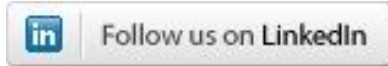




Distribution on a *Personal Level*



News Release

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“Experience Your Future Now” On the Almo Professional A/V 2016 E4 AV Tour

Coming to DC and Atlanta Next Month, 2016 Tour Brings Resellers the Tools They Need Now to Succeed in the Future; Includes First 4K Keynote

Philadelphia, PA — March 7, 2016 — [Almo Professional A/V](#) today announced its award-winning [E4 AV Tour](#) is back on the road this spring, featuring an entirely new theme focused around experiencing the business information, tools and equipment resellers and integrators need to succeed in the future. The tour, which includes the first 4K keynote, and new hands-on workshops, educational sessions and exhibitors, is visiting [Washington DC](#) on April 6 and [Atlanta, GA](#) on April 27. Additional stops on the tour include Boston in September and Dallas in October.

“We are fully invested in the success of our partners and are 100 percent focused on how we can use E4 to help prepare them for their AV future,” explained Melody Craigmyle, vice president of marketing for Almo Professional A/V. “Six-plus years since E4 launched and our feedback and attendance remain stronger than ever but we continue to evolve the format and content to keep the program relevant, keep our partners ahead of the trends, and to keep them profitable.”

Craigmyle continued, “Because so much information is available at E4, we’ve made it easier to navigate the day. Our educational sessions are coded based on type – business, new technology and technical. And our hands-on workshops run continuously throughout the day. In addition, for the first time, our exhibit floor will be open for the entire length of the event, giving attendees ample time to make their way around to see new AV products, many of which are being shown for the first time.” She added that the new E4 AV Tour website helps attendees organize their day so they can maximize their time onsite. To view a new video about the E4 AV Tour, [click here](#).

First 4K Keynote

The tour begins with the world’s [first keynote focused specifically on 4K](#). Led by Gary Kayye, founder of rAVe Publications, the session discusses the misinformation about 4K, such as exaggerated specs,

compatibility and performance. Kayye teaches how to specify, sell and integrate these systems right the first time with just the facts and shares the top four applications for 4K.

E4 Experience Workshops

Back by popular demand, the [E4 Experience](#) workshops allow attendees to roll up their sleeves and get hands-on by participating in two different practical application sessions using the industry's hottest AV products. Both sessions are worth InfoComm RUs and available multiple times throughout the day:

- **Design a Huddle Space.** Become part of a team that's putting the finishing touches on the design for an interactive huddle space. Use tools such as Sharp's Aquos Board and Barco's ClickShare to experience how they help share, collaborate and inspire.
- **Behind the Scenes: Creating the E4 Digital Signage.** Go behind the scenes to learn how digital signage is created for the E4 AV Tour using BrightSign's BrightAuthor software. Participants will have the opportunity to create and publish their own digital signage.

Educational Courses

By partnering with InfoComm, Almo Pro A/V is able to offer an entire day of CTS-certified courses. The following sessions are available this spring:

- The HDBaseT Installer Expert Program (1.5 RUs)
- Assessing Network Readiness for AV Systems (1.5 RUs)
- The Great Outdoors: High Bright, Outdoor and Weatherized Displays Defined (1 RU)
- Solid State Light Source Technology (1 RU)
- Creative Video Wall Designs (1 RU)
- May the (Work) Force Be With You (Outsourcing to 3rd Party Services) (1 RU)
- Power and Grounding Best Practices (1 RU)
- Dante Audio Networking Fundamentals (1 RU)
- The Indoor LED Explosion is Happening (1 RU)

For complete details on the spring E4 educational sessions, [click here](#).

Exhibition Hall

The E4 exhibit hall continues to grow and this spring will include Almo's newest manufacturing partners [Bose® Professional Americas](#) and [tvONE](#). Other exhibitors include ADTI Media, AKG, AMX, Barco, BrightSign, BWG, C2G, Canon, Chief, ClearOne Comprehensive Cable, Da-Lite, dbx, ELO, Epson, Hitachi, InfoComm, JBL, LG, Listen Technologies, NEC, Panasonic, Peerless-AV, Planar, Premier Mounts, QSC, Samsung, SecurityTronix, Sharp, Soundcraft, Tightrope Media, Toshiba, TouchSystems, Triplite and ZeeVee.

About the E4 AV Tour

The E4 AV tour has traveled to cities around the country to provide product, technical and business training needs to thousands of resellers and installers while creating the ideal forum for professional networking. Named the best [Training, Consulting/Business Service](#), the E4 program offers AV professionals a full day of educational sessions worth InfoComm Renewal Units as well as exclusive access to the newest high energy AV products and services.

E4 Washington DC and Atlanta Details

E4 Washington DC is on April 6, 2016 at the Sheraton Tysons Corner in Tyson, VA from 7:30 a.m. to 4:15 p.m. E4 Atlanta is on April 27 at the Cobb Galleria Centre in Atlanta, GA from 8:00 a.m. to 4:15 p.m. Both events are entirely free — including parking — for Almo Pro A/V's reseller, integrator and consultant partners. To register, [click here](#).

About Almo Professional A/V

Almo Professional A/V provides the industry's most advanced product distribution, training and education, and technical support options available for the Pro AV community. With a highly skilled sales team, reseller education programs, seven distribution centers across the U.S. and product lines for the Pro A/V channel, Almo Professional A/V provides customers with the full distribution experience on a local and a personal level. Almo Professional A/V is a division of Almo Corp., the nation's leading independent distributor of consumer electronics and major appliances. For more information about Almo Professional A/V, please call 888-420-2566 or go to www.almoproav.com. Almo Professional A/V can also be followed on Twitter at <http://twitter.com/almoproav> and on Facebook at www.facebook.com/almoproav.

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