



RFS and IFTX Announce Partnership with Focus on Expanding Participation in the Latin American Broadcast Market

IFTX will be a certified and qualified manufacturer of RFS branded products in Latin America.



São Paulo, Brazil, August 5, 2021 – Radio Frequency Systems (RFS) and IFTX Broadcast Television and Radio announced a partnership to extend low and mid power broadcast products needed for the TV digitization process in small municipalities, to more companies operating in the Latin America broadcast market.

A rock-solid collaboration to achieve logistical advantages

The strategy is to combine the expertise and excellence of RFS Broadcast solutions with the high manufacturing and technical capability of IFTX, to achieve logistical advantages that result in greater market competitiveness. “We will be able to reduce the lead time of products in Latin America by up to 75%”, says Wilson Conti, General Manager and VP Sales LATAM. “It is an important step towards consolidating RFS in the low and mid power broadcast solutions LATAM market”, completes Conti. The products, which were previously imported from the RFS facility in Australia, will now be produced in the IFTX manufacturing field in Valinhos, São Paulo.

IFTX brings together professionals with high technical expertise, with decades of experience in the FM and TV Broadcast market. It has a broad and modern manufacturing base, in addition to a testing ground and laboratory perfectly placed to serve LATAM broadcasters. The company will be a certified and qualified manufacturer of RFS branded products in Latin America and will also be responsible for providing technical and after-sales support although RFS will look after the sales process itself.

“There will be a strong focus on the digitization process of small Brazilian municipalities between 2021 and 2023. The partnership between IFTX and RFS will enable the entry of high quality and better cost-effective products, smoothing the process”, emphasizes Jose Elias, Managing Partner of IFTX.

The companies have already started operating in the new business model and are set to significantly increase market share in the Latin American region and beyond. “The partnership with IFTX is already underway in Latin America but we highly expect to expand it and bring the benefits of the partnership to other regions.”, concludes Gopal Naidu, Vice President of the Broadcast and Defense Business Unit at RFS.



About RFS

Radio Frequency Systems (RFS) is a global designer and manufacturer of cable, antenna and tower systems, plus active and passive RF conditioning modules, providing total-package solutions for wireless infrastructure.

RFS serves OEMs, distributors, system integrators, operators and installers in the broadcast, wireless communications, land-mobile and microwave market sectors. As an ISO compliant organization with manufacturing and customer service facilities that span the globe, RFS offers cutting-edge engineering capabilities, superior field support and innovative product design. RFS is a leader in wireless infrastructure.

Trademarks

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