



6 button Cameo in Ecu

Crestron makes life greener™

Setting the desired mood and controlling the environment can be as easy as the touch of a button.

Crestron Green Light® provides streamlined control of temperature, lighting and window treatments — luxurious convenience with energy saving benefits.

Crestron Green Light® offers a full range of lighting dimmers and switches to control virtually any type of fixture. Single and multi-point models are available, designed to function as standalone devices, in groups or as part of a full Crestron control solution.

The ultimate in comfort and convenience, energy conservation and cost savings.



CRESTRON
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■ INTERVIEW

Randy Klein, executive vice president, Crestron Electronics

Crestron Electronics has few manufacturing peers in the world of custom installation. The New Jersey-based company has been a technology leader in the fields of residential and commercial building control and automation. Its aggressive business model has not only fueled its sales, but it has enabled many of its dealers to weather the current economic storm.

Taking time to speak with CE Pro, Randy Klein, executive vice president of Crestron Electronics, calls digital media the “transformation” of the industry.

Crestron reported record sales in December. What drives the company's sales?

There's no doubt it's tough out there. There is less spending, but things haven't stopped. The world and our industry will continue to go forward. We've been fortunate, but the bottom line premise of our business model today is to support our customers through our value proposition.

Value is our commitment, along with the delivery of future technologies as well as increasing our sales and support resources when others are decreasing theirs — and never stopping until the customer is satisfied.

What advice can you give installation companies trying to survive the recession?

Don't panic. Maintain your standard business practices, and look for good business partners, like Crestron.

Those that have resources, are financially secure, have a vision, have courage and have a business plan to address the needs of the market (rather than just cut back) and have a plan to commit to the future will get through the crisis.

What do you think about the future of digital media?

Digital media is not just another new product that requires a training initiative. It is a transformation of our industry. It signifies the only technology in our industry that's addressing the

changes our industry will go through in the very immediate future.

We are the only company that has invested the years and money to address this new era.

Where does Crestron's DigitalMedia training program fit into that?

We have a responsibility to change and educate our industry to meet the changes of the world. Think of the imagery industry when the digital age approached or the communications industry when the cell phone first hit the market. Our industry is no different.

The digital media seminars have been a phenomenal success. We can't schedule classes fast enough, and they haven't been standing-room-only.

How did Crestron come to include Zig-Bee in its wireless technologies?

It's been an evolving decision for us to adopt new — yet standard and open — technologies to be incorporated into our products. ZigBee PoE and Wi-Fi are perfect examples.

What can installers expect to see from Crestron in terms of product roll-outs?

We will continue to bring new products to the marketplace at the same pace as we always have. We brought to the market 22 new products in January alone.

Today, we have 175 active R&D products. That's not a company cutting back; that's a company looking forward. We will continue to focus on industry changes and digital media in particular.

We will focus on solutions that address current market conditions and ones that bring opportunities to our dealers rather than developing products to address a competitor or short-term need. ■