

## **Embedded video leaders appoint strategically important distributors**

**New York, USA and Cambridge, England, October 10** – Advanced Micro Peripherals (AMP), a world leader in the design and development of high quality embedded video solutions, has announced the appointment of new distributors located in two of the world’s fastest growing economies: South Africa and China.

AMP, which produces a pipeline of market leading embedded video solutions from its headquarters near Cambridge, England, has appointed Zitera in South Africa as its preferred Sub Saharan distributor of the company’s rapidly expanding range of embedded video solutions.

In China, AMP is now working with RTKB Technology, based in China’s burgeoning technology hub Beijing. Both companies offer broad geographical support and extensive access into target markets such as defense, aerospace, transportation and security and will play a key role in helping AMP support existing customers and develop new business opportunities.

Commenting, Lee Foss, Advanced Micro Peripherals’ Founder and CEO said: “We are delighted to be working alongside Zitera and RTKB. Both companies will be representing our full product ranges to their markets and both have unrivalled expertise in the commercial application of embedded video.

“Both South Africa and China are strategically important for AMP with rapidly developing home technology markets and their commitment to developing global trade.”

**- Ends -**

## **NOTES TO EDITORS**

### **About Advanced Micro Peripherals ([www.amp-usa.com](http://www.amp-usa.com))**

- Advanced Micro Peripherals is a leading manufacturer of embedded video solutions - offering the latest MPEG-4 / H.264 Codecs and video overlay / annotation technologies on a wide range of embedded board form factors including PC/104-Plus, CompactPCI, PCI and miniPCI modules.
- Founded in 1993, AMP is focused on rugged, long-life embedded board and system products with supporting software development kits for video capture, annotation, recording, streaming. From its design center near Cambridge (UK), AMP also offers Design Services to meet the needs of specialized customer requirements.

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