



KRAMER ELECTRONICS NEWS

FOR IMMEDIATE RELEASE

Kramer Races Forward with Upgrade to Its Cloud-Based Control Solution

*K-Touch 3.1 Enhances User Experience and Reduces Configuration Time
with New Drag-and-Drop Room-Control Modules and more*

Kramer releases K-Touch 3.1 to further enhance the company's award-winning Cloud-based solution for designing advanced, user-friendly room-control systems for lights, screens, sound, any AV equipment, HVAC, thermostats, and more.

K-Touch 3.1 expands the platform's ease of use and reduces configuration time with features such as sliders and new drag-and-drop programming modules for Apple TV, cameras, Vera™ Smarter Home Control products, Centralite Lighting, and Kramer's FC-26 I/O connectivity product. K-Touch 3.1 also introduces Apple TV IP control, immersive full-screen mode and support for iPhone 6 and iPhone 6+, further improving the integrator's user experience.

"I believe this new release sends a strong message to both our integrators and end-users: K-Touch is and will continue to be the most innovative, cost-effective and easiest-to-use room control solution on the market," said Aviv Ron, VP Business Development & Strategy at Kramer.

K-Touch is ideal for any AV environment, e.g., Corporate, Education, Entertainment, and Houses of Worship.

With K-Touch, end-users can control any device in the room over Ethernet. The solution is scalable to over 100 devices, all controllable from any iOS or Android touch screen.

Non-Ethernet-based devices with RS-232, GPIO, relays, or IR can be controlled over Ethernet using Kramer FC-series I/O connectivity products or third-party devices. Kramer RC-series button controllers can also be incorporated into any project to provide tactile operation.

The platform lets integrators provide remote Cloud-based support and updates to customers without having to be on-site. This offers significant cost savings and higher ROI.

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

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

For more information, visit us at: www.KramerAV.com