

## Kramer Buys 50% of WOW Vision

Written by Bob Snyder  
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Kramer Electronics acquires 50% of Singapore-based **WOW Vision**.

WOW Vision makes products that enable wireless connection, the sharing of large screen displays from mobile devices, and two-way collaboration.

**Kramer will assume responsibility for worldwide branding and distribution of WOW Vision's products.** WOW Vision will continue to conceive and develop industry products for meetings and learning environments.

Kramer Electronics will be launching its first two products at InfoComm 2014: the **Kramer VIA Collage** and the **Kramer VIA Connect**.

"We are very excited about adding WOW Vision to the Kramer family because BYOD, collaboration and wireless applications are increasingly critical in today's converging AV/IT world. WOW Vision offers the best solutions in the market and this partnership allows us to add these products to our already comprehensive line of solutions," explains Dr. Joseph Kramer, CEO of Kramer Electronics.

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Kramer VIA Collage can do all of the following:

- wirelessly allow up to 6 participants to show their screens on one display, with the possibility of using two displays and allowing up to 12 participants to be simultaneously displayed
- it allows collaboration from any mix of devices - PCs, Macs, tablets, smartphones and more
- it enables meeting participants to simultaneously create and edit a common document through their individual devices
- it provides the ability for documents to be shared and saved instantaneously by all team participants utilizing the VIA Collage
- its interactive whiteboard function offers multiple users the ability to annotate, edit or highlight any image on the screen via their touch enabled devices. In fact, every member of the meeting can participate in brainstorming activities simply by using the keyboard and mouse on their own device.

The compact **VIA Connect** is a wireless presentation hub which provides quick and easy wireless connection to, and sharing of, a large screen device by several users. Multiple meeting participants can display their images or at any time one individual presenter can easily choose to have their device be the only image displayed. As with the VIA Collage, the VIA Connect can accommodate any PC, Mac, iOS or Android device.

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