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Atema Partners Acquires Media Visions, Inc.

Franklin, Tenn.: Atema Partners, Inc. has acquired Media Visions, Inc. With locations in La Vergne, Tennessee, and Birmingham, Alabama, Media Visions is one of the entertainment industry's nationwide leaders in live production and integration/permanent installation services.

"We are thrilled to be able to add the standard-setting levels of expertise we're gaining as Media Visions joins our team," says Atema Partners founder and CEO Tom Atema Jr. "This highly respected company will help us build on our base of customer-centric services in innovative ways that allow us to serve our clients' needs at an even higher degree than we are already—that's of tremendous importance to us," he says. "As a relationship company, we are looking forward to growing the established relationships that Media Visions has attained over the past 25 years."

Media Visions' previous president and founding owner, Mike Cruce, will stay on as a sales engineer in the acquisition. "It is with a very happy heart that I welcome this new venture and these new opportunities," says Cruce. "You can get gear lots of places, but you can only get this new unparalleled expertise through Media Visions and Atema Partners."

About Atema Partners, Inc.: [Atema Partners](#) was founded in 2008 by Tom Atema Jr. It is the parent company of [AP Live](#), the premier provider of audio visual solutions, including large-format video and LED support, for corporate meetings and events, festivals, concerts, and exhibits worldwide; and [OCD Labs](#), the industry leader in custom wiring and infrastructure packaging for concert touring and fixed production.

Headquartered in Franklin, Tennessee, Atema Partners and its family of companies have approximately 65 employees, with additional offices in Las Vegas and Denver. The company was named the *Nashville Business Journal's* Best in Business for 2018.

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