



YESCO Electronics announces today that it will be rebranded as Prismview, A Samsung Electronics Company. The name change is the result of a directive intended to better align Prismview's identity with its new parent company Samsung Electronics.

On March 3, 2015 Samsung Electronics Co., Ltd. announced its acquisition of Logan, Utah-based YESCO Electronics, LLC, a leading LED sign and display manufacturer with more than 2,000 installations across the U.S. and abroad and more than 20 years in the industry. The acquisition reinforces Samsung's entry into the LED display market, extending the reach of the company's pioneering technologies and expertise beyond large-format displays (LFDs) using LCD panels, where the company has been the worldwide market leader for six consecutive years.

Since the Samsung acquisition, Prismview has seen significant investments in the Logan, Utah plant in personnel, equipment, and other resources. Prismview has also seen its international sales increase by more than 75%.

According to John Williams, CEO of Prismview, "Samsung's vast resources have added to our existing expertise, and have positioned Prismview to become the world leader in LED digital signage."

Prismview continues to impress the digital signage industry with landmark installations such as the recently commissioned center hung display at the AT&T Center, home of the San Antonio Spurs. Along with the center hung, Prismview built and installed more than sixty (60) other individual displays creating a powerful system that delivers the ultimate fan experience.



Prismview will continue to offer a full range of indoor and outdoor LED display products engineered for outstanding image quality and durability. Combined with Samsung's LCD display line-up, consumers will benefit from the broadest catalog of visual display products in the world.