



KRAMER ELECTRONICS NEWS

FOR IMMEDIATE RELEASE

CONTACT:

Clint Hoffman
VP of Marketing
888-275-6311

choffman@kramerus.com

Kramer's K-TV is Ready for Prime Time

Clinton, NJ - Kramer Electronics is proud to announce the premiere of their new K-TV YouTube Channel videos, produced and filmed on location at Kramer Electronics' new U.S. Headquarters. These videos will serve as tutorials for audiovisual professionals, giving them practical advice for solving common interfacing problems they may encounter when working with professional A/V products. Viewers will enhance their skill set, making them more efficient and confident at troubleshooting and fixing interfacing issues, while minimizing their reliance on Kramer technical support.

In the first two videos, Sales Support Engineering Manager Matt Kopin walks viewers through straightforward solutions to two common audiovisual interfacing headaches: *Crosstalk Problems with Unshielded Twisted Pair Cabling* and *EDID-Related Audio Problems*. Both issues are the subject of frequent tech support calls, yet each can be resolved effectively in the field by integrators and installers working on their own. The K-TV videos show precisely why these problems occur and explain in detail how to resolve both problems at the design and/or installation stages of a project.

The *Crosstalk*, *EDID Audio*, and subsequent K-TV videos are characterized by their high production values, with custom set pieces and studio-quality lighting and audio used throughout the series. Each video covers information that Kramer instructors also teach in the Kramer Certified Digitalist classes (KCD).

While Kramer Academy classes and road shows (taught by InfoComm's 2013 Educator of the Year Malissa Dillman) have been extremely well-received, the company believes that its diverse selection of Academy classes should be accessible to everyone, even if they cannot attend in person. With each new K-TV video, Kramer affirms its commitment to provide the highest-quality digital AV training programs to the industry.

To view these new videos, please visit <http://youtube.com/kramerelectronicsltd>.

About Kramer Electronics:

Founded in 1981, by Dr. Joseph Kramer, with its world headquarters in Israel, Kramer Electronics Ltd., is a leading manufacturer of high-quality analog and digital audio, video and computer signal management products for the ProAV, Presentation, Production, Broadcast, Home Theater, Houses of Worship and Security markets. Kramer's product line includes audio, video and computer signal processing equipment, distribution amplifiers (DAs), switchers, matrix switchers, digital and analog decoders and encoders, time-base correctors, presentation accessories, cable assemblies, scan converters and scalars. Kramer also offers broadcast quality routers, distribution amplifiers, and controllers through Kramer's acquisition of Sierra Video Systems. Recently, the company added a line of Serial Digital (SDI), FireWire (IEEE 1394), DVI, HDMI and HDTV signal processing and distribution equipment.

Kramer has corporate sales and distribution offices in the United States, Canada, Mexico, Brazil, Argentina, Colombia, United Kingdom, France, Spain, Finland, Sweden, Germany, Poland, Switzerland, Italy, India, China, Thailand, Korea, Singapore, Taiwan, Hong Kong, New Zealand and Australia.