Nick Mawer

Marketing Manager

Kramer AV

We are Kramer

Kramer audio-visual experiences power creativity, collaboration, and engagement. From signal management to advanced cloud-based communication, collaboration and control solutions, Kramer technology breaks down walls, bridges gaps, and makes people feel closer together even when they're far apart.

We power engagement with the most intuitive end-to-end audio visual experiences.

Product Domains

Audio-Visual Connectivity

Audio-Visual Signal Management

AVoIP

Audio

Audio-Visual Collaboration Applications

Audio-Visual Control

Audio-Visual Collaboration Devices

Kramer Control

What is the Pain Point?

The need to easily and intuitively control any room AV devices from one place.

Kramer Control

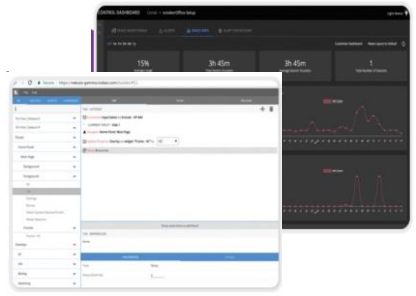
A cloud-based, enterprise-class AV control platform

Delivers advanced, user-friendly control
in any space, quickly and easily. Enables control of any
in-room AV and automation devices, from anywhere.

Control Portfolio

SI/IT Manager

Builder & Manager



Kramer Control
Cloud-based Software

Coming Soon

KC On-prem

SI/IT Manager

Brain

New

KC-Virtual Brain 1 & 5

KC-BRAINware 25

SI/IT Manager

Gateway

Gateways

End-User

User Interface

Keypads

New

KT-205
Wall Mount

KT-208
Wall & Table Mount

KT-2010
Wall & Table Mount

Kramer Control App

Control – Key Selling Points

Easily set up and Control any space

- Effortless configuration and personalization
- Fast Deployment
- Versatile Control
- Always up-to-date

Easily Scalable for large deployments

- Outstanding functionality referencing room types or shared devices
- Secured, IT-friendly control
- Advanced Dashboard

Seamless end-user experience

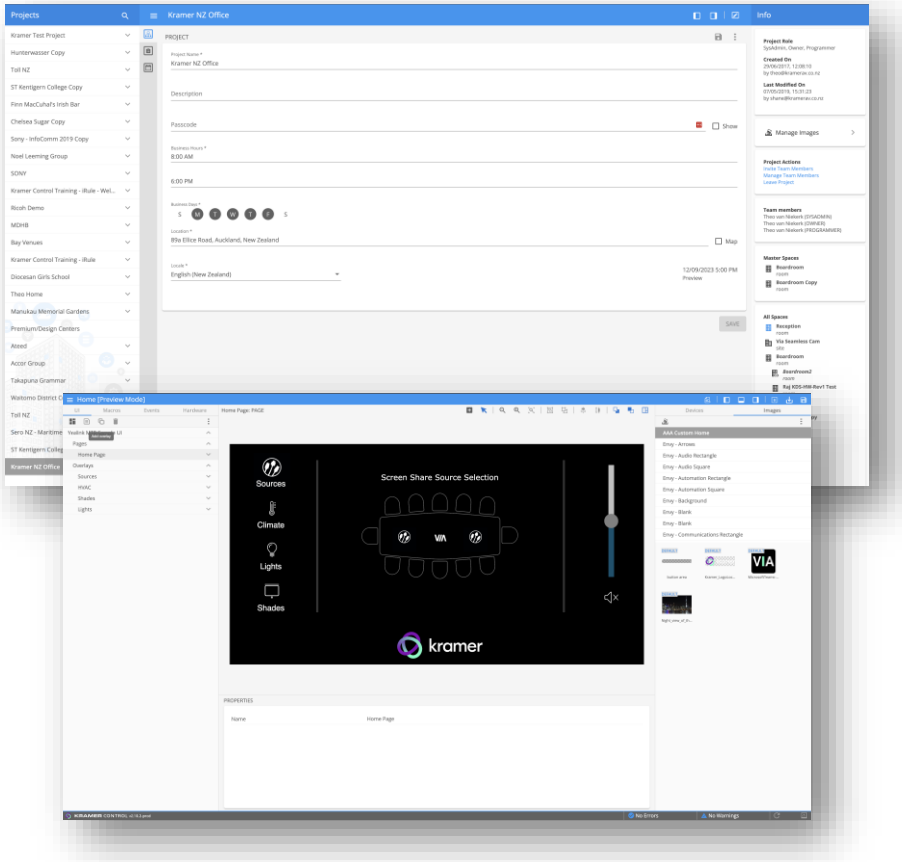
- Intuitive Control
- Control integration with Microsoft Teams® room partner with Yealink
- Full room control at a touch

What does the product do

Builder & Manager

- **The Manager** allows you to create, edit, and view Projects with detailed location and scheduling information, enabling better organization and control of each Project's unique requirements.

- **The Builder** is where you craft your user interface, where you can add distinct backgrounds, set up scheduled events, execute macros, and build the control logic; it's where the Project Architect creates a user-friendly and visually appealing layout



Brains

The "brain" is exactly that, the brain—it's the central unit that handles user input, processes them, and makes sure all the AV devices work together smoothly whether directly over IP of via gateway.

With the new virtual brains we have 2 main options

1. A single compute per space typically used for more complex spaces
2. A shared compute that will allow up to 5 spaces to be controlled

Gateways

In Kramer Control, a gateway acts as the bridge connecting legacy control interfaces to the brain over IP, enabling users to efficiently manage and control their AV systems through a unified interface.

Current gateways include

IP-to-RS-232
IP-to-Infrared
IP-to-Relay
IP-to-GPIO
IP-to-CEC

User Interface – Control Panels

The user interface is an interactive screen that serves as a user-friendly control centre, allowing end users to easily operate and manage various audio-visual devices within their system by tapping, swiping on-screen control elements, simplifying the overall control experience.

Currently Available in three sizes

5.5” Wall mount
8” Wall mount or Table-top
10” Wall mount or Table-top

K-Agent

The K-agent is replacing the Kramer Control App. Effectively turning the tablet into an addressable device.

The User Interface can be specified in 3 ways.

1. From the Tablet using the built-in web-browser
2. Remotely from your laptops web-browser
3. With-in the builder using the as part of the publish process. Using the built in Driver & initializing macro

Key challenges and use cases

3 Key challenges end users & SI's Face

- Complex rooms needs to be intuitive to operate.

- Different devices speak different languages.

- Each space behaves differently.
- Each user wants it to be easy

Enterprise Room Control

Education Class Control

Government Space Control (Court Room)

Government Space Control

Command & Control Center

Case studies

Luxury Golf Estate

Use Case

Hospitality | Room Status Monitoring

The Challenge/Need

The Customer needed to have a visual representation of the room Status

- DND
- Make-up-room

A simple way to trigger room check-in/out triggering Lighting, heating/cooling

The SI failed to deliver a working solution using a competitor product

Products in use

- 1 x SL-240C
- 1 x Web UI full screen (1 interface)
- 40 x Zen Control Lighting Controllers
- 1 x Custom Multicast monitoring feedback driver aliased by controller

The Solution

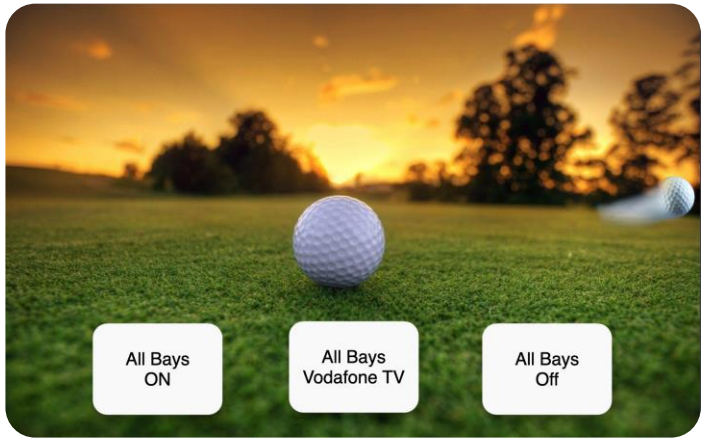
- Kramer Control with a custom multicast feedback driver mixed with a UDP Control driver of the lighting control system
- Flexible and knowledgeable network admin to make the required network adjustments.

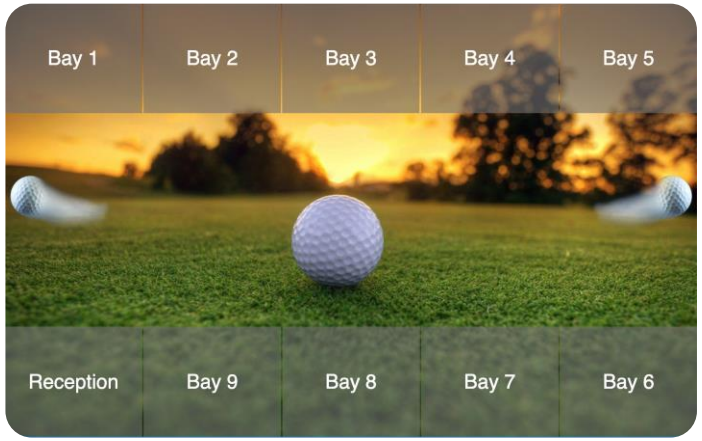
The Result

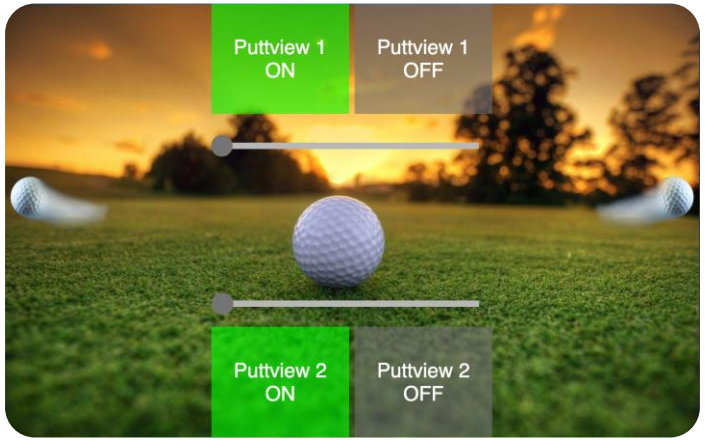
- The Customer has full visibility of the room room/suite status
- The SI as been request to increase to solution to cover new additions in the future

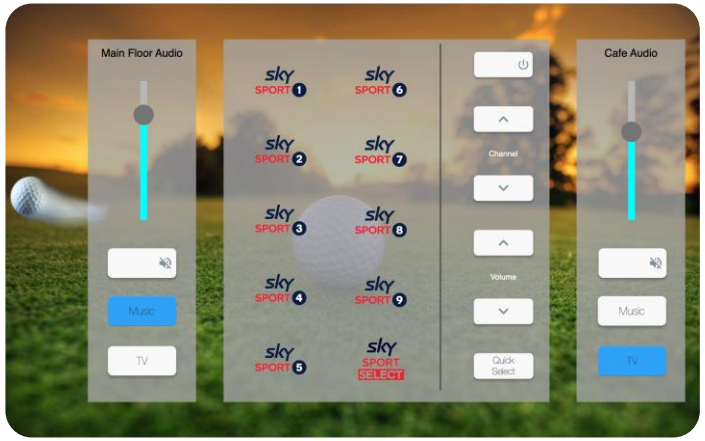
Virtual Golf Driving Range

Virtual Golf Driving Range









Use Case

Entertainment | Hospitality

The Challenge/Need

- Control 9 Virtual Driving Range Bays Easily without any technical knowledge
- Allow any bay to be routed to a Touch display at reception to setup the session
- Easily turn on/off the AV lights & Audio system from the touch panel or based on alarm status.

Products in use

- 1 x SL-280
- 1x KT-107
- 2x PA-240Z
- 9x Panasonic Projectors
- 1x Phillips Hue
- 1x Zen Control (lighting Control)
- 1 x KT-1010
- 24x KDS-DEC6
- 2x Epson UST Projectors
- 1x Setup Top Box IR
- 2x Netgear M4300

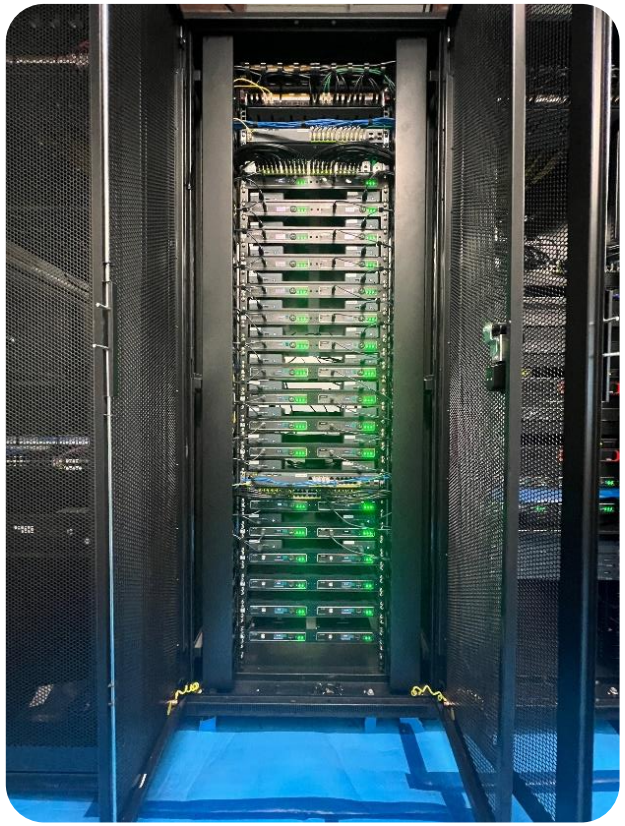
The Solution

A fully integrated system controlling AVoIP, lights, audio & set-top box channel control

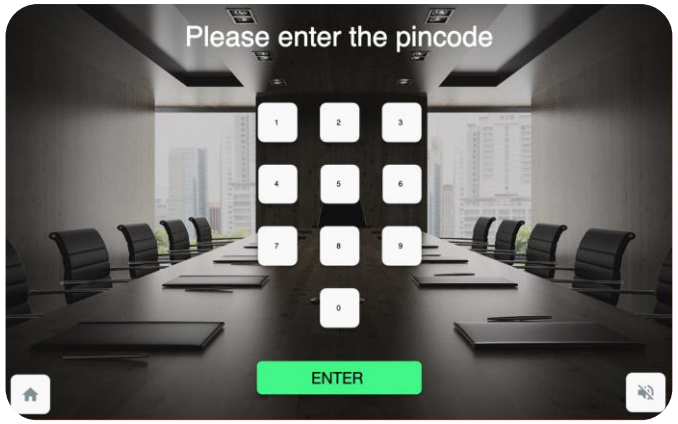
The Result

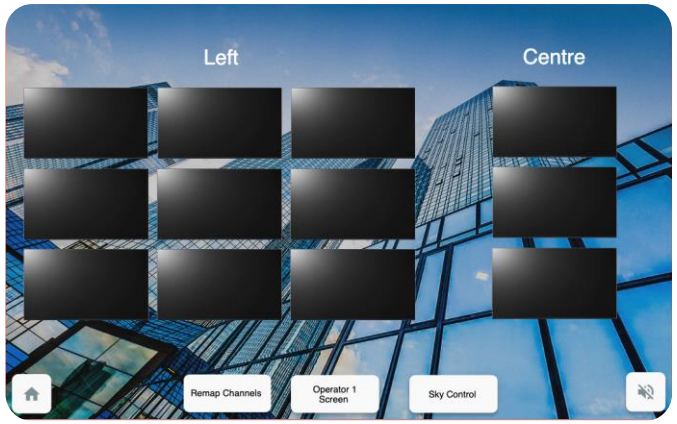
An easy-to-use intuitive user interface allowing control of what is essentially a very complex solution to the end-user.

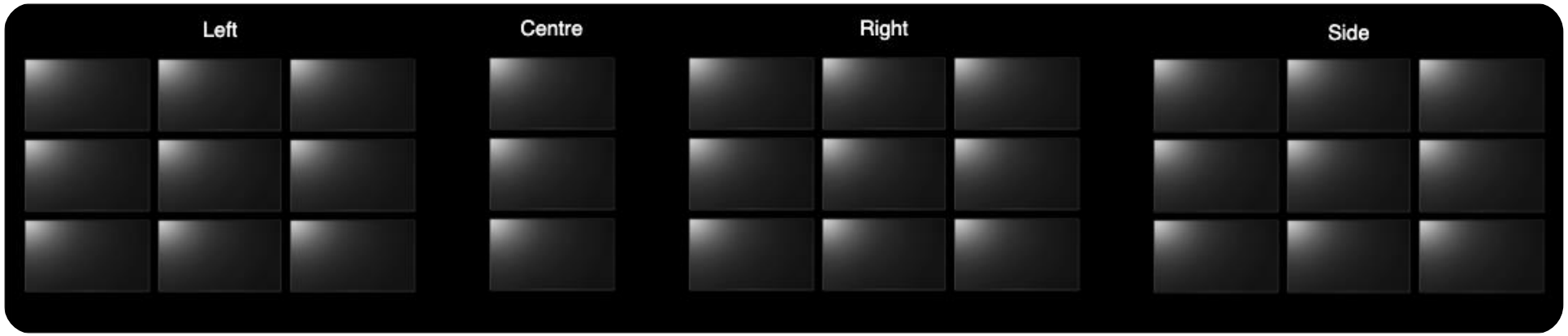
Credit Card Processor Control Room



Credit Card Processor Control Room







Use Case

Control Room | AVoIP & Control

The Challenge/Need

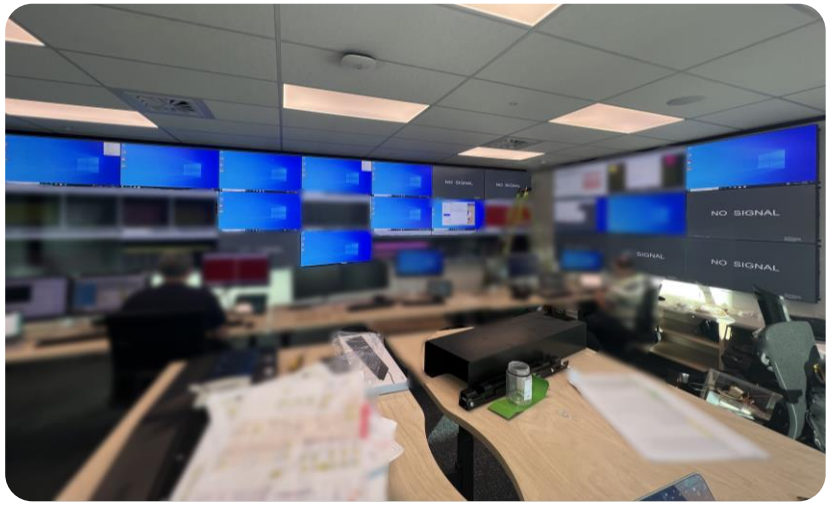
- Provide an intuitive unique user interface for 3 operators to easily route any display on the wall to their local workstation with Full KVM support
- Provide the ability to update the PC Name on the UI without the need to reprogram
- the system.
- Allow Crestron control to pass IR & RS-232 Command through the KDS-7 outside of the NOC centre

Products in use

- 1x KC-Virtual Brain-5
- 3x KT-1010
- 33x KDS-DEC7 (Control & Multicast on own VLAN)
- 1x STB (IP-to-IR via KDS-EN7 by Kramer & Crestron)
- 1x PA-240Z
- 9x Samsung TV - (IP-to-RS-232 via KDS-DEC7 by Crestron)

The Solution

- A very complex control design that monitors the monitor selected by the operator to instantly switch Full KVM to one or many Operators stations.
- Based on KDS-7 and fully utilizing their VLAN-Aware facility to separate the multicast and Control networks logically.



The Result

- The operators have full control of all channel assignment on the ”Wall” and from the wall.
- The meeting space using Crestron flex are able to control set-top boxes and display by routing IP commands through the KDS-7’s to the respective endpoints.

IKH Areena, Kauhajoki, Finland

Use Case

Sport/Leisure | AVoIP & Control

The Challenge/Need

- Make home games more exciting with an immersive AV experience
- Enable easy sharing of images and audio from various points, across multiple sources
- Avoid the need to have an AV specialist onsite during games
- Support customization and easy expansion, to meet evolving needs

Products in use

- 50 KDS-7 encoders/decoders
- Kramer Control – with SL-240C and KT-1010

The Solution

- The comprehensive system includes 50 KDS-7 encoders and decoders, and Kramer Control with SL-240C and KT-1010 touch panels.
- In addition to scoring top marks for its products' capabilities and ease of use, Kramer's local presence and support were a major plus, helping make Kramer the top choice

The Result

- The setup is really easy to use, which was one of the main points, as they didn´t want to have a specialist in the arena at all the times.
- "Kramer has been there every step of the way. They have great local support and service. Products in stock. I also think the reliability is important: everything works, and the quality is impressive."

The Errigle Inn, Belfast, Northern Ireland

Use Case

Entertainment | Control

The Challenge/Need

- Install a flexible and reliable centrally distributed AV system
- Allow staff to easily select video sources, change channels, and send video to specific displays
- Enable faster, easier system management, with the ability to expand with growing needsSupport

Products in use

- KDS-EN6 & KDS-DEC6
- FC-26
- KC-BRAINware-5
- Kramer Control

The Solution

- The comprehensive system includes 11 encoders and 30 decoders, Kramer Control and FC-26 units

The Result

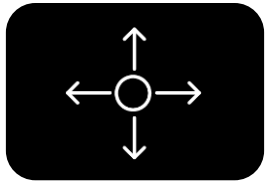
- The Errigle Inn is seeing significant time savings as well as financial benefits from the AV system
- Spending time to create the correct user interface on Kramer Control was a must. We actually split the custom control program into two areas, the first being graphic design and the interface the client would see, and then the technical programming side.

Top 5 Takeaways

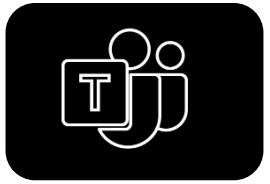
- Easy Configuration
- Short learning Curve

- Personalized predefined template

- Secured, IT friendly solution



- Fast Deployment across multiple Spaces



- Control with Microsoft Teams Room©
- Partner with Yealink

Kramer Academy

The Pro AV world is in a state of constant evolution. Our mission is to impart professional, creative and up-to-date knowledge so you don’t get left behind.

Enrich your AV knowledge and fast track your Pro AV education

Go to Live Training Events

Get certified by Kramer today and become an authority on Pro AV!

Go to Certification

Q&A

Thank you!