



Press release  
For immediate release

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## XYZ Cultural Technology hires Joël Beauchamp as Director of Facilities

*Forging ahead with its strategic growth plan, the Montreal firm specialized in AV design and integration has rounded out its management team*

**Montréal, November 3, 2016** – Jacques Larue and Éric Cyr, partners at XYZ Cultural Technology, are pleased to announce the arrival of Joël Beauchamp, CTS, as Director of Facilities. Joël brings more than 15 years' audiovisual experience in key positions with companies such as Allied Systems and Solotech Inc., where he worked as Director of Operations for the last three years.

Joël Beauchamp is being brought on board as part of the strategic growth plan at XYZ Cultural Technology, which doubled its personnel this past year through acquisitions and new hirings. "This adds an important element to the exceptional team already in place," explains Jacques Larue. "In addition to being an excellent manager, Joël fully understands the issues surrounding audiovisual integration. His presence will support our growth-oriented strategy and ensure that our many ongoing and future projects continue to deliver high-quality standards."

"XYZ Cultural Technology is an industry leader with major achievements on several continents," notes Joël Beauchamp. "I am excited to accept this new challenge and contribute to the growth of a company that is spreading Montreal audiovisual expertise and creativity across the globe."

### **About XYZ Cultural Technology**

XYZ uses technology to disseminate culture and ideas. Since 2006, the Montreal company has produced first-rate audiovisual projects that have attracted and delighted a broad public. Specializing in museum exhibitions, interpretive displays, immersive environments, show venues and custom audiovisual solutions, the company boasts an impressive client base that includes the Videotron Centre in Quebec, Lodha Group Real Estate Developers in India, and the Rio Tinto Alcan Planetarium and the Eaton Centre in Montreal.

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### **Source and information:**

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### **Photo Legend**

XYZ\_JBeauchamp1: Jacques Larue, Associate, and Joel Beauchamp, Director of Facilities at XYZ Cultural Technology

XYZ\_JBeauchamp2: A part of the team from XYZ's Montreal office with Joel Beauchamp, Director of Facilities (2th from the left, bottom row)