

For Immediate Release

INOGENI announces distribution partnership with Starin, a Midwich Group company

Quebec City, QC, Canada – November 30, 2022 – INOGENI is pleased to announce a partnership with Starin, a US market leader in the distribution of Unified Communications and Video Collaboration (UC/VC) solutions and specialty education products.

INOGENI offers a wide range of smart pro AV devices including camera mixers, switchers and converters, which are designed to be compatible with products from Logitech, Poly, Crestron, Barco, Jabra, Aver, and Huddly, and with soft codecs such as Zoom, Microsoft Teams, and Google Meet. Partnering with INOGENI was therefore a natural fit for Starin.

Starin continues to focus on key relationships across the collaboration category and the ability to provide complete solutions for hybrid and collaborative work environments and elevating the conferencing experience. Partnering with INOGENI will allow Starin to further enhance their product offering to allow for multiple cameras and video sources, and provide complete conferencing solutions to the channel.

“With Starin’s continued focus on providing our dealers with complete solutions, we are proud to add INOGENI as a partner,” said Bill Reimer Vice President of Sales at Starin. “Inogeni has established themselves as an innovative company manufacturing unique devices that enhance the meeting space experience.”

"We are very pleased to be partnering with Starin. In addition to being a well-managed organization, Starin provides a comprehensive product portfolio of complementary solutions for INOGENI to be sold with. Starin’s experienced team provides a value-added sales approach to help us further develop business with the Pro AV channel. We look forward to taking advantage of Starin’s reach to increase our brand equity with the Pro AV dealers," said Jeff Meyer, Chief Revenue Officer at INOGENI.

Some of INOGENI’s globally recognized innovations:

INOGENI's award-winning products meet and even exceed international standards.

U-CAM – 2021/2022

- Best of Show Award – InfoComm 2022
- FINALIST - AV AWARDS 2022

The first and only USB camera and audio converter to an HDMI connection (CODEC or display), the U-CAM enables can connect new AI USB cameras to HDMI inputs.



4KX-PLUS – Cisco Webex BYOM Solution (Launched Q4 2021)

The 4KX-PLUS is an industry-first product to offer a solution to hold Teams or Zoom (BYOM) videoconferences with a laptop—all while using equipment in Cisco Webex meeting rooms.



TOGGLE – AV Awards 2021, UK

TOGGLE is the first intelligent and controllable USB 3.0 BYOM* switcher.

* BYOM (Bring Your Own Meeting): Bring your own laptop and take control of the audiovisuals with Teams or Zoom on your laptop.



SHARE2U – 2017 InfoComm Innovation Award, USA

The first and only dual USB camera mixer and switcher. Easy to use. No drivers, no setups! It is a versatile device compatible with all types of apps.



Discover all of INOGENI's innovative mixers, switchers and converters at www.inogeni.com.

About Starin

Headquartered in Chesterton, Indiana, Starin, a Midwich Group company, which serves the US market, is a value-added distributor of pro AV products. Starin has a strong focus in the unified communication and education markets, with a brand portfolio including Yealink, Lenovo, Crestron, Poly, Logitech, Shure, DTEN, LG, Neat, Barco, SMART and more.

About INOGENI

INOGENI is a Canadian-based designer and manufacturer of advanced video conferencing solutions for the corporate, educational and healthcare markets. Its products are sold in more than 75 countries through a network of distributors and integrators of audiovisual solutions. INOGENI's engineering team leverages more than 15 years of AV electronic experience to offer a comprehensive product portfolio and technology solutions that facilitate and simplify conference room connections. Our goal is to create highly stable, seamless, and premium AV conferencing experiences. Elevate your video conference experience at www.inogeni.com.

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Sources

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STARIN

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High-resolution pictures available in the INOGENI Marketing package:

**** INOGENI Marketing package ****



INOGENI's TOGGLE USB 3.0 Switcher + Barco ClickShare
Automatic BYOM switching for 3 high-quality USB devices (cameras, microphones)



Select your preferred
videoconference system

- CRESTRON
- Lenovo
- Yealink
- logitech
- zoomrooms
- poly