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**For Immediate Release**

## **Pexip Taps InGear for Media Relations and Content Marketing Services**

**PEMBROKE PINES, Fla. — Oct. 28, 2014 —** [Pexip](#), a Norway-based company that makes it possible for enterprises to provide simple, high-quality, and cost-effective videoconferencing to everyone within an organization, has selected [InGear](#) as its exclusive media relations agency. Effective immediately, InGear will work with the company to raise awareness of its Pexip Infinity™ scalable meeting platform within the unified communications and collaboration (UC&C) space.

Founded by experienced innovators from the UC&C industry, Pexip aims to make virtual meetings as easy as writing an email or picking up the phone. Entirely software-based, Pexip's Infinity platform applies an IT-centric approach — allowing enterprises to use their existing videoconferencing hardware or software assets to create a seamless experience for users across any standard platform, protocol, or device. As a result, organizations can provide comprehensive HD-quality visual communications to any member at a fraction of the traditional cost.

“As we dive into the enterprise IT environment, we need a partner that can increase our exposure within this industry while maintaining our momentum in the video conferencing and A/V marketplaces,” said Anders Løkke, marketing at Pexip. “We chose InGear for their track record, expertise, and strong connections to the media community. In fact it was an editor who recommended the team to us, and so far, the results have been fantastic.”

“It's extremely rewarding to work with a rising star that's so passionate about visual communications,” said Veronica Esbona, president of InGear. “Poised to make a real and lasting impact on the industry, we are very enthusiastic to be working closely with such a vibrant

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and creative team as we establish Pexip's product as the leading videoconferencing platform across the globe."

Headquartered in Oslo, Norway, Pexip is present in 13 countries including the United States and United Kingdom.

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**About InGear**

InGear is a full-service integrated marketing communications agency focused on the professional AV, custom installation, and consumer electronics markets. With offices in Florida, California, Oregon, Utah, and the Netherlands, the agency serves an international range of clients with global media relations activities, social media strategies, and high-impact customer outreach programs. Visit InGear on the Web at [www.InGearPR.com](http://www.InGearPR.com).



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