



HMA PUBLIC RELATIONS

3610 N. 44th Street, Suite 110
Phoenix, AZ 85018-6060
(602) 957-8881
(602) 957-0131 FAX

NEWS

CONTACT: ABBIE S. FINK
(602) 957-8881
afink@hmapr.com

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HMA PUBLIC RELATIONS ADDS AVERMEDIA TO ITS CLIENT ROSTER

HMA Public Relations, one of the Southwest's leading full-service public relations and marketing communications agencies, has added AVerMedia to its client roster.

[HMA Public Relations](#) will provide media and community relations services for [AVerMedia Information, Inc.](#) in Mexico City and São Paulo, with an initial focus on expanding the company's brand image and educating end users about AVerMedia's products, including AVerVision Interactive Document Cameras and AVerPen Collaborative Classroom Learning Solutions.

Scott Hanson, APR, Fellow PRSA, president of HMA Public Relations, said that having the on-the-ground resources of its [Public Relations Global Network](#) (PRGN) partners in each of those markets was instrumental in securing the business.

[S2 Comunicação Integrada](#) in São Paulo and [Guerra Castellanos Y Asociados](#) in Mexico City are assisting in the account service.

AVerMedia is the technology leader in Digital Multimedia Video Convergence Technology. AVerMedia provides Hardware and Software Surveillance Systems, Document Cameras, Interactive Classroom Solutions, Digital Video Makers, and PC-to-TV Converters for consumer and corporate/educational markets. As a leader in innovative manufacturing and environmentally friendly products, AVerMedia is also highly involved with community and social responsibilities. AVerMedia also partners with ODMs for the development of AVerMedia's technologies for integration applications.

AVerMedia is a registered trademark of AVerMedia Technologies, Inc. All other trademarks or registered trademarks are the property of their respective owners. Info: <http://www.avermedia-la.com/>

HMA Public Relations, a founding member of the PRGN, is a full-service public relations and marketing communications agency with nearly 30 years experience in the traditional marketing communications disciplines including public relations, media relations, issues management, crisis communication, community relations and special event planning.

HMA Public Relations headquarters office is located at 3610 N. 44th St., Suite 110, Phoenix, AZ 85018. The phone number is (602) 957-8881, and the web address is www.hmapr.com.

Formed in 1992, PRGN currently has member agencies in countries across North America, South America, Europe, Australia, Asia and Africa. Agency members are independent, owner-operated public relations and communications agencies.

Clients of PRGN agencies include well-established regional, national and international companies and organizations. Clients of the network agencies benefit from shared expertise such as specialization in Hispanic culture and high-tech communications. They also benefit from the ability to access full-service, high-quality communications counsel in major markets worldwide.

More information on PRGN can be found at www.prgn.com.