



Picture: Bob Finlayson

## Jazzing up Calypso sales

**WARWICK** Maver has been appointed product manager at Image Design Technology, an Australian importer of advanced audiovisual, data distribution and display technology.

He'll be managing NSW product sales and trying to drive mid-tier sales of Calypso Control Systems.

"My main tasks are to gain maximum market share and to increase exposure to the integration market," he says.

Maver has broad experience in the audiovisual sector, having spent more than 20 years in a range of management and sales positions.

He worked in senior management at the ABC, as head of operations for radio in NSW, and in the technology marketing group, selling broadcasting technology into Europe and Asia.

He was national project manager for Electroboard, and most recently national sales manager for Crestron Electronics.

Outside of work he likes golf and he

keeps fit by running and skiing. He also manages the rugby team of one of his two teenage sons.

Maver believes that the future is bright for IDT.

"When you look at the mid-level market you can see the huge growth opportunities out there and IDT is focused on developing market share for control systems, large-form video displays and signal distribution systems," he says.

"One of my main goals is to capitalise on the growth opportunities, particularly for the Calypso Control Systems."

IDT works with resellers and integrators selling various audiovisual applications, including digital signage and command and control rooms.

It offers a wide range of brands besides Calypso Control Systems, including Cinde, Clarity Visual Systems, Communications Specialties, InFocus, Jupiter Systems, Magenta Research, Marshall Electronics, NEC, Next Window and Pioneer.