

Press Release

**15th December, 2021**

Vision launches unboxing video series

*Vision’s new unboxing videos preview what’s in the box to installers*

Vision has launched a series of unboxing videos for its proAV mounts, audio and installation products on YouTube, making it super-easy for AV installers to preview included components and assess the product suitability during pre-sales research and short-listing stage.

Filmed in one-take in a relaxed no-nonsense style, the videos are short and full of information with Vision director Stuart Lockhart showing all included components with a brief explanation of their potential uses.

“Our customers are installers who don’t have time to waste,” says Lockhart. “In the unboxing videos I show them exactly what’s in the box and remind them what they might need them for – no marketing fluff and puff.”

“It means when installers turn up on site, they can be confident they have everything needed to complete the install,” adds Lockhart. “We know how frustrating it is to discover an essential cable or other component is not included when the installer is already on site. The videos eliminate that risk, ensuring a fast, effective install free from unnecessary delays and hassle.”

The unboxing videos double as a valuable pre-sales tool, providing a summary of the product’s capabilities and applications for anyone conducting pre-purchase research.

“Unboxing videos have become highly popular and valued for consumer electronics,” explains Lockhart, “ and business buyers of proAV kit expect nothing less than they enjoy at home.”

Vision’s unboxing videos feature on its website product pages and can be viewed and shared by Vision resellers and installers from Vision’s YouTube page. Videos are available for 42 of the most popular products with more to follow.

Vision sells its proAV installation solutions including mounts, stands, connectivity devices and audio products exclusively through channel partners and supports user and partners alike with a lifetime warranty on all products.

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**About Vision**

Vision designs and manufactures installation products including mounts, connectivity devices and audio that are exceptionally easy to install and so reliable, they come with a lifetime guarantee. Its products are available worldwide through a network of distributors. Vision is an Azlan Logistics brand and part of the Tech Data Group.

<https://visionaudiovisual.com>

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