



Micro Anvika gets on the telly with Flixmedia.tv

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Retailer pairs up with Flixmedia.tv to showcase products via IPTV

Micro Anvika has ventured into IPTV to push its products to customers. The Tottenham Court Road-based reseller is working in conjunction with online partner Flixmedia.tv. Its 'TV' channel will feature product demo videos from vendors including Samsung, HP, Toshiba and Sony.

Nick Gatt, Micro Anvika representative, said: "This was a really easy decision for us and promises to be highly effective for our needs, as our customers respond well to varied content that talks their language."

Dinesh Chand, mobile product marketing manager at Samsung, said: "The TV channel is the natural next step for a retailer like Micro Anvika – bringing its many site visitors a continuous communications flow of product video clips, as well as the vendor-produced content."

Scott Lester, chief executive of Flixmedia, added: "We are delighted to further expand our own global network of FlixTV channels for the benefit of Micro Anvika's customers."