



## **Barix Appoints Fabrizio Campanale as Engineering Manager**

**ZURICH, SWITZERLAND, November 4, 2009** — Barix AG, a pioneer in IP-based audio, intercom, control, and monitoring, has hired Fabrizio Campanale as Engineering Manager. Campanale will work out of the company's headquarters in Zurich, leading and managing the development team and its operations to ensure proper and efficient planning and execution of all engineering projects.

Campanale comes to Barix with a rich engineering background and more than 11 years of advanced product development, including nine years with Philips, NXP and ST-NXP Wireless where he most recently served as Program Manager in the Audio and Video Peripherals Business Unit Management Team. While at NXP, Campanale designed, developed and managed multimedia and connectivity products for the wireless industry.

In his new role, Campanale will merge his electronic engineer roots with his project management competence to lead a multicultural engineering team and improve development performances that positively impact the Barix business operation. He will also serve an instrumental role in managing the technology roadmap for the company moving forward.

“Fabrizio Campanale brings an engineering vision to Barix that will shape and sharpen the company as we continue to grow, and enhance our reputation as a structured and efficient engineering organization,” said Johannes G. Rietschel, CEO and Founder of Barix AG. “His leadership skills and experience in project management will improve the processing of our engineering and development load in an efficient and systematic manner.”

Barix products are used extensively in markets where Audio over IP distribution is prevalent, including security, education, entertainment, transportation, building automation, in-store media, and radio broadcasting. The versatility of its products, including its range of IPAM modules, makes Barix Audio over IP technology highly attractive to OEM product developers in these and other markets worldwide.

“Barix is an extremely exciting company, and I am impressed by the technical competence that starts at the top,” said Campanale. “Barix products have the unique capability to offer a tailored and optimized solution to every customer, and I believe this customer intimacy is one of its factors of success. It is very stimulating and motivating to join a young company that has already gained much respect in the various markets we serve, yet has enormous growth potential. It's our chance to manage that growth and increase our business across these various markets.”



**About Barix AG ([www.barix.com](http://www.barix.com))**

Barix AG, headquartered in Zurich Switzerland, specializes in research and development of state of the art IP based communication and control technology. Barix products are stand-alone and able to remotely connect worldwide over standard networks / Internet offering new and improved solutions to the professional audio distribution, communication and automation industry. Barix products provide solutions in audio over IP (audio distribution and monitoring, communication, security) and automation (remote controlling, monitoring and maintenance).

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