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## **Maverick AV Solutions Partners with Crestron Electronics to Bring Crestron SR to U.S. Market**

**Enables Maverick customers, the pro-AV channel and IT ecosystem to provide innovative Skype Room video conference technology to end users**

CLEARWATER, Fla., Feb. 19, 2018 /PRNewswire/ -- [Maverick AV Solutions](#), a specialized solution business of [Tech Data](#) (Nasdaq: TECD), today announced an extended partnership with [Crestron Electronics](#), a global leader in enterprise control and automation technology, to distribute [Crestron SR](#), its next-generation Skype Room (SR) system offering, in the U.S. following its [successful launch across Europe last year](#). Designed in partnership with Microsoft, Crestron SR is a powerful, professional solution built for Skype for Business, which brings a simple-to-use, high-definition audio-visual (AV) experience to meeting rooms and can be easily deployed and managed on a network.



"In the last six months, the Crestron SR product has bridged the gap between AV and IT perfectly, delivering a product that brings video conferencing seamlessly into the meeting space," said Jon Sidwick, vice president, Maverick AV Solutions, at Tech Data. "We see opportunities both in Europe and the U.S. for integrators merging AV and IT products, enabling further control systems and automation."

Crestron SR is engineered to easily integrate with a wide range of meeting rooms—from small and midsize spaces to larger conference rooms—making it possible to easily join meetings, make calls and instantly share content in-room and remotely, all from a touch-screen device that manages the Skype meeting. Additional key features include HDMI inputs and outputs, six USB ports to connect audio devices and a port to add an occupancy sensor for automation and room usage reporting. With a suite of complementary products, Maverick's collaboration team will spearhead the rollout of the product to the U.S. channel.

"Our partnership with Maverick in the U.S. is a natural progression of our European launch and gives Crestron a fantastic opportunity to build on the momentum of the last six months," said Ted Colton, vice president of Unified Communication Strategies, at Crestron. "There's a burgeoning need in the States for comprehensive Skype Room Systems, and Maverick has already proven that its knowledge of the Microsoft ecosystem and AV industry is second to none, ensuring that this product receives the right support."

Maverick AV Solutions is a specialized solution business of Tech Data, the world's leading end-to-end distributor of technology products, services and solutions. Maverick's dedicated experts work with the world's leading brands to provide customers with specialized AV, collaboration and smart signage solutions, as well as unmatched logistical and financial services. Through product breadth, in-depth knowledge, activation services and e-commerce systems, Maverick AV Solutions helps customers acquire the most complete AV solutions in the channel.

For more information on Maverick, please visit [www.tdmaverick.eu](http://www.tdmaverick.eu). For specific information on Maverick's offering of Crestron SR, visit their [dedicated webpage](#). In the U.S., visit [Tech Data's Crestron webpage](#) or call (800) 237-8931.

[Click to tweet](#): .@MaverickAVWorld partners with @Crestron Electronics to bring #CrestronSR to U.S. market; @SkypeBusiness; <http://www.techdata.com/news.html>.

### **About Tech Data**

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## About Crestron

Crestron builds the technology that integrates technology. Their automation and control solutions for homes and buildings let people control entire environments with the push of a button, integrating systems such as AV, lighting, shading, security, BMS and HVAC to provide greater comfort, convenience and security. Their products are backed by more than 90 fully staffed offices that provide 24x7x365 sales, technical and training support across the globe. In addition to its world headquarters in Rockleigh, N.J., Crestron has sales and support offices throughout the U.S., Canada, Europe, Asia, Latin America and Australia. Discover Crestron by visiting [www.crestron.com](http://www.crestron.com).

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