

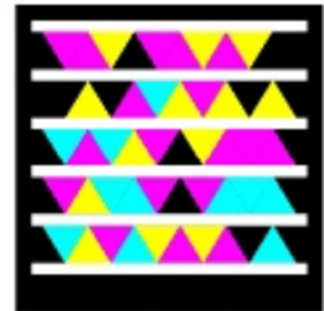


**Press Release**  
**Oct 9, 2010**

## **Crestron Uses Microsoft Tags to Provide Valuable Real-Time Information to Dealers at CEDIA EXPO 2010**

*Using Microsoft Tags Provides Customers an Easy Way to Access Additional Information From CEDIA EXPO Show Floor*

Crestron introduced Microsoft Tags during CEDIA EXPO 2010 as a way to provide dealers with additional real-time information about its new products and technology. Crestron chose Microsoft Tags to communicate with its customers and share information rather than relying on older methods such as catalogs and brochures. This innovative digital method reduces the volumes of "hard" copies that weigh customers down as they browse the show floor, and ultimately need to be discarded because their luggage is overweight.



"Crestron is on the cutting edge of industry technology. Our use of Microsoft Tags is another way we can communicate with our audience and share the latest product information," explained Vin Bruno, Director of Marketing.

Using Microsoft Tags provides customers an easy way to access additional information such as videos, flash presentations and product specs, right on the show floor. Since the tags are meant for mobile devices, it is easy to get the information, and have it fully accessible on the go.

Tags are stored in phones for quick access later, which gives you the ability to share the information with other colleagues back in the office, at other branch locations, and with potential customers. Not only are the tags convenient to use, but they also save paper, providing a greener way of sharing information.

"Be sure to continue to look for Tags in the Crestron Experience Center and at booths in upcoming trade shows," said Bruno, "we will continue to expand our reach with Microsoft Tags to make it easier for our dealers to access product information on the go."