KRAMER ELECTRONICS NEWS

FOR IMMEDIATE RELEASE

Kramer Introduces **Kramer@Work** at ISE 2016

Complete Advanced Technology Meeting Room Solutions

Kramer is introducing **Kramer@Work** meeting room solutions at ISE 2016. These new advanced end-to-end technology solutions will be on display in the Kramer booth, F20 in Hall 1 at the ISE show; being held at the RAI in Amsterdam from February 9th through February 12th.

Kramer@Work consists of complete solutions from Kramer for any size meeting room from huddle spaces to large boardrooms, composed entirely of state-of-the-art Kramer technology. **Kramer@Work** solutions are comprehensive, flexible and ready-to-go offerings for any size budget and designed to ensure optimal performance by providing everything you need from one manufacturer. Many competitive one-size-fits-all solutions in the market are expensive and complicated. **Kramer@Work** lets you have just what you need.

Meetings are about the effective combination of an optimal meeting environment and tools and technologies for people to intuitively engage and collaborate with one another. **Kramer@Work** is a unique, powerful and balanced offering to support any type of meeting in any type of meeting space. With **Kramer@Work**, users connect instantly and present effortlessly on the main display with any laptop or mobile device, wired or

wireless, and users can switch seamlessly between multiple presenters and AV sources. Utilizing any laptop or mobile device, participants can edit documents together in real time, turn the main display into a whiteboard, instantly share any size file, stream smooth full frame rate HD video, chat with other participants, and collaborate remotely with third-party video conference apps.

What is particularly unique about the **Kramer@Work** solutions is what's at their core. At the heart of these systems is a combination of the Kramer award winning [VIA solutions](#) combined with our award winning [K-Touch cloud-based control system](#). Kramer's industry leading VIA solutions, the VIA Collage, VIA Campus and VIA Connect PRO, are wireless presentation and collaboration solutions that allow people to "Meet Smarter" by providing them with a shared workspace. They provide the ability for any meeting participant to quickly and easily present from their own devices, and to collaborate in real time with VIA's powerful mix of features such as wireless file sharing, annotation, video streaming, chat and many other powerful user engagement tools.

K-Touch is Kramer's new approach to control. Easy to use, easy to learn, easy to configure, easy to customize and easy to install, K-Touch is an ideal fit for virtually any application. It all can be supported and serviced remotely using its unique cloud architecture. K-Touch is a true revolution in control, built specifically for the Pro AV world in which anyone in the room can easily control both the AV system and other aspects of the room itself, including the lights, shades, screens, and more.

Kramer@Work surrounds these core products with their reliable Kramer Pro AV signal management hardware, audio products and vast array of Installer Solution connectivity products, to deliver the perfect immersive meeting experience for any size space.

To complete the exciting **Kramer@Work** offering, there is also an included IP based room scheduling solution that lets participants easily find available rooms and book them from any device.

Kramer@Work comes with solutions for four different meeting room types. The Executive Board Room solution is for a space that calls for user-friendly engagement tools, seamless ultra-HD presentation capabilities, and the most sophisticated, powerful, and easy-to-use control solution to tie it all together. The Collaboration Room solution is for a BYOD meeting environment in which presentation and collaboration is seamless, easy, and of course wireless. The Basic Meeting Room solution comes with plug-and-present connectivity, basic collaboration tools, and user-friendly control capability. Lastly, the Huddle Space solution offers easy-setup of a robust wireless BYOD environment essential for cutting-edge sharing of ideas and information.

So whether it's quick and casual meetings or formal board level meetings, **Kramer@Work** solutions provides everything you need to set up highly effective meeting spaces with complete collaboration, control, presentation, connectivity and audio components all from Kramer.

Please visit Kramer's website for information about all of Kramer's products and solutions, including the award-wining [VIA wireless presentation and collaboration](#) solutions, the award winning [K-Touch](#) cloud-based control system.

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 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.

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