

pakedgedevice&software inc

*****Visit Pakedge at CEDIA Expo, Booth 820*****

August 2014

PAKEDGE EDUCATES ON A/V NETWORKING AT CEDIA

Find Out New Networking Skills, Improve Business Efficiency and Boost Customer Service

Hayward, CA - Pakedge Device and Software is offering dedicated Manufacturer Product Training for dealers keen to learn more about A/V networking and benefit from the experience at CEDIA Expo 2014 (September, 10-13, Denver Convention Center, Denver, CO).

“Building a Recurring Revenue Business with Pakedge” (Room 603, Friday September 12, 10:00 am - 11:30 am; Saturday September 13, 12:00 noon - 1.30pm) will focus on how dealers can configure and maintain A/V networks remotely to help them grow revenue using Pakedge’s BakPak Cloud Management System (CMS). “Simplify Your Network with the Pakedge RE-1 router and the C36 Wireless Controller”(Mile High Ballroom 2B, Friday September 12, 2:00 pm - 3:30 pm; Saturday September 13, 12:00 noon - 1.30pm) will help installers save time, lower labor costs, and satisfy clients all at once using the Pakedge C36 wireless controller for large installation projects.

Pakedge’s cutting edge BakPak Cloud Management System (CMS) provides installers with instant access and management to the networks of their clients. They can achieve a steady stream of recurring revenue and ensure that happy clients stay happy—all with just the swipe of a fingertip. The C36 Wireless Controller acts as the brain of a network, unifying multiple WAPs as one to simplify network management, minimise room for error, and shorten hours of installation time to just minutes. The use of these two products allows installers to provide a more comprehensive, efficient service.

“The theme of this year’s CEDIA Expo is hyperchange. There is no shortage of new network-based technologies introduced into the marketplace,” says Nick Phillips, Vice President of Sales at Pakedge. “However, the realization of hyperchange is limited by the number of skilled network technicians at hand, and today there is a very real talent shortage in the industry. With the emergence of DIY solutions sold through mass market retail channels, dealers must be more vigilant than ever to maintain and increase their value-add to their customers. One of the easiest ways to do this is to

take advantage of the opportunity here at CEDIA Expo to get all the training they can, because once they return home, finding focused time for training will be difficult.”

He adds, “The Custom Electronics/Custom Installation market is where the latest and most advanced technologies appear first, and it is critical that dealers be on the forefront of bringing these to their customers. In addition to foundation building CEDIA-led courses, dealers should also take advantage of manufacturer product training (MPT) courses. For example, Pakedge is offering MPT courses for our BakPak Cloud Management System and our high power, high throughput wireless network systems. Our trainings are designed specifically to help dealers not only to understand our products, but also provide training on how they can take back to their markets and immediately grow their business. Many manufacturers do a good job at product training, but often fall short on sales training. Our MPT classes focus on both the technical and the business side.”

Once dealers have identified their preferred Pakedge training session on the [CEDIA schedule page](#), they can use the [online registration system](#) to confirm their plans.

-ends-

Words 432

About Pakedge

Pakedge is an industry leading manufacturer of high performance end-to-end networking platforms for residential and commercial A/V applications. Recognized by industry peers and winner of the prestigious CEPro Brand Leader award for Networking in 2013 and 2014, Pakedge specializes in integrating high performance engineering innovations, operational simplicity, and systems engineering to develop technology that enables customers to unleash the power of their network. More information from www.pakedge.com. [@Pakedge](#)

Press Contacts:

Laura O’Reilly, Wildwood PR, +44 1293 851115, LauraO@wildwoodpr.com

Alisa Zheng, (714) 880-4593, ailsa.zheng@pakedge.com