

### The CSTB Exhibition report. 28-30 January, 2013.

At CSTB Moscow Trade show AVerMedia participated with the booth that was included to the authorized distributor large show complex. Herein AVerMedia was listed to the CSTB catalog as a full-featured exhibitor. The three days of CSTB worked for shown interest to the streaming solutions in general and to AVerMedia product specifically. But activity on last show was less than in CSTB2013 that probably was caused by very cold weather up to -27C degree. In total we have had about 50-60 visitors, but unfortunately not every one of them left their contacts, since the people afraid of getting spam messages to their mailboxes they said. As well I walked through the exhibition territory and visited some companies booths that could have mutual interests with AVerMedia on the market of Russia and CIS where I got some visit cards and had brief meetings to discuss the ways of co-operation and partnership. All the people contact cards was sent to you a few days ago. Regarding most demanded product: most popular on CSTB was found the AVerCaster Pro 7180 and DUET F239 models. As well I had meeting with ERA TV head engineer Mr. Alexander Kutukhin and discuss in detail possibility the company would proceed as distributor and integrator for AVerMedia B2B solutions. Alexander advised the prices to be less on the market for the product than we offering currently. The same said a few visitors on the show when I asked for what prices they are ready to purchase B2B product of AVerMedia. Alexander's and other visitors estimates are almost equal and are for RS7180 1700-2000 USD per channel and for RS7160 no more than 1500 USD per channel as final price in Russia. So, in general we should to cut off the prices approx 25-30% from the current price list. So, RS7180 to cost 5500USD and RS7160 5K USD FOB Taiwan – both prices shown for 1 pieces purchase, for another quantity purchase cost to be calculated by AVM International sales dept. It is noteworthy according to some visitors info IPTV gates now are very demanded on the market of Russia and CIS, but they must have DVB-T2 input cards strongly.



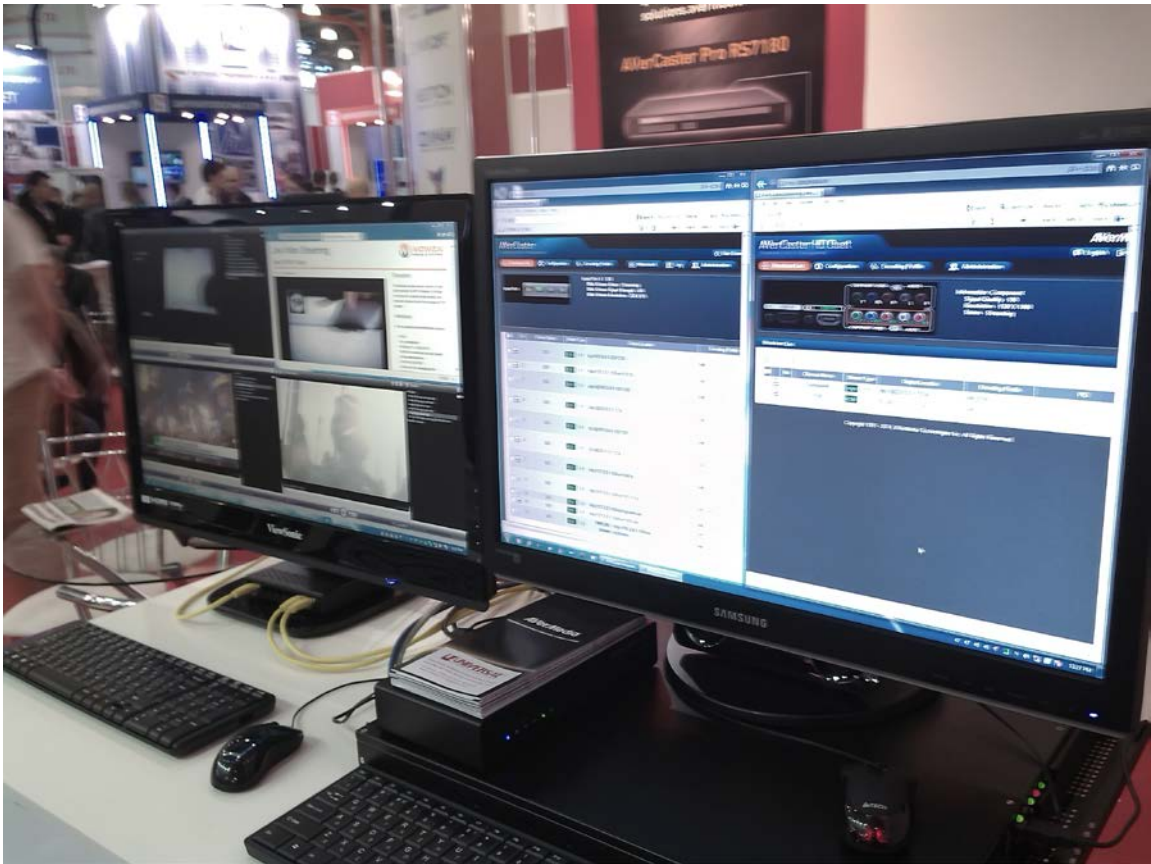
The stand with the UC partners brands - AVerMedia logo is right in the center.



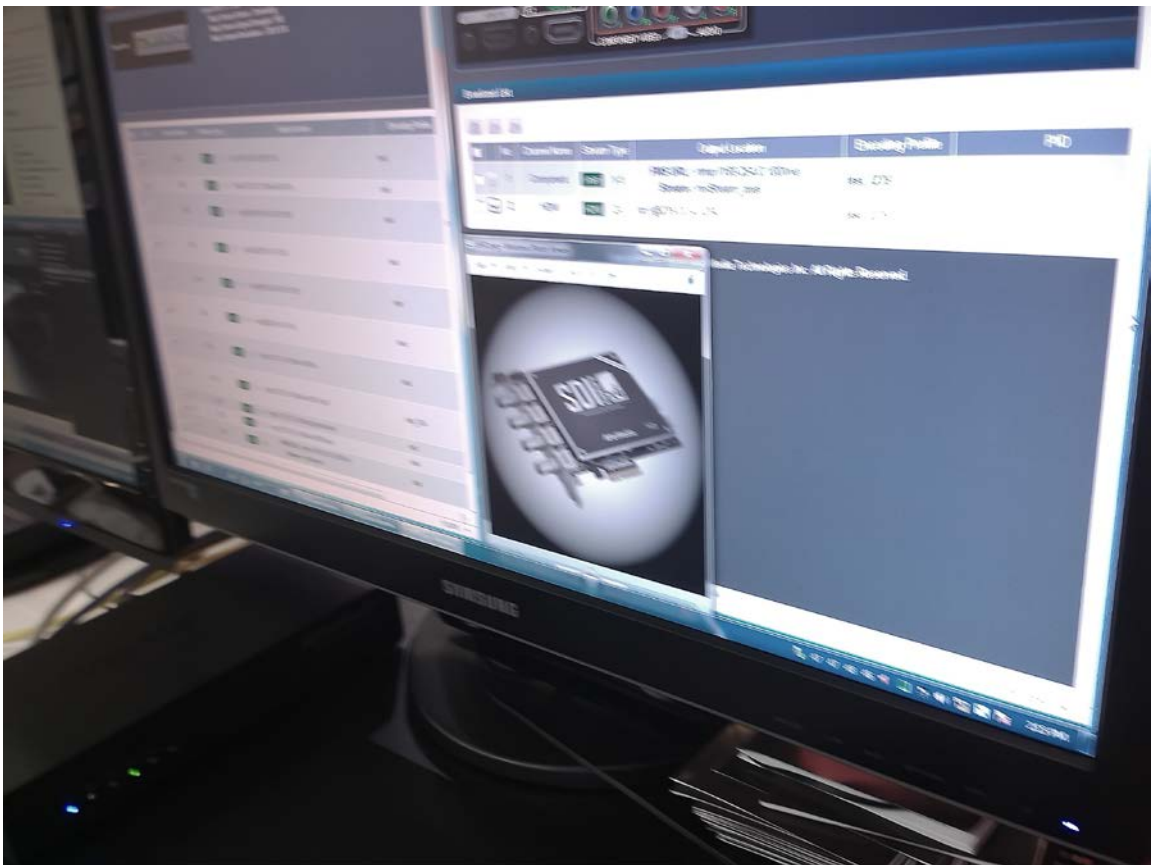
The SDI card on a display.



AverMedia stand with demo screens.



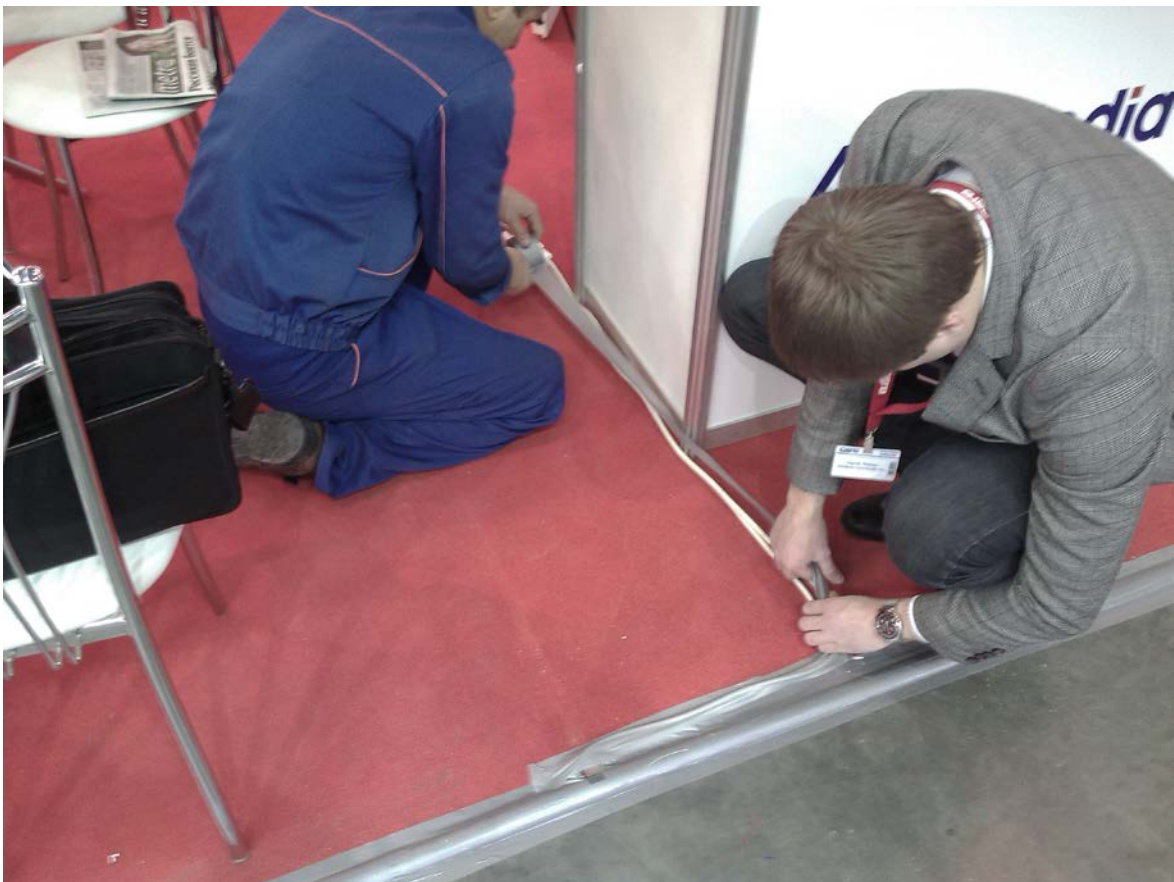
The display is closer.



SDI card watermark in the AVerCaster Pro Management window.



Victor Vysotskiy. Photo by Cabelchik magazine reporter.



Some corrections in the process.

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