

NewsBytes

IRIVER AND LG FORM JOINT VENTURE

Iriver and LG Display have set up a new e-reader OEM, which the firms believe could become the

market leader in the sector. The new firm, L&I Electronic Technology (Dongguan), is 49 per cent owned by Iriver and 51 per cent by LG, and will focus on original equipment manufacturing and original development manufacturing systems to develop e-books and provide production services. Iriver is responsible for product design and technical assistance, while LG will provide e-reader displays.

INGRAM BUYS SPANISH DISTIE

Ingram Micro EMEA has acquired Spanish distributor Albor Solutions in a move designed to strengthen Ingram's position in the virtualisation, security and middleware solutions markets. Albor was established in 2001 and is headquartered in Barcelona, with offices in Madrid and Portugal. According to Ingram Micro, the firms have enjoyed a close relationship for years, with Albor providing support to Ingram's vendors. Albor will operate as a wholly owned subsidiary of Ingram Micro EMEA. The terms of the transaction have not yet been disclosed.

ESET JOINS SOFTWIDE

ESET has signed up to Tribeka's SoftWide system, bolstering a growing list of big name publishers including Microsoft and Norton. SoftWide allows consumers to print software themselves via a kiosk style booth in-store, dramatically enhancing the number of lines available on a shop floor, since all stock is digital. Retailers can also take online orders, negating the need for a warehouse full of stock. ESET Smart Security and ESET NOD32 Antivirus is now available through all retailers signed up to SoftWide – the largest of which is Tesco.

MIDWICH MAKES MOVE INTO FRENCH MARKET

Midwich has acquired the trade of French audio-visual distributor Sidev through a newly formed subsidiary, Midwich France SAS. Sidev, which was founded in 1990, has offices in Lyon and Paris and counts AV dealers, IT resellers and custom installers among its customers. Following financial difficulties, the

French firm has operated under the court supervision for over a year, achieving sales of around €9m in 2009 despite this. Sidev, which is run by director Marc Piegay, has a portfolio of brands including Hitachi, NEC, Panasonic, Samsung and Sanyo.

BLUEPOINT SNAPS UP EDIMAX

Milton Keynes-based Bluepoint has signed a distribution agreement with networking vendor Edimax. The deal sees the distributor stocking products from the vendor including bluetooth adaptors, ethernet adaptors and wireless cards. Founded in Taiwan in 1986, Edimax is now one of Asia's leading manufacturers of advanced network communication products. Last year, the company's group revenue reached around \$110m worldwide.

C2000 REVAMPS LICENCE PORTAL

Computer 2000 has upgraded its Licence Online software order configurator to create a one-stop shop for its reseller partners. The online portal features a single interface and brings improved functionality to areas such as pricing support, special bids, product coding, software renewal management and vendor promotions. James Reed, C2000's general manager of software, said: "It makes for a more efficient and transparent order process and enables IT resellers to quickly identify new, best-price-to-customer opportunities as part of a structured renewal process."



VIP GETS PATRIOTIC

VIP Computers has added Patriot to its vendor line-up, in a move that will allow the memory vendor to boost its presence in the UK market. Under the terms of the agreement, VIP will distribute Patriot Memory's full range of DRAM, flash memory and peripherals across the UK. Johnny Van Esch, Patriot's European general manager, said: "Patriot has been focused on expanding its presence in Europe. By partnering with VIP Computers we build upon our momentum and reinforce our commitment to build our channel presence. VIP Computers' targeted channel solutions and a large customer network will allow Patriot to grow the brand in the UK."



Gem snaps up casual games publisher

GEM HAS signed an exclusive distribution deal with software publisher Funbox Media that will see the distie stocking new titles such as *North American Hunting Extravaganza*.

The partnership means Gem will be providing the publisher's PC, Wii and Nintendo DS titles via both primary and secondary distribution.

WordJong and popular casual gaming titles such as *Family Gameshow* and *Chicken Blaster*, are also included in the line-up.

Tracey Tennison, Gem's head of purchasing, said: "We are thrilled to be



working with the Funbox Media team, and I am confident that, together, we can deliver great results for retail."

Barry Hatch, MD of Funbox, added: "Having successfully worked with Gem for many years, for us it was an easy decision to want to partner with the firm again and to utilise its substantial industry experience and knowledge."