



**FOR IMMEDIATE RELEASE**

## **AVPro Edge Announces New Distributor in GCC Region**

***Award-Winning AV Signal Distribution Products from AVPro Edge, Including AVoIP, Matrix Switchers, Extenders, and More, Now Available to Technology Integrators in GCC Countries: Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and the United Arab Emirates.***

**SIoux FALLS, S.D., June 24<sup>th</sup>, 2025** – AVPro Edge ([www.avproedge.com](http://www.avproedge.com)) has announced the appointment of Keyston Distribution Fzco as an official distributor for the GCC region. This partnership marks a significant milestone as AVPro Edge expands global availability of the company's award-winning AV signal distribution and connectivity solutions that empower technology integrators to deliver the best solutions for both commercial and residential clients.

“Partnering with Keyston is a strategic step for AVPro Edge as we continue to grow our presence in the Middle East,” said James Trumper, VP of International Sales at AVPro Global. “Keyston’s expertise in professional AV distribution and their deep understanding of the market makes them the ideal partner to represent our brand. Together, we are committed to delivering outstanding solutions and support to AV professionals throughout the region.”

Keyston Distribution Fzco, with its strong track record and established relationships in the GCC, is ideally positioned to provide local integrators with access to AVPro Edge’s latest technologies and innovations. This collaboration will ensure that customers in the GCC benefit from AVPro Edge’s renowned performance, reliability, and technical support.

“We are delighted to become an official distributor for AVPro Edge in the GCC,” said John Saju, General Manager - AV at Keyston. “AVPro Edge’s commitment to quality and innovation aligns perfectly with our mission to deliver the best AV solutions to our clients

AVPro Edge products feature superior design and manufacturing and are backed by a 10-year advance-replacement warranty, providing integrators with peace of mind knowing they have installed a product that has been built to last from a trusted manufacturer committed to the pro A/V channel. For more information, visit [avproedge.com](http://avproedge.com) or call (877) 886-5112.

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### **About AVPro Edge**

Headquartered in Sioux Falls, South Dakota and a subsidiary of AVPro Global Holdings, AVPro Edge develops and manufactures high-performance connectivity products engineered to provide professional audio/video installers with the performance and functionality they must have to deliver best solutions to clients. As a full adopter of HDMI, Dolby, HDBaseT, SDVoE, and HDCP, AVPro Edge engineers work closely with these organizations and chip manufacturers to ensure the very best products come to market on behalf of our customers worldwide.

### **About AVPro Global Holdings, LLC**

AVPro Global is a privately held American company headquartered in Sioux Falls, SD, with satellite offices in St. Petersburg, FL, Seattle, WA, a European office in Bratislava, Slovakia, and an office in Shenzhen, China. The AVPro Global audio/video-centric brands - AVPro Edge, AudioControl Pro, Bullet Train, Murideo, and Then Audio – combine their respective strengths to create the fastest-growing AV signal distribution company in the residential and commercial systems integration spaces, perfectly complementing AVPro Global Founder and CEO Jeff Murray's

vision, "To be recognized as the best AV signal distribution and control products and services company on the planet." [avproglobal.com](http://avproglobal.com)

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