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DEV Systemtechnik Appoints Head of Sales and Marketing Rainer Lorger is Expected to Expand the RF Specialist's Market Position

By February 1, 2009, Rainer Lorger (50) has been appointed to the newly created position of General Manager, Sales & Marketing of DEV Systemtechnik. Until then these tasks were also handled by DEV General Manager Joerg Schmidt. Lorger's main responsibility will be the expansion of the continuously growing company's national and international sales structures.

With Rainer Lorger, MSc, DEV Systemtechnik gained a distinguished electronics industry professional with more than 25 years experience in sales and management, and expert knowledge of the market. He started his career in 1983 as a sales representative with Hewlett-Packard, where he made it up to District Sales Manager. In 1998, Lorger joined Tektronix, one of the leading electronics test and measurement businesses, as Sales Director, Europe, to implement a new European distribution structure. Before entering DEV Systemtechnik, he served as a Division Manager with Hydrotechnik, a medium-sized company in the field of electronic measurement data logging.

Together with his team, Lorger intends to set clear signs in the market: „In my new function, I want to give a distinct impetus to consolidate and internationally expand DEV's top ranking as a supplier of leading RF technology for head stations, from the antenna to the receiver“.

About DEV Systemtechnik

DEV Systemtechnik GmbH & Co. KG is the first choice for the transmission and distribution of radio frequency signals as, for instance, required in head end stations. The company develops and produces leading-edge products and systems for the entire signal transmission path. The portfolio from DEV comprises fully coordinated product solutions, from antenna to receiver. All products are "Made in Germany" and meet the highest demands on system availability, reliability and controllability.

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