

# KRAMER CONTROL

CONTROL BEYOND THE BOX

AGILE. CLOUD-BASED.



[KramerAV.com/Control](http://KramerAV.com/Control)



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### Control Center

Manage projects and control spaces remotely

### Builder

Create control interfaces using intuitive drag and drop

### Analytics Dashboard

Monitor business analytics you can act on

### Cloud Logic



Connects all controlled devices via universal I/O ports and communicates with the cloud segment

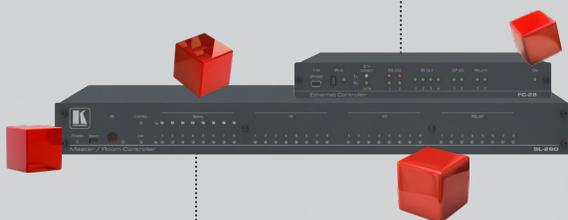
Control Brains using any 3rd-party tablet

### Brains

### Control Interface



### Control Gateway with I/O



Brain

## Brains

Kramer Control “Brains” manage a control environment. They run on a standard IP infrastructure, eliminating the need for proprietary cabling. Hardware Brains feature a family of I/O gateways that allow the connection of any non-IP device using legacy interfaces, e.g. RS-232, IR, GPI/O etc.

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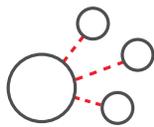
# Distributed Architecture

Designed with a distributed architecture, Kramer Control is built with a flat topology in which all smart units are hierarchically equal. Unlike legacy architectures, where a single master processor unit controls several slave units, our smart units are stand-alone. Data is communicated between smart units automatically, eliminating the need to program a dedicated path.



# Control Scalability

Kramer Control's use of Brains inside a distributed architecture overcomes the inherent limitations of control gateways. Using a single Brain to communicate with other Brains throughout a multi-room installation, one gateway can be used to control an unlimited number of devices.



## Smart IP Infrastructure

Kramer Control leverages existing IP network infrastructure, allowing you to scale up at will without having to deploy a parallel network or invest in new equipment such as switches and routers.



## No Single Point of Failure

Kramer's non-hierarchical, distributed architecture of stand-alone smart units ensures that system operations will remain up and running in the unlikely event of a failure in any one unit.



## Borderless Control

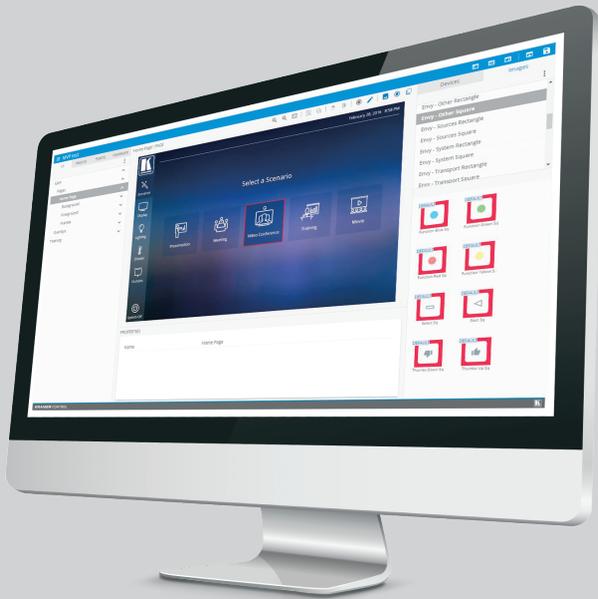
Set up your control system from anywhere in the world without having to be physically on-site. Start, stop and resume later from somewhere else, making control setup and configuration a borderless experience.



## Always Up-To-Date and Interoperable

With Kramer Control, the days of tedious updates and device software upgrades are over. All Kramer Control components are automatically and seamlessly updated from the Cloud.

Setting up a control system was never this easy



## Copy & Clone

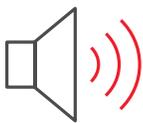
Building, deploying and maintaining dozens of rooms with identical installations individually is a thing of the past. Kramer Control's new Reference Space tool allows you to simply copy and clone to an infinite number of instances.

## Drag and Drop, Programming-Free

Using the first-ever cloud-based builder, Kramer has replaced the antiquated custom-code setup with an intuitive, drag-and-drop interface. Easily install, configure and modify your control system without any prior programming knowledge.

## Control Any Device

Control all major AV, collaboration and automation devices on the market today:



### Audio

Amplifiers, processors, DSPs, multizone audio systems, receivers



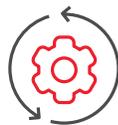
### Video

Projectors, TVs, displays, screens, and more



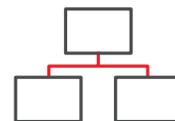
### Collaboration

Video conference, audio conference, telepresence, VIA



### Automation

Thermostat, HVAC, lights, shades, alarms, security, video cameras



### AV infrastructure

Switchers, routers, distribution amplifiers, converters, range extenders, repeaters, scalars



## Endless Possibilities to Choose From

Kramer Control provides a comprehensive master library of pre-installed device drivers, enabling you to control any device imaginable with drag-and-drop simplicity.

## Use a Kramer Touch Panel or Bring Your Own Device

You can use the Kramer Control browser-based solution on Kramer's elegant dedicated touch panels or any commercially available tablet. Kramer KT-107 and KT-1010 families of touch panels offer the perfect balance of form and functionality. Both sizes are available in desktop and wall-mount configurations.



Kramer Touch Panel KT-107

Kramer Touch Panel KT-1010

# KRAMER CONTROL Integrated BRAINware

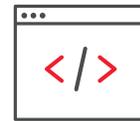
## Enterprise-Class

Kramer BRAINware for enterprises on a Brain hardware platform for 5, 25 and 50 instances (multiple rooms on a single machine).



### Complete Control

Room control has never been simpler. Kramer Touch panels running Kramer BRAINware allow users to turn on and off lights, adjust room temperature, open and close shades as well as operate all of a rooms audio, video, and presentation tools.



### Fully Customizable UI

Kramer Control Builder provides an intuitive drag & drop tool set that makes UI personalization a breeze. Simply Install, configure and customize your control system with our user-friendly programming-free interface.



## Execute Macros by Calendar Events

Get your room ready automatically based on calendar meetings

# Cloud-Based Analytics for Smarter Facilities



## Alerts

With cloud-based control, you can mitigate any problems in real-time from anywhere in the world.



## Ready-to-Go Dashboard

No need to waste time and energy building your dashboard from scratch. Our preconfigured dashboards are built to hit the ground running. We also offer a vast range of customization tools, such as built-in widgets and controls, so you can personalize your dashboard to fit your needs.



## Automatic Data Gathering

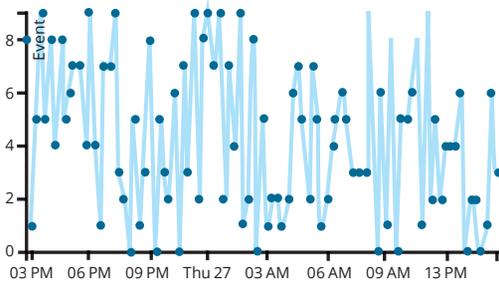
Unlike manual legacy systems, where data is gathered based on specific instructions, Kramer Control can automatically gather all data. With Kramer's cloud-driven analytics, there is no need to predefine which data to collect.

*\*Data gathering is optional*

# Reporting & Analytics

## System Activity

Data shown here is based on last 24 hours

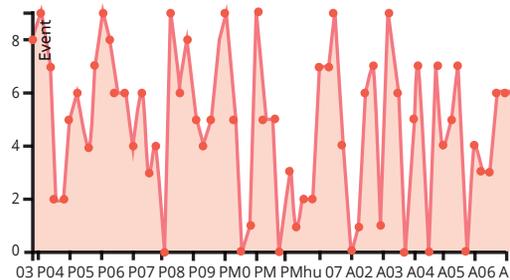


## Deep Insights for Deep Impact

Kramer's cloud-driven analytics delivers deep insights about your organization, such as performance overview, room usage, energy utilization, operational efficiency and much more.

## Space Usage

Data shown here is based on last 24 hours



## 360 Degrees of Insights

Get a 360-degree view of your business with statistics and insights into room and device health, usage, and energy consumption. All data is merged from across the entire system to present a clear, unified picture to deliver valuable insights and support critical business decisions.



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## About Kramer Electronics

Kramer Electronics, Ltd. is a leading manufacturer and distributor of pro AV products and IT management solutions for AV installations. With industry-leading hardware, cutting-edge cloud technologies and innovative software, the company's portfolio includes products and solutions for signal processing and distribution, control, AV/IT management, wireless presentation & collaboration, and end-to-end installer solutions.

The company was founded in 1981 and today serves customers in over 90 countries across six continents. Kramer has won numerous awards, including the 2013 Pioneer of AV Award at InfoComm in honor of its Founder, President & Chairman, Dr. Joseph Kramer.



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