

PRESS RELEASE



ANEVIA APPOINTS FRANCISCO PINTO NETO AS SALES DIRECTOR LATIN AMERICA TO HEAD NEW LATAM OFFICE IN SÃO PAULO

Paris, France, February 27, 2014 – Anevia, a leader in video streaming and infrastructure solutions for OTT, live TV and video-on-demand, announces the continuing expansion of its global operations with the appointment of Francisco Pinto Neto as Sales Director Latin America. He heads Anevia’s newly opened LATAM office in São Paulo.

Francisco Pinto Neto, aged 52, is a technology sales executive with over 20 years of experience in the Latin American telecom and networking industries. Prior to joining Anevia, he was Vice President Latin America at Silver Peak Systems and Sales VP for the same region at network security specialist SonicWALL, Inc (acquired by Dell). Prior to this role, he held similar management positions at leading networking and security vendors, including 3Com Corporation, Riverstone Networks (acquired by Alcatel), Audiocodes Ltd, Philips Electronics, and Toshiba. Fluent in the main languages of the region (English, Spanish and Portuguese), he holds a marketing degree from the ESPM in Brazil and an Executive-MBA from the Wharton Business School.

“Latin America is very much a new-tiger economy with great development potential in the whole area of broadcast and telco infrastructure, not least in the run-up to the 2016 Olympic Games in Rio,” comments Anevia CEO Tristan Leteutre. “Brazil is the natural country in which to base our LATAM operation and Francisco Pinto Neto the ideal Sales Director given his extensive knowledge both of the region and of the IT sector.”

“Anevia has a highly innovative range of products which enable broadcasters, telecommunication networks and hospitality service-providers to deliver far wider levels of consumer choice than could ever be achieved from traditional technology platforms,” adds Francisco Pinto Neto. “The company is particularly talented at designing software to run on industry-approved IT hardware. This gives them the speed and flexibility needed to respond efficiently to the demands of an evolving market.”

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Francisco Pinto Neto will be attending the 2014 NAB Show in Las Vegas alongside colleagues from our California-based office, exhibiting on the Anevia stand (South Upper 6914).

About ANEVIA

Anevia (www.anevia.com) is a leader in the creation of software infrastructure for the delivery of live television and video-on-demand services. Founded in 2003 by the developers of the VLC media-player, Anevia has pioneered the development of video content delivery networks which give television viewers wide freedom of choice in what, when and where they watch. Anevia products are used successfully in markets such as broadcasting, tier 1 and tier 2 telecommunications, and in many private and public companies. Headquartered in France, Anevia is a globally active company with regional offices in the USA Brazil, Dubai and Singapore.



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