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VIDEOWORKS MAKES ITS DEBUT IN THE UNITED STATES: VIDEOWORKS OF AMERICAS, INC. IS BORN

- ***The new company based in Fort Lauderdale will supply all-round assistance for yachts operating in the US and the Caribbean***
- ***Videoworks of Americas technicians will also train US crews***

The Videoworks Group, a leader in AV and IT integration for yachting, confirms its international growth with the establishment of a 100% owned subsidiary, "Videoworks of Americas, Inc.", based in Fort Lauderdale, an important crossroads for yachting in the Americas, to supply a complete service for yachts sailing in the US, the Caribbean and South America. From commissioning and crew training to installation, from service to ongoing assistance following delivery, preventive maintenance and refitting of systems for the yacht's entire lifespan: the presence of Videoworks technicians represents an increasingly important distinguishing element, above all in view of the complexity of today's onboard systems.

The American market is growing, in terms of both new builds and refitting, and more and more yachts have been moving from Europe toward the United States and the Caribbean for several months of the year. Large numbers of yachts are built *on spec* in the Old World and then taken to the US for sale to a growing American clientèle.

Videoworks of Americas, Inc. was established to offer these clients the best possible assistance service (including constant technical updating for crews, who often see considerable turnover).

The team of specialised professionals is led by Videoworks of Americas CEO Mauro Frattesi. When yachts are made or refitted directly in the United States, Videoworks technicians are available on-site. While for yachts built in Europe, Videoworks of Americas technicians will train the US teams in the shipyard before the yacht is moved with the aim of ensuring they are provided with the best possible instruction.

As Mauro Frattesi says: *"With a direct presence in North America and the Caribbean and a dedicated team of 10 technicians based in Ft. Lauderdale, we will be able to provide all our customers with instant service and practical technical support "Made by Videoworks". And that's not all: for vessels in European shipyards destined to operate primarily in the area, we will be able to rely on the Videoworks of Americas technical team for commissioning and crew training both in Europe and in the destination country."*

This clear strategy is underlined by the Group's CEO, Mauro Pellegrini: *"Videoworks of Americas represents a very important step in the international growth of our group. Only Videoworks can guarantee this level of service for its clients, thanks to its 100% owned subsidiaries: Videoworks S.p.A. (Ancona and Viareggio), Videoworks Europe B.V. (Aalsmeer), Videoworks of Americas, Inc. (Ft. Lauderdale) and the men and women who work for them"*.

About Videoworks

The Videoworks Group is the undisputed leader in AV and IT integration in European yachting. With business premises in Ancona, Viareggio and Aalsmeer, in the heart of the Italian and Dutch boatbuilding districts, and in Fort Lauderdale, the yachting hub of North America and the Caribbean, and with partners all over the rest of the world, including South

VIDEOWORKS GROUP

Aalsmeer – Ancona – Fort Lauderdale - London – Milan - Viareggio

America, Southeast Asia and China, the Group responds to the demands of a highly selective international clientele.

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