



KRAMER ELECTRONICS NEWS

FOR IMMEDIATE RELEASE

Kramer US Restructures to Provide Increased Customer Focus

Clinton, NJ – August 17, 2016 - Kramer Electronics is pleased to announce the expansion of their US regional sales team. Effective immediately, Kramer has added Brian Morris, Doug Prins and Richard Schlinkert to the outside sales team. All three are highly qualified sales people with very strong skill sets to complement the existing sales team.

Brian Morris, who joined the Kramer family in 2008, has been promoted from his most recent position as the product manager for control solutions to the position of Regional Sales Manager for the South East territory. Brian has distinguished himself throughout his career at Kramer, and the move to sales is a natural part of his progression within the company.

Doug Prins comes to Kramer as the Regional Sales Manager for the Central territory. Doug brings with him a wealth of industry knowledge and a passion for developing and maintaining long term customer relationships. He was previously the Global Account Manager for AVI-SPL where he was responsible for strategic sales consulting, business planning and development.

Richard Schlinkert joins the Kramer team as Senior Sales Manager. Richard comes to Kramer from RGB Spectrum where he was the National Accounts Manager. His primary objective at RGB Spectrum was to drive the Specification of RGB's Video Resource Management hardware and software. Richard has been immersed in the AV industry for over 15 years.

Steve Biegacki, President of Kramer USA, stated "I am ecstatic to have these guys join us in our sales efforts. With their passion for what they do and their dedication to success, I am confident that this expansion of our sales team will benefit all of our customers and channel partners. I fully expect we will be accomplishing great things, especially with our line now boasting our award-winning VIA wireless presentation and collaboration solutions, award-winning Kramer Network software and our forthcoming award-winning Kramer Control enterprise level Cloud-based control solution, in addition to our reliable traditional hardware and installer solutions products."

Visit Kramer's website for information about all Kramer products and solutions, including our award-winning VIA wireless presentation and collaboration solutions, award-winning Kramer Control (due late 2016) cloud-based control offering, award-winning Kramer Network enterprise management software, and our traditional hardware and installer solutions products.

Some useful links:

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

Facebook: <https://www.facebook.com/kamerelectronics>

Pinterest: <https://www.pinterest.com/kramerelec/>

Instagram: <http://instagram.com/kamerelectronicus>

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