

# SCRIBONA

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## **Scribona deepens partnership with Sony**

**Scribona is now expanding its role as Nordic distributor to include Sony's entire range of computer, video and audio products.**

As the borders between IT and home electronics gradually dissolve, the sales and distribution channels are also changing. In the summer of 2006, Scribona's range of Sony products will therefore be successively broadened in all Nordic countries.

"Together with Sony, we can offer our customers a comprehensive product portfolio for both the digital home and the modern office. Notebook computers, displays, flatscreen TVs, projectors, digital cameras and camcorders, mp3 players, micro stereos, home theater systems, navigation products and car audio will all be distributed through Scribona's wide reseller network. The combination of Sony's strong product range and our extensive distribution capabilities have all the ingredients for success," says Fredrik Bolander, Head of Nordic Vendor Management.

"We at Sony are seeing how the market and distribution channels are evolving – and quickly. This will make Scribona even more important as a partner to Sony in the Nordic region. In view of the increasing product convergence between computers, digital cameras and TV, we are fully aware of the need for fast and efficient distribution of our products and alternatives to our previous model. We have been impressed with Scribona's initiatives in this area and believe that they can contribute to improved accessibility and service for our reseller partners," says Peter Håkansson, Sales Manager at Sony Sweden.

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### **Facts about Scribona**

Scribona is the Nordic region's leading supplier of products and solutions for information management.

Aside from the Scribona business area, which is responsible for sales and distribution of IT products, the Group includes Carl Lamm AB, a provider of complete document management solutions.

For more information, visit [www.scribona.com](http://www.scribona.com)

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The company's registered office is located in Solna, Sweden.