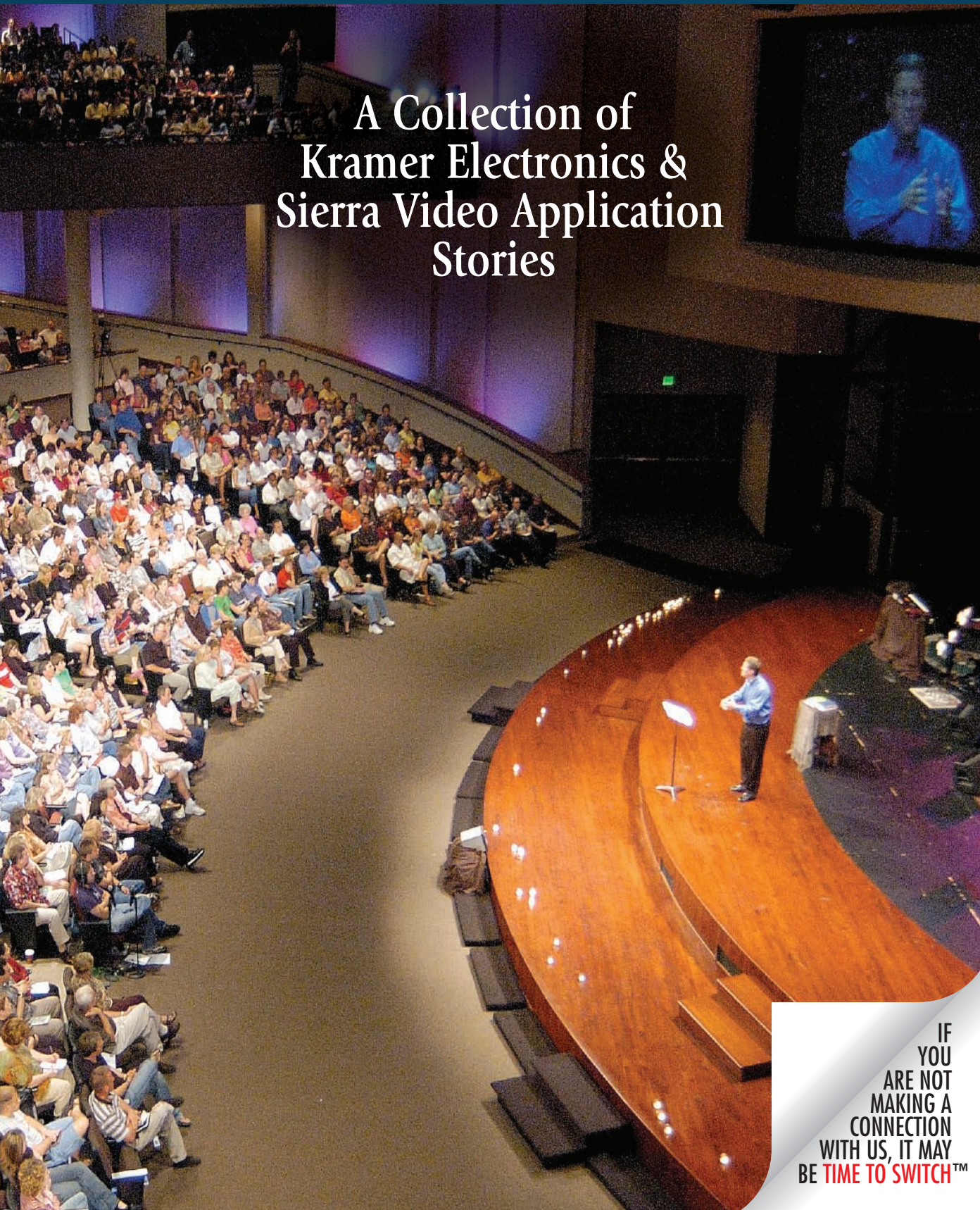




FALL 2005

# Kramer Connections™

A Collection of  
Kramer Electronics &  
Sierra Video Application  
Stories



IF  
YOU  
ARE NOT  
MAKING A  
CONNECTION  
WITH US, IT MAY  
BE **TIME TO SWITCH™**

# THE KRAMER COMMITMENT...

## MAKING CONNECTIONS . . .

Across town — between people for businesses — Kramer Electronics and Sierra Video Systems are connecting systems everywhere. The company's versatility and product breadth coupled with its personal attention to every client's individual needs makes the connections even stronger.

You'll find Kramer Electronics and Sierra Video Systems in applications that require uncompromised reliability. The education and religion markets have reaped the value of Kramer and Sierra Video products. Government and military organizations use the company's expertise in places where the strictest standards apply. Transportation, hospitality and retail establishments rely on the technology on a daily basis.

Entertainment entities from Hollywood all the way to consumers' home theater systems are connected with Kramer and Sierra Video products.

The company's worldwide presence on six continents penetrates markets in all cultures and in many different types of businesses and leisure activities.

On the following pages, experience how Kramer Electronics and Sierra Video Systems are making reliable connections in unique applications, in five diverse industries. See how the most complex connections are made easy with personalized solutions. And feel confident with the extensive warranty programs and the Sierra Video Trade Up program – that guarantee your system can grow at the same pace as your business.



**KRAMER  
ELECTRONICS  
AND SIERRA  
VIDEO SYSTEMS  
ARE MAKING  
INSPIRATIONAL  
CONNECTIONS.**

## CHURCHES FLOCKING TO HIGH-TECH MEDIA

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*The Kramer ProScale products, particularly the VP-719DS, have opened up a whole new world to churches, because they are extremely versatile, and economically priced. The line gives them \$50,000 capability at a fraction of the price.*

Josh Lyon, Media Consultant,  
Shepherd Multimedia  
Installation: Religion Market

”

Today's modern religion isn't only about theology – it's also about technology. Churches are reaching their congregations through high-tech multi-media systems designed to communicate Scripture messages in living color. Shepherd Multimedia, a professional electronics installer focusing on the religion market, is bringing song lyrics, sermons and Bible passages to large screen displays throughout churches nationwide, using sophisticated systems that include the Kramer ProScale™ Digital Scaler/Switchers. These products make it possible to get the same clear, high-resolution picture on every monitor, regardless of location. They also allow various media sources to tie into one control box and seamlessly switch to all the inputs.

The versatility and value of Kramer's ProScale Series products have given churches advanced capability at a fraction of the price. True multi-standard, multi-format video scalars, the products are glitch-free, an important consideration in houses of worship.

These scalars output native-resolution video for today's most popular LCD, DLP and plasma displays and they allow scaling of standard graphics or video resolution to any of the supported output resolutions. The units can be controlled via front panel touch keys, infrared remote control and RS-232, giving churches easy command over their systems.

The explosive growth of the religion market has demonstrated that multi-media systems are now more a necessity than a luxury for most churches. Shepherd Multimedia found its niche in the church market, despite the fact that they may have to work with a church for several years before a contract is ever signed. The company works both with existing churches and with architects and builders of new facilities, incorporating the electronics into the basic plan.

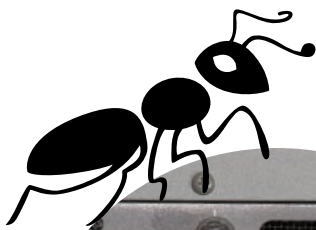
Together, the expertise of Kramer Electronics and Shepherd Multimedia brings churches into a whole new field of multi-media experience, where the grass looks the greenest it can be. ■



# THE ANT FARM SWARMS WITH SIERRA VIDEO PRODUCT

**KRAMER AND SIERRA VIDEO  
ARE MAKING CRITICAL CONNECTIONS.**

## the ant farm



**R**unning 24 hours a day, seven days a week, means any downtime can be costly. Serving Hollywood's biggest studios means reliability is paramount. At The Ant Farm, one of the world's largest advertising post-production facilities, Sierra Video routers handle hundreds of routes every day without flaw. As The Ant Farm has grown, so have the routers.

The Ant Farm creates and produces advertisements for feature films, television programs and video games, using a variety of media formats – from film previews and television ads to movie posters and motion graphics.

When The Ant Farm opened their 36,000 square-foot facility in Los Angeles, CA, they chose a Sierra Video Tahoe Router, which provided audio/video and deck control from a nine-level router in a mid-sized system.

Within a year, The Ant Farm outgrew the original routing system, but because of the **SIERRA VIDEO TRADE-UP PROGRAM**, they were able to easily upgrade and expand. With the help of the Sierra Video team and local broadcast integration specialists at Mason Engineering, LLC, The Ant Farm made a smooth transition to the Yosemite system, which provides both analog and digital solutions from 32 x 32 to 128 x 256. The routing switchers are supporting over 50 Avid editing suites in use virtually 24 hours a day.

To ensure a glitch-free installation, Sierra Video bench tested all of the hardware prior to shipping. Mason Engineering installed seven audio/video frames to handle composite video, digital video, analog audio, time code and RS-422 machine control. In addition, the system includes two SCP-240 programmable control panels, which offer system flexibility and functionality.

With still more room for future growth, and the confidence of the Trade-Up Program, The Ant Farm can continue its march toward creating the ads for the next movie blockbusters and hit TV shows — one by one. ■

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*We originally chose Sierra Video products because of their reliability and a price point that fit our budget. We haven't had a single moment of downtime from any of the equipment, so when we wanted to transition to a larger system we looked to Sierra Video.*

**Craig Frieman, Systems Engineer  
The Ant Farm**

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# WHOLE-HOUSE HIGH-TECH A BREEZE WITH KRAMER AND SIERRA PRODUCTS

**KRAMER ELECTRONICS AND SIERRA VIDEO SYSTEMS ARE MAKING CONNECTIONS AT HOME.**

**W**hole-house technology installations demand the best, regardless of budget. The installations are visually stunning, sound great, are easy to control, and are reliable. Kramer and Sierra Video products are the heart of an advanced electronics system in a beautiful mansion in Dorset, UK. The installation was recognized by **DIGITAL HOME MAGAZINE** as "a house that is quite simply the most technologically advanced we have ever seen."

Working with a budget of over \$700,000 (£400,000), UK custom installer Dawsons delivered a breathtaking system that incorporates both Kramer Electronics and Sierra Video Systems products. Highlights include six bedrooms, three main bathrooms, a game room complete with home cinema, a family room, kitchen and swimming pool. Each room features a plasma or LCD display.

The Sierra Video Sierra PRO™ V4S

matrix routing switcher enables the homeowner to watch different channels from satellite television in different rooms simultaneously. Coupled with multiple RS-232 controllable satellite decoders, the Sierra PRO V4S provided the high bandwidth that is necessary for handling high resolution RGBS signals. The router is connected to eight satellite TV receivers, a 300 disc DVD player, an AM/FM tuner and a music server. Crestron control panels in each room give the home owner access to the source of his choice.

The home is wired for sound, with Artcoustic flat panels, many with graphics, on walls throughout the property. Ceiling-mounted loudspeakers complete a virtually invisible audio installation.

For home security, the entry gates and garages can all be operated remotely, and eight security cameras watch over the property. The signals from the cameras are fed into a Kramer VS-808xl matrix switcher, and then to eight different locations within the house.

Sierra Video and Kramer products provide a truly seamless connection between homeowner and entertainment, communication and security technology. ■





## ROUTERS MAKE THE GRADE AT HUDSON VALLEY COMMUNITY COLLEGE

**KRAMER ELECTRONICS AND SIERRA VIDEO SYSTEMS  
ARE MAKING LASTING CONNECTIONS.**

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*Sierra gave us great trade-ins for our existing routers, and we would not have been able to do that with any other manufacturer. In addition, the support and reliability of the Sierra Video team made expansion easy.*

**Bob Racette, coordinator of  
Instructional Technologies  
HVCC**

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**F**acing rapid telecommunications growth over the last decade, Hudson Valley Community College (HVCC) in upstate New York needed to upgrade its video routing system. Actually changing routers three times, HVCC did it each time with a Sierra Video Systems Router.

Serving over 12,000 students, the college's Bulmer Telecommunications Center is home to a large auditorium along with presentation, meeting and video production suites that support multi-media classes and video conferencing needs. The heart of the Center is the Sierra Video Yosemite series router configured as 128 x 128 Composite Video. One of three Sierra Video routers used in this state-of-the-art facility, the Yosemite Series Router is a critical component, handling Master Control connectivity and moving video to various areas.

The Bulmer Telecommunications Center opened in 1995 with a Sierra Video Tahoe 32 x 32 analog router. Just a

few years later, the Center's needs grew to require a 48 x 48 router, and further growth resulted in an upgrade to the Yosemite 128 x 128 model. **SIERRA VIDEO SYSTEM'S TRADE-UP PROGRAM**, which allows a system credit based on the age and price of the original Sierra Video system, provided trade-ins for the college's existing routers. The sales teams and installation team from ComTech helped make the expansion seamless, so that the college could maintain central control of all communications.

In addition to the 128 x 128 configuration, populated at 96 x 96 with space for future expansion, the HVCC system ties together two other Sierra Video routers. A Shasta 16 x 16 digital video router is used for distribution of SDI video. A 64 port RS-422 control router provides control access for all critical video machines within the video production and broadcast infrastructure. All of the routers are tied to a single multi-layered control system which can be accessed from various control panels throughout the technology center.

Government, corporate and educational clients also use the facility. The HVCC technology enables telecommunications links to points throughout the nation and across the globe. ■



# KRAMER AND SIERRA VIDEO SYSTEMS HELP BRING GOVERNMENT TO THE PEOPLE

**KRAMER ELECTRONICS AND SIERRA VIDEO SYSTEMS ARE MAKING DECISIVE CONNECTIONS.**



Local governments are using advanced technology networks to record and transmit their sessions, and Kramer and Sierra Video Systems are at the helm.

For example, the New York State Senate uses Sierra Video routers for dubbing tapes in a variety of formats and within a sophisticated camera control system. Telemetrics robotic cameras and fiber optic cables connected to a Sierra Video router in an off-site control room allow broadcasts of Senate meetings on local cable television, without disruption in the Senate chambers. Pre-set camera angles for every Senator are controlled from a computer touch screen "floor plan." Telemetrics-designed software triggers the routing system to direct the camera and video sources to individual monitors, enabling producers to preview and choose broadcast shots. Sierra Video routers were selected for their reliability and number of ports available for the camera pre-sets and video sources.

In another government chamber in Mexico City, Kramer and Sierra Video products guide a complex network of video, audio and computer graphics video signals throughout the ruling party's senate headquarters. The hub of the system is a Sierra Video Lassen 3232VS switcher in the control room. Additional equipment in the press conference room, lobby, auditorium and conference rooms manage signals to numerous video displays and audio equipment. A Kramer VM-1120 distributor feeds audio to reporters' recorders in the press conference rooms. In several internal conference rooms, Kramer VP-12xl DAs send uniform picture quality to a 40-seat conference table built around a bay of eight plasma displays. External sources and laptop signals are also routed through Kramer and Sierra Video equipment. Chosen for its reliability and performance, the system supports the critical day-to-day working of the party's senate. ■

## THE CONFIDENCE CONNECTION

Kramer Electronics and Sierra Video Systems are making connections you can believe in – based on quality, reliability, versatility and value. Our team stands behind every product we sell – even years after it is installed. We want your business to grow. And we can grow with you, as your needs change.

From extensive Kramer product warranties to the Sierra Video Trade-Up Program, we give you the confidence you need to make an investment now that will last into the future. The Trade-Up Program allows a credit for a customer's entire system when it is traded in for a larger Sierra Video system. Customers receive a trade-in allowance, depending on the system's age and price, and is available for up to seven years. Contact your sales representative for additional details.

You can have confidence in your choice of Kramer and Sierra Video products, our team, and our commitment. We will make reliable connections for you – from personalizing your system solution and working with you on your installation needs to providing unsurpassed value and unmatched service. We pride ourselves on making connections – through our products and our people.

For more information about Kramer products and support, visit [www.kramerelectronics.com](http://www.kramerelectronics.com). For more information about Sierra Video Systems products and support, visit [www.sierravideo.com](http://www.sierravideo.com).

# Kramer Electronics and Sierra Video Systems



At KRAMER ELECTRONICS and SIERRA VIDEO SYSTEMS we are committed to creating products to make all your audio and video connections. Our products make reliable connections that you can trust every day in a multitude of vertical market applications. We make connections you can believe in for the Houses of Worship market. We make intellectual connections for the educational market and entertaining connections for the residential market. Name an audio and video market application and we'll help you make the best possible connection. And, we make worldwide connections with sales offices and dedicated sales professionals around the globe.

IF YOU AREN'T MAKING CONNECTIONS WITH US, IT MAY BE

*... Time to Switch!™*



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A KRAMER ELECTRONICS COMPANY

888 - 275 - 6311 • [www.kramerus.com](http://www.kramerus.com)  
888 - 886 - 8875 • [www.sierravideo.com](http://www.sierravideo.com)