



KRAMER ELECTRONICS NEWS

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Kramer to Unveil K-Touch 3.0 at InfoComm 2015

*Cloud-based BYOD Platform for Advanced Room Control and Automation
is Industry Game Changer*

May 21, 2015 — Kramer introduces the K-Touch version 3.0 platform, a revolutionary Cloud-based solution for easily designing state-of-the-art, user-friendly BYOD room-control and automation eco-systems.

With K-Touch 3.0, integrators can design advanced control and automation for room elements such as lights, screens, sound, HVAC, thermostats, and any existing A/V system. Designers can scale to over 100 devices in the Cloud, all controllable from any tablet or mobile touch screen.

“K-Touch 3.0 is easy-to-use, easy-to-program, incredibly scalable, and saves significant costs to both integrators and end users,” said Aviv Ron, VP Business Development & Strategy at Kramer.

K-Touch 3.0 can be operated from any iOS or Android touch screen and is designed for a wide variety of AV environments, such as Corporate, Education, Entertainment, and Houses of Worship.

“The platform’s drag-and-drop design interface replaces expensive programming, is easy to learn, use and update, and offers end users and system integrators alike a complete control and automation solution for even the most complex projects,” said Ron.

K-Touch 3.0 includes pre-programmed, drag-and-drop modules for easy control system design. K-Touch modules represent a wide variety of media programs and devices commonly used in

control and automation environments.

K-Touch 3.0 enables the control of room elements via Ethernet. With Kramer FC-series format converters or third-party controllers, room elements can be controlled via RS-232, GPIO, relays, or IR. Kramer RC-series button controllers can also be incorporated into any project to provide tactile operation.

K-Touch 3.0's platform offers integrators significant cost savings and higher ROI by allowing them to provide remote cloud-based support and updates to customers without having to be on-site.

Kramer offers a simple online training course for K-Touch 3.0 that can be completed in just a few hours. An extensive support database for K-Touch 3.0 is available online and includes tutorials, articles, videos, and sample project files that provide additional instructions on performing both simple and complex tasks.

For information about all Kramer products and solutions, including VIA Presentation and Collaboration Solutions, Sierra Video, Minicom Digital Signage, and Kramer Powered by Calibre, please visit: <http://www.kramerus.com/>.

Some useful links:

Twitter: <https://twitter.com/kramerelec>

Facebook: <https://www.facebook.com/kramerelectronics>

Pinterest: <https://www.pinterest.com/kramerelec/>

Instagram: <http://instagram.com/kramerelectronicsus>

LinkedIn: <https://www.linkedin.com/company/895692>

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About Kramer

Since 1981, Kramer Electronics Ltd. has been a leading player and pioneer in the Pro AV industry. With 26 global offices across six continents and support and distribution in over 100 countries, Kramer offers an extensive and innovative Pro AV solutions portfolio for Corporate, Education, Houses of Worship, Government, Live Events, Healthcare, and more.

For over three decades, Kramer has built its reputation on strong personal relationships with its customers and providing the highest level of service and support in the industry.

Kramer has won numerous awards, including the 2013 Pioneer of AV Award at InfoComm in honor of its Founder, President & Chairman, Dr. Joseph Kramer. Kramer's award winning analog and IP-driven solutions for collaboration, streaming and control are at the forefront of an ever-evolving Pro AV industry. Kramer's consistent sales growth and expansion into new markets is a testament to the company's commitment to R&D and reliance on customer feedback.

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