

# Utelogy Selects Western Rep Associates As Manufacturers Rep in Northern California, Oregon and Washington State

LOS ANGELES, Calif., April 5, 2017 (SEND2PRESS NEWSWIRE) – Utelogy, which makes software for control, management and analytics of audiovisual systems for business and education, has signed a representative agreement with Western Rep Associates.



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Utelogy provides Software-Defined audiovisual (SDAV) technology for control management, analytics and services for smart classrooms, conference rooms and video-conference rooms. With its open systems architecture, the Utelogy platform leverages the existing IT infrastructure and can support any AV device with its built-in tool suites for easy provisioning and configuration. Using the Utelogy platform enables AV and IT departments to build more flexibility into its meeting space for easy reconfigurations and equipment re-use.

Western Rep Associates provides professional representation for manufacturers of broadcast video and commercial audio/video equipment in the Western United States. With more than 20 years in the video equipment industry, Dave Herget, Principal, has extensive knowledge about what it takes for a successful

audio/visual system integration. Western Rep Associates will represent Utelogy in Northern California, Oregon, and Washington state.

“We work closely with system integrators, consultants and key end-users and we think the Utelogy platform provides the flexibility users are looking for,” said Herget. “The platform will easily integrate with the other equipment and systems we sell to provide a complete solution,” he added.

“We’re excited to have Dave’s expertise represent Utelogy in this important region,” added Frank Pellkofer, CEO of Utelogy. “We know Dave has a long history with long-term relationships in the region, and we’re eager to get started working with him.”

**About Utelogy Corporation:**

Utelogy Corporation publishes an enterprise technology control and management platform without limits. Utelogy is a flexible, scalable software solution for control and management of AV systems. Users enjoy a flexible, future-friendly AV control and management environment that puts the power in the hands of the user. For more information, visit <http://www.utelogy.com/>.

**About Western Rep Associates:**

Western Rep Associates was founded in 2007 by Dave Herget. With more than 20 years in the video equipment industry, Western Rep Associates works with manufacturers of Broadcast Video and Commercial Audio/Video Equipment in Alaska, Northern California, Hawaii, Idaho, Nevada, Oregon and Washington state. For more information: visit <http://westernrep.com/>.

\*PHOTO for media: [Send2Press.com/wire/images/17-0405s2p-herget-300dpi.jpg](http://Send2Press.com/wire/images/17-0405s2p-herget-300dpi.jpg)

\*PHOTO Caption: Dave Herget, Principal, Western Rep Associates.