KRAMER ELECTRONICS NEWS

FOR IMMEDIATE RELEASE

Kramer's Newest ProScale™ Digital Scaler/Switchers Have Built-In Mass Notification & Emergency Communication System

Educational and/or Corporate Campus-Wide Emergency Alert Capability

Clinton, NJ – Kramer Electronics is pleased to announce that its newest line of ProScale™ digital scaler/switchers, the VP-770, VP-771, VP-773, VP-774, VP-773AMP and VP-774AMP are all equipped with a unique built-in Mass Notification & Emergency Communication (MNEC) feature.

This essential feature provides the ability to have an education facility, corporate campus, or stadium-wide emergency notification immediately displayed on connected projection screens and monitors. When connected to a network, the Kramer ProScale digital scaler/switchers can be set up to automatically display an alert message. Notifications include flexible options such as the inclusion of an audio alert siren, and the choice of displaying either a text crawler or a text window. The system can even have the Kramer ProScale digital scaler/switchers power up displays that are off in order to display these important messages.

Messages with "Extreme" and "Severe" headers appear nearly full screen and cover any other content. Messages with lower levels of severity appear as text crawls along the bottom of the image. The new Kramer line of presentation switchers only requires an ethernet connection to the appropriate campus network.

Emergency alert messages are composed and transmitted using the XML-based Common Alert Protocol (CAP) application. This allows a warning message to be consistently disseminated simultaneously over many warning systems to multiple proprietary applications and devices. These CAP alerts can include specifics about weather (hurricanes, flooding, storms, etc.), safety and security, as well as secondary functions, such as alert tones, horns, buzzers, and sirens.

The system complies with the official national warning system standard in the United States, the Emergency Alert System (EAS), which works in coordination with the Federal Emergency Management Agency (FEMA) and a number of US national emergency agencies.

For information about all of Kramer Electronics and Sierra Video products please visit www.kramerus.com.

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About Kramer Electronics:

Founded in 1981, 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, Digital Signage and Security markets.

Kramer's product line includes audio, video and computer signal processing equipment including: distribution amplifiers (DAs), switchers, matrix switchers, scalers, presentation scaler/switchers, digital and analog decoders and encoders, fiber and twisted pair range

extenders, table mounted cable management products, cables, cable accessories and more.

Kramer also offers broadcast quality routers, distribution amplifiers, multi-viewers and controllers through its Sierra Video product line, digital signage products and high-end rental and staging scaler/switchers.

Aside for its headquarters in Israel, 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.

www.kramerelectronics.com

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