Production solutions across all markets.

“Through its partnership with Riedel Communications, in Japan, Restar Corporation will not only continue to offer cutting-edge video solutions to its broadcast customers, but also broaden its offering to meet and exceed market expectations with a one-stop shop approach.” said, Restar Corporation System Solution Business　Operating officer　Masaki Tomiyama.

With this new partnership, Riedel Communications is now represented by three very strong partners and is perfectly set-up to fully address all industries and verticals within its market in Japan.

Otaritec Corporation, whose relationship with Riedel Communications begun over twenty years ago in 2004, will continue to be the go-to partner for the broadcast industry and has been awarded Priority 1\* distribution rights for the broadcast market. At the same time, Riedel also recognizes the company‘s ability and experience in representing the brand in other verticals and have awarded them Priority 2\* distribution rights for all other market verticals.

Otaritec Corporation has extensive experience working with Riedel Communications and has access to the entire product portfolio.

As of April 2024, Hibino Intersound Corporation has entered a partnership agreement with Riedel Communications and has been granted Priority 1\* distribution rights in all non-broadcast verticals such as proAV and theaters.

Recognizing their extensive reach into the broadcast industry, Riedel has awarded Hibino Intersound Corporation Priority 2\*distribution rights within this vertical.

“We are delighted to have Restar Corporation on board with us. With our three very strong partners, we have positioned ourselves optimally to fully address the needs of the Japanese market. Between our state-of-the-art solutions and the combined wealth of experience of our partners, I am confident that we will quickly reach corners of the market previously untouched and provide our customers with a world-class experience. “said Vincent Lambert, Riedel Communications, Sales Director Key Accounts Asia.

\*Priority 1 (P1): Distributor/Partner can quote and sell without Riedel Communications approval within market vertical.

\*\*Priority 2 (P2): Distributor/Partner must obtain approval from Riedel Communications before quoting or selling.

\*\*\* Distributor:/Partner: Procures itself with Riedel Communications equipment directly from Riedel Communications

\*\*\*\*Reseller: Corporation who may re-sell Riedel Communications products but must procure themselves with the equipment from distributors

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**About Restar Corporation System Solution Business：**

The System Solutions business has a long history (its predecessor was founded in 1961) as a solution partner for broadcasting stations and video production companies, providing audio and video systems and other products. Their accumulated experience and know-how are not limited to broadcasting and video production companies, but are utilized in a wide variety of industries, from halls and conference rooms operated by corporations and government agencies to public facilities, educational institutions, and medical institutions.

**Website::** [**https://www.restarcc.com/**](https://www.restarcc.com/)

**About Riedel Communications**

Riedel Communications is a leading provider of live production tools in the worlds of media, sports, and entertainment. The company's hard- and software solutions span from distributed video and audio networks over intercom and replay solutions to WAN and MPLS applications. Thanks to Riedel's holistic approach, its three business units — Product Division, Managed Technology Division and Networks Division — can leverage powerful synergies to provide flexible infrastructures, tools, and services for both fixed and temporary installations around the globe, enabling Riedel customers to run even the most complex projects on-site, remotely, or in the cloud. Riedel is headquartered in Wuppertal, Germany, and employs over 1,000 people in over 30 locations throughout Europe, Australia, Asia, and the Americas.

**Website:** [**www.riedel.net**](http://www.riedel.net)

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