



Blackmagicdesign



Holdan Ltd. Have announced that they have with immediate effect been appointed new UK & Ireland distributor for Blackmagic Design cards and converters, which include the DeckLink HD Extreme the most advanced capture card ever built, released last week at NAB in Las Vegas.

The appointment of Holdan Limited follows the opening of Blackmagic Design's new EMEA office earlier this year, which from it's UK base will manage sales, business development, customer service and technical support across the region.

"Sales are continuing to grow significantly in the UK", said Simon Westland, Blackmagic Design's Sales Manager EMEA, "Holdan have a long standing position in the market, represent a complementary range of manufacturers and are well placed for this exciting period of our development."

Blackmagic Design manufactures the World's leading video capture cards, converters and routers, in use by broadcasters, post-production facilities and videographers across the World. The company's new DeckLink HD Extreme which was showcased at NAB is the world's first capture card to feature SDI, HDMI and analogue component, NTSC, PAL and S-Video capture and playback, combined with 3 Gb/s SDI technology, and 3D lookup tables for only £ 499 plus vat.

"We are delighted by the opportunity to work with Blackmagic Design", commented Allan Leonhardsen Holdan's Sales & Marketing Director, "We have watched the business grow into one of the industry's leading brands and we believe our experience, knowledge and service levels will support the further projected growth in the UK".

Holdan Limited commence sales and shipping of Blackmagic Design products on Monday 21<sup>st</sup> April, 2008 and will support the needs of Blackmagic Design's existing nationwide network of resellers.

### **About Blackmagic Design**

Blackmagic Design manufactures the world's highest quality video cards and converters for the post production and television broadcast industries. The Multibridge, DeckLink and Intensity family of products have revolutionized the post production industry and made HDTV more affordable.

### **About Holdan Limited**

Holdan Limited was established in 1996 as a trade distributor of products aimed to the professional Audio Visual market. The head office is based in Glossop 10 miles east of Manchester with UK based satellite office in South of England and a Benelux office based in Brussels/Belgium.

Holdan Limited supply all products exclusively via their network of professional resellers across the UK & Ireland.

Holdan limited is all about workflow and aim to supply a complete solution for everyone, both the demanding prosumer and for professional applications.

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