



KRAMER ELECTRONICS NEWS

FOR IMMEDIATE RELEASE

Kramer Goes for Gold at ISE 2016!

Kramer Brings New Game-Changing Solutions as a Gold Sponsor at World's Largest Pro AV Technology Event

Kramer, a leading manufacturer and global distributor of Pro AV products and solutions, will be presenting new game-changing solutions at Integrated Systems Europe 2016 as an official gold sponsor. The event will be held at the Amsterdam RAI on 9-12 February. Kramer will showcase this year in booth F20, Hall 1.

“ISE is the meeting place for the audiovisual industry. Gold sponsorship of the event leverages our presence and connection with visitors as well as other exhibitors at the show,” said Aviv Ron, VP Business Development and Strategy at Kramer.

Kramer will be making some exciting and groundbreaking product announcements. “Our product introductions at ISE 2016 promise to change the AV landscape entirely,” said Ron.

Kramer’s exclusive ISE announcements will include solutions for any meeting room environment and a game-changing product in the cutting-edge field of AV/IT convergence.

Kramer will also be showcasing live interactive applications such as Collaborative Classroom, featuring the debut of VIA Campus™ for education and training environments; Control Room, and Executive Meeting Room. All live applications will include Kramer’s complete Pro AV portfolio – Presentation, Control, Collaboration, Connectivity and Audio.

Kramer returns to ISE this year with a strong presence at InfoComm Masterclass, InfoComm Higher Ed Conference and InfoComm FlashTrack. Kramer masters of AV will present three very special training sessions: “BYOD to the Collaborative Learning Environment,” “Make Room for Success: Huddle Space Optimization” and “How to

Enable Collaboration in an IT Infrastructure.” In addition to these sessions, hourly learning opportunities and demos will take place at the Kramer booth.

“Our world-class instructors will present solutions and strategies for addressing the latest needs and technological challenges in modern meeting spaces and learning environments,” said Ron.

For the second year in a row, Kramer will host an exciting, expert-laden panel discussion covering one of the hottest topics currently affecting our ever-evolving industry. The free event, entitled “AV over IP – Opportunities and Challenges as AV and IT Converge,” will take place at the Unified Communications Theatre in Hall 9, Booth A140 on Wednesday, 10 February at 16:00-16:30.

The discussion will be led by Tim Albright of AV Nation and feature panelists from AVI-SPL Limited, Crestron, Cisco, Google, Harman Professional Solutions, Kramer, and Reardon Advisors.

Kramer is also a proud sponsor of the 2016 InAVation Awards, taking place on Tuesday, 9 February.

For more details about Kramer at ISE 2016 and a complete event schedule, visit:

www.KramerAV.com/ISE2016.

For additional questions, contact Katinka Allender at K-Communications & Associates, k.allender@k-communications.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>
<http://instagram.com/kramerelectronicsus>

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

About Kramer Electronics

Since 1981, Kramer Electronics 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.