

November 1, 2009

## **Klaus Friz, new Aurora business development director in Europe**

Rorke Data, Inc a Subsidiary of Bell Microproducts names Klaus Friz as Manufacturer's Sales Representative for the Aurora RAID Product line in Europe.



Klaus Friz

Mr. Klaus Friz brings over 30 years of sales management experience related to a variety of high-tech industries Europe. Mr. Friz will provide sales and sales support for the Aurora high-performance RAID product line's dealer channel in Europe. Klaus provides another layer of support for the Aurora product in addition to the already existing sales and technical support provided by Rorke Data and Bell Micro Europe. Klaus has held previous positions at Hewlett Packard, Texas Instruments and Micropolis. He has been directly involved in storage for media since 1999 when he formed a company to distribute some of the first products designed specifically to support content creation. Rorke Data will rely on Klaus Friz to support dealers and promote sales of the Aurora product line.

Joseph Swanson, President of Rorke Data commented that "Rorke Data is very pleased to have Klaus Friz represent this break through product line in Europe. His industry experience and knowledge in the broadcast and video production industry provides a great addition to our existing sales and technical team that

will help to further the success of the Aurora product line."

Klaus' sales support of the dealer channel in Europe for the Aurora product line. Klaus is located in Munchen, Germany and may be contacted at +49 89 33 97 476 or email at [kfriz@frizmail.de](mailto:kfriz@frizmail.de).

Announced at last year's IBC as a new breakthrough price performance technology platform, the Aurora product line represents a collaborative effort between Rorke Data and Streamscale leveraging the patent pending RAID software developed by Mike Anderson at Streamscale, inc.