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For Immediate Release

**BTX Launching BookIT® Room Scheduling Solution
Internationally at ISE 2017
*Multiple Languages Now Available***

HAWTHORNE, N.Y. — January 30, 2017— BTX Technologies, a top-tier, value-added distributor and manufacturer of emerging technologies, signal processing products, integration essentials and a multitude of related services announced today that their Room Scheduling System Division is launching BookIT internationally. They will be demonstrating the solution along with Spanish and French versions at Integrated Systems Europe being held in Amsterdam on February 7 – February 10 in Booth #14-H152.

This elegant, cost-effective and easy-to-deploy system is designed for scheduling any conference room on the network from a BookIT touch panel located outside a meeting room, a mobile device or computer.

“We are looking forward to launching BookIT internationally and showing ISE visitors the power of BookIT through our interactive booth demo,” said Greg Schwartz, President and CEO of BTX Technologies. “The sleek design fits into any décor and the intuitive interface requires little to no user training. Moreover, BookIT directly integrates with MS Exchange™, Office 365™ and Google™ G Suite, so no additional server or middleware is required. This greatly simplifies implementation and significantly reduces cost. We have Spanish and French available with other languages on the roadmap to be released soon.”

BookIT Application Features:

- Meeting Room Calendar - At-a-glance room status is provided by the colored background of the main screen – green, gold and red. By clicking on the calendar button, a list of meetings can be viewed that are in the room the sign is assigned to. The list is scrollable for review of meetings out to the end of the booking period allowed in Exchange or Google.
- Schedule Meetings - Select “Add”, credentials are entered and meetings can be scheduled in any available room at any available time.

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- Meeting Check-In - If a room isn't checked in to within the configured amount of time, the room will automatically release making the room available for other users. This feature can be enabled, disabled or configured at any time by the administrator. Any user can check in for a meeting, no credentials are necessary.
- Release Meeting –If a meeting ends early, the meeting organizer can make the room available by simply releasing it on the BookIT touch panel display after entering their credentials. The end to a meeting will automatically be updated in the calendar of the meeting host, attendees and the room calendar.
- Extend Meeting –The meeting organizer can extend the meeting on the BookIT touch panel display after entering their credentials. A meeting can be extended for as long as needed based on the room's availability.
- Delete Meeting –The meeting organizer can easily delete a meeting from a phone, computer or at the BookIT display. Only the meeting organizer can delete, release or extend a meeting.
- Support - Support on the screen can be touched to send a predefined message to the internal technical support team when there are issues in the room including video, audio or other technical meeting challenges.
- Available in English, Spanish and French, with more languages being added.

BookIT Application Settings:

- The secured settings area in the application include Room Account Setup, Application Settings, Return to Application and Close App. Adding a master password controls access to the application settings area.
- The background can easily be updated to a predefined series of options and the customers' logo can be uploaded on to the display.
- Configure content and email addresses for the preconfigured technical support message at each sign.
- Device Management Portal is available so that application settings can be changed remotely for individual devices or all devices at once.

The system includes a 7" BookIT PoE touch panel device, a surface mounting system (bracket included), BookIT Room Scheduling Software and power adapter (when PoE is unavailable). There are options for a recessed mount and a mullion mount for glass installations. For more detailed information, visit www.bookit.tech.

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About BTX Technologies, Inc.

BTX is an award-winning, value-added distributor and manufacturer of products that range from integrations essentials and signal processing to collaboration software, digital signage, Video over IP, lecture capture and room scheduling systems for video, audio and data applications. BTX specializes in bringing emerging technologies to its integration client base to help them find new revenue streams for their businesses. BTX has over 75 product lines, an in-house fiber lab and an in-house metal shop for production of high quality custom plates, panels and breakout boxes. BTX, celebrating its 50th year, is a CTS certified organization. The company's highly technical inside staff and national outside technical sales team was voted #1 best sales operation by the readership of SCN Magazine. BTX has earned five patents and offers many unique and proprietary products. All of the company's products are available online at www.btx.com, by calling 800-666-0996, and from a selection of international distributors listed on the company's website.

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