

Taiwanese conferencing brand AVer syndicates product content to
the e-commerce market



Conferencing manufacturer AVer Information Europe accesses the global e-commerce market through Open Icecat by syndicating its product datasheets to its channel partners. During the past 20 years, Taiwan headquartered AVer became a leading manufacturer of educational and professional conferencing solutions. It sells products like visualizers, charging solutions, video conferencing tools, and cameras.

Free and timely AVer data

AVer invites its retailers to download its product datasheets (PDS) from Open Icecat for free. The main advantage for Ver channel partners is that they provide their online visitors with timely, standardized, and complete AVer product content to improve their visitor experience.

AVer Europe has licensed Icecat to add its copyrighted materials to the Icecat catalog and ubiquitously syndicate this content to AVer's channel partners. Because this protects their European channel against common copyright infringement cases.

What content is available in a PDS? In general, a PDS contains product specifications, marketing texts, product images, brochures, logos, and rich media assets.

Most of our customers are already users of the Icecat platform. Therefore, it was legitimate for AVer Europe to make it easier for them by setting up this strong partnership with Icecat. We are pleased to inform you that all our video conferencing & education products are now available in Icecat. In all European languages!

RENE BUHAY, SENIOR VICE PRESIDENT OF SALES & MARKETING AT AVER EUROPE

With Open Icecat, e-commerce partners not only get access to AVer product content. But, they can also fully automate the ingestion of product content into their e-commerce platforms. Icecat provides XML, JSON, CSV APIs and also supports [add-ons to mainstream e-commerce platforms](#).

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AVer Europe is a great addition to the Open Icecat catalog given its strong presence in the AV industry. A growing number of AV brands, like ViewSonic, CTOUCH, and ProDVX, recently joined as well.

FILIP VAN RYN, COUNTRY MANAGER BELGIUM AT ICECAT

How to access the data?

If you are an AVer Europe channel partner, use your [Icecat account](#) to download its free product content as well. In case you do not have an account yet, please [register online](#), contact your local Account Manager, or [contact us](#) online.



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Filip van Ryn

