

Barco and Ingram Micro signed new distribution agreement for projection and image processing in Singapore

Singapore, Monday 26 February 2024 – Barco, a global leader in visualization technology, announced the appointment of Ingram Micro, a leading IT distributor in Asia Pacific, as its new distribution company for their range of G-series projection and image processing solutions in Singapore.

Ingram Micro is one of Singapore’s largest technology distributors and known for housing top-quality technology solutions and services that help businesses realize the promise of technology in the region. With its strong presence and industry experience, the company is a natural fit to represent Barco’s [installation projectors](#) and [image processing](#) solutions.

This new agreement creates opportunities for customers and businesses in Singapore to gain access to highly innovative ProAV technology and solutions offered by Barco, namely the [G-series projectors](#), [ImagePro-4K](#) and [PDS-4K](#) products.

The now concluded agreement, which came into effect at the beginning of the new year, not only bridges the common goal of innovation and development of a future-proof product portfolio, but also on collaboration in bringing the best and most innovative ProAV solutions to the market.

“Our new agreement with Ingram Micro will enable us to broaden our reach and bring our technology and innovation to more businesses across the country,” said Jasline Tay, Asia-Pacific Regional Sales Head Immersive Experiences at Barco. She continued: “Together, we will empower more businesses like retailers, corporates, education institutions, museums and theme parks to optimize their visualization strategies and further provide a best-in-class technology and visualization experience for their customers and employees.”

“We are excited to form this strategic relationship with Barco and to offer a range of highly innovative visualization solutions for our customers in Singapore,” said Eunice Lau, Executive Managing Director at Ingram Micro. “With the rising demand of immersive experiences in Singapore on platforms like events and roadshows, we are confident that this addition to our portfolio will meet the demands of our customers.”

About Ingram Micro

Ingram Micro is the business behind the world’s brands with the ability to reach nearly 90 percent of the world’s population. Our diverse solutions portfolio spans thousands of technology hardware and services options, as well as XaaS solutions. Reaching close to 200 countries, we have approximately 26,000 associates and more than 161,000 customers and 1,500 vendor partners worldwide.

Learn more at <https://sg.ingrammicro-asia.com/>

About Barco

Barco is a global company with headquarters in Kortrijk (Belgium). Our visualization and collaboration technology helps professionals accelerate innovation in the healthcare and enterprise and entertainment markets. We count over 3,300 visioneers, whose passion for technology is captured in over 900 unique patents.

Barco is a listed company (Euronext: BAR; Reuters: BARbt.BR; Bloomberg: BAR BB) and realized sales of 1,050 million euro in 2023.

Interested to connect? www.barco.com or on [X \(@Barco\)](#), [LinkedIn \(Barco\)](#), [YouTube \(BarcoTV\)](#), [Instagram \(barco_nv\)](#) and [Facebook \(Barco\)](#).

Barco. Visioneering a bright tomorrow.

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