



## **KRAMER ELECTRONICS NEWS**

**FOR IMMEDIATE RELEASE**

### **Kramer US President Dave Bright Appointed to AQAV Board of Directors**

*Kramer's Successful Support of Quality in AV Continues*

**Clinton, NJ** – Kramer Electronics, the first educational partner with the Association for Quality in Audio Video Technology (AQAV), is pleased to announce that Kramer US President Dave Bright has been appointed to the Board of Directors of AQAV.

“We have made a huge commitment to AQAV. Since the transition from analog to digital, creating standards for quality in AV system design and installation is imperative to the efficiency and success of every participant in the market,” explains Dave Bright. “With that in mind, we have pledged our complete support to the program and the organization, and I am very proud to have been selected to the Board of Directors of AQAV.”

Since the establishment of the partnership, Kramer Electronics has held seven successful AQAV trainings and many individuals have completed the AQAV workshop and earned their certifications. The most recent trainings took place in Las Vegas in June just prior to the InfoComm show. The University of Nevada Las Vegas kindly hosted both CQD (Certified Quality Designer) and CQT (Certified Quality Technician) classes. Those who have successfully earned their AQAV certifications continue to use what they have

learned from the class in every day applications to increase profits and ensure flawless system operations.

“Our AQAV motto is - Saving the AV industry ... one system at a time,” states Mario Maltese, Executive Director of AQAV. “Kramer Electronics has really stepped up to the plate to help us accomplish that goal. They have committed so many resources to make the goal of quality a reality. They have committed monetary resources, personnel resources and marketing resources to the cause. We can’t imagine a better partner in our quest and therefore it was an easy decision to invite Dave Bright to join our Board of Directors.”

End Users, Consultants and Pro AV Integrators are able to attest to the benefits of AQAV. End user, Elaine Manfredonia, Vice President of JPMorgan Chase explained, “Being AV9000 compliant is a major plus for providers who want to work for us. It eliminates untold costs and aggravation the client won’t, and the integrator shouldn’t, accept. No question the business is trending this way.”

Pro AV integrators, such as Jeremy Elsesser of the Pro AV integrator Level 3 Audio Visual in Mesa, AZ, are also aware of the advantages of being AQAV certified. Jeremy stated, “Since Level 3 Audio Visual has started down the path of AV9000 and began implementing the systems into our daily workflows, we have seen a large increase in team collaboration along with a significant reduction of time spent in the field. Culturally, AV9000 has provided a mechanism to get everyone on the same page and pursuing the highest quality of work we can provide.”

In addition, higher education markets are also reveling in the AQAV benefits. Dan Doolen, Chief Instructional Media Systems Engineer at the University of Illinois, explains how his team has embraced the AQAV standards, “We’ve built AV9000 into our campus facility standards and follow it on all our installations. It has everyone working from the same page and explains the ‘why’ as well as the ‘how’. It’s turned into a friendly competition between the installation team and the commissioning team.”

Kramer Electronics currently has three more AQAV trainings planned, one private event in Dallas, Texas on July 29-31, a public CQD class on September 10-12 in Chicago, and a public CQT class at Kramer US HQ in New Jersey on November 18-20. Additional AQAV trainings might also be scheduled in 2014. This will be dictated by demand from the market.

With Kramer US President Dave Bright joining the AQAV Board of Directors, Kramer's commitment to the AQAV movement continues to grow. Kramer believes AQAV is one of the single most important "tools" available today for participants in the Pro AV market. It is the key to increasing profits by ensuring customer satisfaction and eliminating costly issues before they ever occur.

For more information about AQAV please visit the AQAV section of the Kramer web site at [www.kramerus.com/academy/aqav.asp](http://www.kramerus.com/academy/aqav.asp) or the AQAV web site at [www.aqav.org](http://www.aqav.org).

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**About The Association for Quality in AV Technology:**

AQAV is non-profit organization that is dedicated to improving the operational art of designing and installing audio visual technology. Engineered audio visual systems continue to become more complex and difficult to integrate. By focusing on the quality management of these systems, and of those who design and install them, we can benefit the AV industry and all its stakeholders: including clients and users of AV technology, AV designers and installers, equipment manufacturers, related construction and architectural firms, and the environment. For more information please visit: [www.aqav.org](http://www.aqav.org).

**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

For more information please visit us at: [www.kramerelectronics.com](http://www.kramerelectronics.com)

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