

## SYNNEX INKS MSI DISTRIBUTION DEAL

Synnex has inked a distribution deal to take on the range of MSI products.

MSI's product portfolio includes mainboards, graphics cards, notebooks, all-in-one PCs, server/workstations, industrial computing, communication devices, consumer electronics and car infotainment products.

Synnex will primarily target SMB and national retailers with the range.

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"With MSI in our portfolio, Synnex will be able to offer our customers a greater range of products. MSI will also be able to leverage our national network and industry expertise," Synnex CEO, Kee Ong, said.

MSI Australia managing director, Jerry Hsu, said Synnex had established networks and relationships with many key

channel partners and retailers nationally.

"We look forward to working with Synnex to launch MSI in Australia and grow the company's presence and reach significantly," Hsu said.

MSI is also distributed by Ingram Micro, Bluechip Infotech, Multimedia Technologies, Tervan, COM1 and Achieva.

### *MSI Profile*

*Since its founding in 1986, MSI has been demonstrating continued success in the digital age. To achieve the best user experience, every component is essential. Therefore, in the past 25 years, "Insist on the Best" has been our commitment. MSI strives to provide digital products based on its core values – "Innovation" and "Style". The results are products with superior performance, trusted reliability, excellent user experiences and an expressive style.*

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By Julia Talevski