

retrieved from:<http://www.crn.com.au/News/150254,synnex-to-distribute-tivo.aspx>

Synnex to distribute TiVo

By Negar Salek
16 July 2009 10:41AM

Synnex strengthens its audio visual footprint with TiVo announcement.

Hybrid Television Services, the exclusive licensee of TiVo products in Australia and New Zealand, has signed a distributor partnership with Synnex.

As part of the deal, Synnex will facilitate TiVo's distribution to retail resellers which currently include Harvey Norman and Domayne, JB Hi-Fi, Dick Smith Electronics, The Good Guys and Myer.

Additionally, Synnex will manage the distribution of all TiVo products to these retailers, including credit facilities and account management.

The announcement signals the distributor's intention to broaden its audio visual and consumer electronics line-up.

Kee Ong, CEO for Synnex Australia, said in terms of products, Synnex distributes IT across to the CE space.

"Managing the TiVo distribution for Hybrid TV, further increases our expansion into the audio visual market in Australia. Synnex has a proven logistics capability.

"Last year we actually got the Microsoft XBOX fulfillment distie in Australia. This year, we got the contract with TiVo," said Ong.

Robbee Minicola, CEO of Hybrid TV, said, "Partnering with an industry-leading distributor such as Synnex is another key milestone in our comprehensive retail expansion strategy.

"Joining forces with Synnex will help us deliver better service to our retailers which will in turn impact our reach. Managing the supply chain more efficiently can only benefit everyone in the process - and ultimately the consumer," said Robbee.

