

## **MediaPOINTE® Signs Spire Global as Master Distributor**

### **Spire Global to distribute MediaPOINTE® products in the United States and Canada**

NEWBURY PARK, CA, October 12, 2010 – Advanced Media Design, Inc. (AMD), developer of the award-winning AV-over-IP collaboration technology MediaPOINTE®, announced today that the MediaPOINTE® Streaming Media product line will now be distributed exclusively by Spire Global in the US and Canada. Spire Global will act as the master distributor for the MediaPOINTE® products and work directly with existing MediaPOINTE® resellers and distributors.

“We are extremely pleased to be working with a high caliber and focused team like Spire Global to add value to our channel community. Their experienced, sales-driven team and proven approach provide MediaPOINTE® resellers with new tools and resources to win more opportunities and successfully grow their businesses,” said Stephen Villoria, CEO of AMD.

Eric Murphy, Vice President of Spire Global, said, “The MediaPOINTE® solutions are industry-leading, outpacing the rate of growth in the enterprise streaming market by tenfold. Spire Global is excited to take on this product line and drive the market with the MediaPOINTE® team. We recognize the growing importance of and need for organizations of all sizes to have the ability to easily stream, record, archive, and manage video and audio content. The innovative technology MediaPOINTE® has developed makes these objectives an achievable reality in the ever-changing market for video communications.”

In addition to working with MediaPOINTE®’s existing channel partners, Spire Global will bring the MediaPOINTE® products to their existing channel community of resellers and distributors. Spire Global’s resellers benefit from a highly technical outside sales force, sales engineers, and technical helpdesk, arming them with the resources needed to win in a competitive marketplace.

“Spire Global is emerging as an important distribution channel partner with an unusual approach to visual communications,” comments Andrew W. Davis, Sr. partner and founder of Wainhouse Research. “Spire Global is providing resellers a suite of products from multiple manufacturers addressing different pieces of the rich media communications spectrum, while assuring those partners and their end user customers that the piece parts will work together seamlessly and have a trained technical support team behind them. The MediaPOINTE line of Streaming, Archiving, and Content Management products adds a crucial element to Spire Global’s suite of visual communications solutions.”

“We see a great fit with Spire Global’s channel experience and approach and MediaPOINTE®’s innovative product development and design. In working with Spire Global, our valued reseller partners have more resources available to them, and we are well-poised to capitalize on the significant growth we anticipate in the enterprise streaming and IPTV market,” Villoria said.

MediaPOINTE® products are available from Spire Global as of October 1, 2010. For more information, visit [www.spireglobal.com](http://www.spireglobal.com) and [www.mediapointe.com](http://www.mediapointe.com).

#### **About Advanced Media Design.**

Founded in 1989, Advanced Media Design, Inc. is the leading provider of AV-over-IP solutions to the audio-visual industry for enterprise, government, healthcare, and educational applications. The company has received international recognition for the development of the acclaimed MediaPOINTE® AVOS platform and its streaming media products, are the emerging standard for enterprise streaming and management of rich media content. For more information, visit [www.mediapointe.com](http://www.mediapointe.com).

#### **About Spire Global**

Spire Global, headquartered in Van Nuys, California, is a high-touch, market-driving distribution company that focuses on a small number of product lines to maximize sales effectiveness for its partners. Spire Global is an independently-owned company founded by video and audio industry veterans in 2006. Spire Global – Total Solution. Single Source. Visit the company at [www.spireglobal.com](http://www.spireglobal.com).