



## **KRAMER ELECTRONICS NEWS**

**FOR IMMEDIATE RELEASE**

### **Kramer Strengthens Presence in Education & Training Markets**

*The Company's Innovative VIA™ Wireless Presentation & Collaboration Solutions are Helping to Improve the Collaborative Learning Experience in Classrooms & Training Facilities Worldwide*

**October 14, 2015** — Kramer is surging forward in the exciting field of Pro AV/IT for Education. With investments in both classroom and training room products and solutions, the company is poised to lead the way in this growing market.

At InfoComm 2015 in Orlando, Florida, Kramer introduced and was [honored](#) for its latest Education solution initiative, the [Kramer Collaborative Classroom](#). Kramer Collaborative Classroom is a complete wireless classroom solution that combines advanced Cloud-based control and wireless presentation and collaboration with the convenience of BYOD. The solution features Kramer's award-winning [VIA](#) TRUE-Collaboration™ solutions; Kramer's award-winning K-Touch™, a Cloud-based platform for advanced room control, and industry-leading HDMI/HDBaseT signal distribution.

At the beginning of 2015, in an effort to better understand and address the needs of the Education market, Kramer founded the Kramer Education Solutions Circle (KESC), an exclusive community of AV professionals from leading academic institutions. KESC members participate in an ongoing dialogue with the Kramer team to take an active role in developing exciting and innovative Education solutions. KESC's members are invited

to exchange ideas, offer their field-tested wisdom and directly contribute to designing new products and solutions for education and training applications.

Kramer's investments in improving the way people engage and collaborate in classrooms and training venues have led to success stories like this one:

In January 2015, Sheldon College in South East Queensland, Australia integrated Kramer VIA Collage into their classrooms. They were looking for a way to encourage collaborative thinking and enhance their students' overall learning experiences. They wanted to make presenting, collaborating and sharing content easier and more efficient within the context of their Bring Your Own Device (BYOD) policy. The myriad of devices students brought to school, with different operating systems and release versions, presented a huge hurdle for the system designers.

"We needed a solution for wireless connectivity of the students' portable media devices. We tested and evaluated a number of the leading brands of wireless collaboration systems and the [VIA Collage](#) was chosen as the best of its kind currently on offer," said Julian Stirling, Design Manager for Integration Partners Australia.

As a part of an ongoing effort to introduce new wireless presentation and collaboration solutions, Kramer will be releasing a new VIA solution to address the unique challenges and opportunities in Education and Corporate Training. The solution will offer unique and powerful collaboration features focused on enhancing student-teacher interaction.

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

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Some useful links:

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

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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](http://www.KramerAV.com)