



ALT Systems Hires Senior Account Executive

Jimmy Biro Joins as Sr. Account Executive, Bringing Avid Expertise to Company

Sun Valley, CA - July 10, 2015 - ALT Systems, a full-service systems integrator based in Los Angeles, has hired James (Jimmy) Biro in the role of Senior Account Manager. Biro will be responsible for driving sales growth within Avid and Colorfront pillars.

“We’re constantly growing our portfolio of creative solutions, and Jimmy brings the specific experience we need to ensure a premium customer experience and future growth,” said Jon Guess, president of ALT Systems. “This move further solidifies our position at the forefront of integrated media and entertainment solutions.”

Biro brings over 20 years of media and entertainment sales experience to ALT Systems. His experience brings a superior knowledge base including solutions such as, Editorial and Color finishing, Media Management, Studio and Live Event Production, Digital Signage, and Enterprise Storage.

About ALT Systems

Founded in 1995, ALT Systems is a full-service systems integrator that delivers products and solutions for compositing, editing, dailies, color correction, data storage, networking, rendering, and archiving. They are the trusted advisor and integrator for names such as: Arsenal FX, CBS, Chainsaw, Deluxe, HBO, IMAX, Technicolor, The Mission, and Union Editorial. They provide each customer a unique solution customized to meet their specific need by offering extensive demonstrations and evaluations, straightforward pricing, and flexible financing. Putting the customer first is a core value of the company.

ALT Systems offer solutions from top manufacturers including, Apple, Avid, Brocade, Blackmagic, Colorfront, Dot Hill, HP, Quantum, and Qumulo.

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