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Philips & Lite-On Digital Solutions Partners With RPC to Promote Products in Retail

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Philips and Lite-On Digital Solutions (PLDS), a leading manufacturer and developer of optical storage products, and Retail Profiling Consultants (RPC), a leading field sales development organization based in the UK, announced that they have signed a sales expansion agreement.

PLDS carries the Lite-On brand in its portfolio and has obtained a license from HP to sell certain HP branded products. Under the terms of the agreement, RPC will support the promotion and sales of all HP branded products carried by PLDS in UK independent retailers.

"In this competitive market we are looking for new market segments, where the company can increase its presence, for example in the retail channel." said Maulidya Diaz, Team Leader Western-Europe for PLDS. "RPC offers us a smart, interesting partnership in targeting the UK retail channel. They have established themselves as key player in retail promotion throughout the years. But unlike traditional field marketing companies they have always had a 100% focus on the ICT industry. Thanks to their established expertise and excellent knowledge of the ICT industry, RPC can offer us a very flexible, scalable and focused approach."

"RPC are delighted to working with PLDS in the UK. HP is a recognised 'A brand' and our Field Sales Developers will be taking a very positive message out to Independent Retailers. Our focus will be on delivering new trading partners for HP who are

excited to be offering some great products to their customers.” said Martin Barrett, Business Development Manager, RPC.

The sales expansion agreement between PLDS and RPC is effective as of now.

About PLDS:

PLDS (Philips & Lite-On Digital Solutions) is a joint venture between Royal Philips Electronics and Lite-On IT Corporation, established in 2007 and active in the market of Optical Disc Drives (ODD). The combination of a strong R&D-focus and an enormous production capacity makes PLDS an industry leading company. PLDS has multiple ODD brands in its portfolio: Lite-On, HP (under exclusive license) and Philips (in United States only).

About RPC:

Retail Profiling Consultants (RPC) is a dynamic integrated sales support organisation providing field based solutions to the IT industry across the UK, Eire and Benelux. Over the past 14 years Retail Profiling has proudly supported many of the world’s leading software publishers and hardware manufacturers in developing their channel business.

LEARN MORE ABOUT **LITEON**[®] AT WWW.LITEONIT.COM

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