

RFS appoints Jay Martin as Broadcast Technical Sales Director - Americas

Submitted by: Turtle Consulting Group

Friday, 17 April 2009

Las Vegas, 20 April 2009: Radio Frequency Systems (RFS), the global wireless infrastructure specialist, has appointed industry veteran Jay Martin as 'Broadcast Technical Sales Director – Americas'. The appointment is pivotal in strengthening RFS' established presence across the region, and follows the reinvention of its sales and customer support operations to ensure it remains ideally positioned to meet local market requirements.

The broadcast industry in the Americas has witnessed tremendous change in recent years, most notably with digital TV (DTV) switchovers, HDRadio and the introduction of Mobile DTV and Mobile Media in a number of markets. As such, network operators require RF coverage solutions that secure existing investments and ease migration to new standards, while allowing them to manage spectrum and maximize tower space. Providing a complete range of RF solutions for broadcasters – from analog radio and TV, to DTV, Mobile DTV, Mobile Media, HDRadio and DAB – RFS delivers a total package solution that ensures timely and cost-efficient deployment.

In his new position as head of broadcast technical sales for RFS throughout the Americas, Jay Martin brings a wealth of experience in the design and application of antenna systems for the broadcast industry. His career, which commenced with WLBZ-TV in Bangor, ME, and Shively Laboratories, spans more than three decades. From 1985 to 2008, Jay assumed key roles with Dielectric Communications of Raymond, ME, including Television Antenna Product Manager, Senior Director of Marketing, VP of Broadcast Marketing and VP of Sales.

Welcoming him to his new role, Martyn Kemel, President, Broadcast and Defense Systems, RFS, points out that Jay has been involved with all aspects of antenna and filter design from concept to completion - including testing, specification and installation. "His engineering background and practical acumen are complementary skills that allow for high-level system solution development with customers. One of his many assets is his ability to communicate with both technical and non-technical customers", Martyn said.

Commenting on his appointment, Jay added: "I have always been impressed with the RFS product portfolio, having competed with it for years. Furthermore, once I met the people, I immediately realized that this was the right fit. The RFS people are an enthusiastic team of professional experts who share a strong customer focus, a great work ethic, and have a great sense of community and a long-term commitment to the broadcast industry. Having been in the industry some 30 years myself, this is very important to me and the customers that I serve."

Jay Martin received his BSEET from the University of Maine at Orono, and his MBA from Husson College in Bangor, ME. He is an active member of International Electrical and Electronic Engineers (IEEE), The Society of Broadcast Engineers (SBE) and The Association of Federal Communications Consulting Engineers (AFCCE).

RFS will be participating at the NAB conference and exhibition being held in Las Vegas, Nevada USA, April

18-23, 2009 (RFS booth # C2315). Specialists on hand at NAB will include Raymond Bibisi, Sr. Director of National Area Sales for North America, and Mick Bennett, Global Product Manager, Broadcast & Defense.

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Photo:

Can be downloaded here;

<http://fs.turtleconsulting.co.uk/PICS/RFS0253%20Jay%20Martin.jpg>

Caption: Jay Martin, Broadcast Technical Sales Director – Americas'

Notes to Editors:

RFS Company background

Radio Frequency Systems (RFS) is a global designer and manufacturer of cable, antenna and tower systems, plus active and passive RF conditioning modules, providing total-package solutions for wireless infrastructure.

RFS serves OEMs, distributors, system integrators, operators and installers in the broadcast, wireless communications, land-mobile and microwave market sectors. As an ISO compliant organization with manufacturing and customer service facilities that span the globe, RFS offers cutting-edge engineering capabilities, superior field support and innovative product design. RFS is a leader in wireless infrastructure.

For more information visit: <http://www.rfsworld.com/>

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