

Dealer Playbook

Crestron BYOD Campaign

AirMedia®



The campaign

Crestron launches a **BYOD (Bring Your Own Device) campaign** to promote **AirMedia®**

AirMedia wireless presentation and conferencing systems are designed for the way we work today.

With this campaign, Crestron focuses on the new Digital Workplace being embraced by many organizations. The typical meeting room is no more, employees need the flexibility to easily connect in many different types and size spaces (huddle room, multi-purpose room, collaboration space, etc.)





The proposition

At Crestron, we know that meetings are about connection.

We also know that your customers need simple-to-deploy, one-touch meeting solutions. Solutions that let participants collaborate and share in ways that transform meetings.

With AirMedia wireless conferencing technology you can easily add control to Crestron BYOD solutions with no coding for a more robust room.

AirMedia is a simple BYOD solution that's cost effective and feature rich. And with the AirMedia Connect Adaptor, offers the simplest workflow.

For businesses that are standardized on Teams®, Microsoft partnered with Crestron, so AirMedia is already standardized on the Microsoft Teams platform.

The benefits

Easily connect personal devices and host meetings, wirelessly, with AirMedia's wireless presentation and conferencing solution. Hosting meeting participants can connect to not only the in-room display, but also share the camera, mic, and speakers.

Simply 'plug, play, and meet' (plug and display) from your personal device with AirMedia Connect. No drivers to download, no software to install. Wirelessly present, share, and video conference from any device.

Quick access to cameras, speakers, microphones, and displays (even 3rd party). High-quality, engaging meetings... all driven from a personal device or laptop.

No IT or security concerns, no drivers to download, no software to install, simply connect.





The audience

Customers looking to add wireless connectivity in small to medium-sized rooms to make it easier to share, present, and meet with digital signage, wireless presentation, and wireless conferencing in a single solution.

Organizations looking to adopt the digital workplace and offer meeting spaces in various locations (lounges, cafeterias, huddle rooms, etc.)

Education facilities looking to make presentations and lectures more dynamic and switch between presenters easily.

A solution for every room

From small to large rooms, provide your people with the highest quality and most equitable video conferencing experience. Elevate the experience for both remote and in-person participants for more productive meetings.

Just a display, video bar, and AirMedia can create a room free of fuss for collaboration.

[VISIT THE CRESTRON DESIGN DATABASE FOR AIRMEDIA CAD DRAWINGS](#)



Digital Assets


We've prepared several digital assets to help you promote and explain Crestron AirMedia® Solutions to your customers. All assets are downloadable, empowering you to tell the story of wireless conferencing technology whatever the size of room.

Sell Sheets

CRESTRON


CRESTRON BYOD ROOM SOLUTIONS

Make your small spaces BYOD places — easily and affordably



The hybrid workplace has increased the demand for BYOD capability. Participants like the comfort of using their own devices. Organizations want to be able to accommodate multiple types of meetings on multiple types of devices and platforms. Crestron makes it easy to optimize your small spaces with BYOD capability. Each solution gives you and your participants the simplicity, affordability, and flexibility you're looking for.

- Easy to use
- Easy to deploy
- Supports any type of device, any type of meeting on any type of meeting platform
- Works with the technology you have today
- Easy to upgrade to what you need in the future



See the chart on the next page to choose the Crestron BYOD solution that works for you and call your dealer today. **It's all available today.**

[DOWNLOAD SELL SHEET](#)

CRESTRON

AIRMEDIA® CONNECT ADAPTOR

Bring plug-and-play wireless presentation and conferencing to your BYOD spaces



In today's hybrid work world, you need the ability to host meetings from anywhere and accommodate in-room and remote participants. Or a combination of the two.

Now, there's an incredibly simple way to do that.

- Easily transform any space into a collaboration space
- Wirelessly present, share, and conference from any device
- One USB-C connection, one button-press to launch your meeting
- Simplified guest participation
- Manage digital signage content from one location
- Easy to deploy and manage

Plug-and-play BYOD
With the new AirMedia® Connect Adaptor (AM-TX3-100) (placeholder link) you can transform any space into a BYOD collaboration space. Wirelessly present, share content, and conference from any device. Just a single USB-C® connection and one button-press to launch your meeting. No drivers to download. No applications to run. No wasted time.

Connect guests with ease
The AirMedia Connect Adaptor allows you to set up a secure guest network so external participants don't need to access your corporate network. Nothing to install means any guest, regardless of their own corporate requirements, can easily use AirMedia to connect, present, and host a meeting.


Easily connect to peripherals
With the AirMedia Connect Adaptor, there's no need to search for the right peripheral or manually connect your device to the room's conferencing system. Once you have your USB-C connection, you can control your room's peripherals, and decoding solutions to create elegant hardware and hybrid system designs.

Ensure everyone gets the message — everywhere
Manage all your organizational messaging from one location. Push event information, HR notifications, and corporate communications to any display anywhere. Pair the AirMedia Connect Adaptor with the services of our integrated software partners to easily expand the effectiveness of your internal communications.




[DOWNLOAD SELL SHEET](#)

Emails

 [Place your own logo here]

Deliver complete, advanced BYOD meeting capabilities to smaller spaces.

As people have grown comfortable using their personal devices (laptops, phones, etc.) to run meetings, BYOD room conferencing solutions have become a leading ask of organizations. They're looking for solutions that are easy to use and deploy, and enable engaging, productive hybrid meetings. Now, Crestron has made it easy to do that wirelessly in smaller rooms.




AirMedia

The AirMedia Receiver 3200-WF enables you to wirelessly present, share, and video conference from any device. Quick access to cameras, speakers, microphones, and displays helps blur the lines between in-person and remote, making hybrid meetings more productive and easier to follow for all participants.

PanaCast

The Jabra PanaCast 50 video bar adds the transformative power of intelligent video:


- 180° view of room ensures everyone can be clearly seen
- Multiple views and close-ups allow remote participants to maintain engagement with everyone in the room
- Ability to see active participants leads to more natural, equitable, and immersive meetings



Key Benefits

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 [Place your own logo here]

Wireless presentation and conferencing systems. Designed for how we work today.


Crestron's AirMedia® wireless presentation and conferencing enables you to wirelessly present, share, and video conference from any device. Quick access to cameras, speakers, microphones, and displays helps blur the lines between in-person and remote attendees enabling more natural and productive meetings.



The AirMedia® Advantage

The Crestron product ecosystem advantage allows you to add even more capabilities to rooms:

- Occupancy sensors to wake the room up, touch screens to manage schedules and content, and DigitalMedia™ technology to enable wired presentation and content distribution.
- Manage organizational messaging from one location and provide custom digital signage capabilities in every space.
- Improve the effectiveness of internal communications by combining AirMedia with the services of our integrated software partners.



AirMedia Wireless Presentation and Conferencing Systems

AM-3000-WF	AM-3200-WF-I
AM-3000-WF-I	AM-TX3-100
AM-3100-WF	AM-TX3-100-I
AM-3100-WF-I	AM-TX3-100-CRADLE
AM-3200	UC-SB-P50-AM-WF KIT
AM-3200-WF	UC-SB-P50-AM-WF-I KIT

[DOWNLOAD EMAIL](#)

Downloads are zip files containing an Outlook, an html, and a Word version of the email.

Social Media AirMedia®

[DOWNLOAD SOCIAL KIT](#)



AirMedia Promotional Post #1

Suggested caption and image:

Crestron's AirMedia® wireless presentation and conferencing enables you to wirelessly present, share, and video conference from any device. Quick access to cameras, speakers, microphones, and displays helps blur the lines between in-person and remote attendees enabling more natural and productive meetings.

Learn more. ([Link to your lead capture page or solutions page](#))



Link to [image](#)

AirMedia Promotional Post #2

Suggested caption and image:

This quick video of Crestron's AirMedia® wireless presentation updates offers an overview of three major AirMedia wireless presentation and conferencing technology developments to help you deliver complete, advanced BYOD meeting capabilities to smaller spaces.

[Watch now](#)



Link to [image](#)

Social Media AirMedia® + Jabra PanaCast 50 Bundle

[DOWNLOAD SOCIAL KIT](#)



AirMedia® Jabra® PanaCast Bundle- Social post 1

Suggested caption & image:

Make hybrid meetings more productive and easier for all participants to follow with the AirMedia® + Jabra® PanaCast 50 video bar bundle. It delivers complete, advanced wireless BYOD meeting capabilities + intelligent video to smaller spaces.

Learn more. [\(Link to your lead capture page or solutions page\)](#)



[Link to image](#)

AirMedia® Jabra® PanaCast Bundle- Social post 2

Suggested caption & image:

BYOD room conferencing solutions are now a leading ask of organizations as more people have grown comfortable using their personal devices to run meetings. Deliver complete, advanced wireless BYOD meeting capabilities + intelligent video to smaller spaces with the AirMedia® + Jabra® PanaCast 50 video bar bundle.

Learn more. [\(Link to your lead capture page or solutions page\)](#)



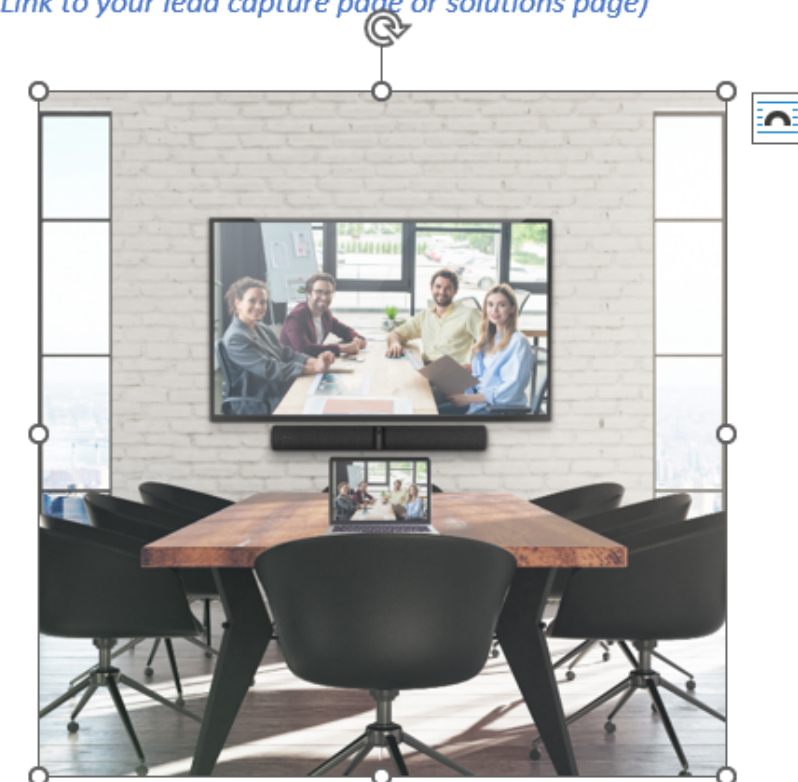
[Link to image](#)

AirMedia® Jabra® PanaCast Bundle- Social post 3

Suggested caption & image:

With AirMedia® and the Jabra® PanaCast 50, users can have engaging Intelligent Video meetings without any cables or dedicated video conference devices. And the Crestron AirMedia 3200 provides wireless presentation, allowing in-person meetings to easily utilize the screen that is in the room for enhanced productivity.

Learn more. [\(Link to your lead capture page or solutions page\)](#)



[Link to image](#)

Videos

From small to large rooms, provide your people with the highest quality and most equitable video conferencing experience. Elevate the experience for both remote and in-person participants for more productive meetings.

Downloads of these videos are available on the [Dealer Portal](#).



AirMedia® Wireless Conferencing
with Crestron Soundbar

[VIEW VIDEO](#)



AirMedia® Wireless Conferencing
with Jabra® Panacast® 50 Video Bar

[VIEW VIDEO](#)

Design Guide

This design guide reviews some of the common applications for small and medium sized rooms, however with its versatility, the AirMedia wireless collaboration system is perfect for any size space, large or small!

Crestron's Sales Support Services team offers for free expert assistance with technical questions, system design, and proposals for applications with unique requirements.

[DOWNLOAD GUIDE](#)



Case Study

[DOWNLOAD CASE STUDY](#)



PUMA

INTRODUCTION

PUMA is one of the world's leading sports brands with more than 70 years of experience designing and developing footwear, apparel, and accessories. Overlooking the Boston skyline, PUMA's North American headquarters spans 150,000 square feet and houses the teams responsible for creating fast products for the world's fastest athletes.



"COLLABORATION HAS ALWAYS BEEN A FOCUS FOR GLOBAL ORGANIZATIONS, BUT THE PANDEMIC HAS ACCELERATED THAT NEED AND PARTNERS LIKE CRESTRON HELP US TACKLE THE CHALLENGES OF THE MODERN WORKPLACE."

Dylan O'Connor
*Vice President of Information Technology,
PUMA*



Dealer Promotions

Save on Crestron's Airmedia® and set every room up for success. Get great deals on a better BYOD experience, improve sound, extend digital content distribution, and clear the table for more ideating.

Promotions good through 12/31/2023.



AirMedia® Technology Stock Up and Save Promotion

Best chance to save on AirMedia®

[VIEW PROMOTION](#)



AirMedia® Technology Trade Up and Save Promotion

Trade up old devices and get a better BYOD experience with AirMedia®

[VIEW PROMOTION](#)

Research Report

BYOD

This Recon Research report, sponsored by Crestron, discusses the power of BYOD, the compromises it brings, and how to take the stress out of BYOD — with the help of AirMedia®.

[DOWNLOAD REPORT](#)

January 2023

Quick Take

Crestron Embraces Wireless Conferencing

Created by: **RECON** RESEARCH

Sponsored by: **CRESTRON**

The cover features a dark blue background with a large orange arrow pointing right. A central image shows three business professionals in a meeting room, with a large screen displaying a video conference. The text is white and blue, and the logos for Recon Research and Crestron are at the bottom.



Product Images

In addition to product images (.png & .jpg), each AirMedia® product page features:

- Overview
- Specs
- Resources
- Models & Accessories

Click on the model numbers to visit their product pages.



[AM-3000-WF](#)

[AM-3200](#)

[AM-TX3-100](#)

[AM-3100-WF](#)

[AM-3200-WF](#)

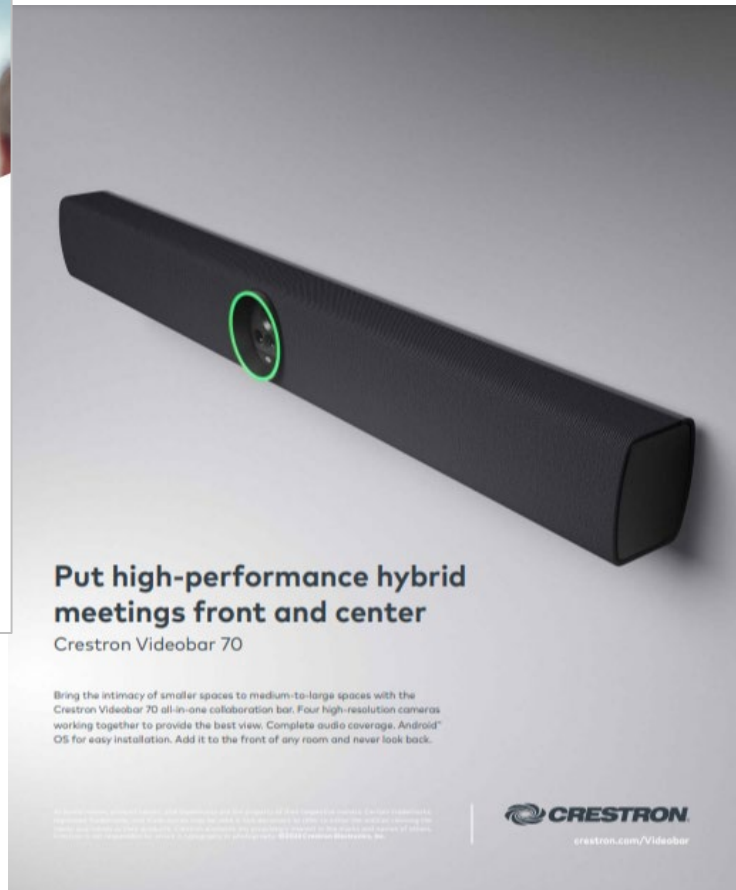
[UC-SB-P50-AM-WF KIT](#)

Advertisements

Digital Ads are available for many of Crestron product solutions.



[DOWNLOAD AD](#)



[DOWNLOAD AD](#)



[DOWNLOAD AD](#)



[DOWNLOAD AD](#)



CTI - Crestron Training Institute

Crestron Core courses are the building blocks of your education as a Crestron Partner. After successfully completing each course (including a path on Wireless Conferencing & Presentation - AirMedia®) and the Crestron Core quiz, the training portal proceeds to make available all other training tracks for Sales, Design, Technician, and Programming.

Crestron also offers in-person, as well as online courses, which provide personalized face-to-face training and opens lines of communication with Crestron technical staff.

Additionally, our comprehensive online library of self-paced courses, design tools, support resources, and programming and installation information is available to you 24/7.

[CORE TRAINING](#)

Learning Path Courses

- [Introduction to Crestron](#)
- [Online Help](#)
- [.AV Framework: Bring a consistent experience to every space](#)
- [Wireless Conferencing & Presentation - AirMedia®](#)
- [XiO Cloud: Where AV Meets IoT](#)
- [Crestron Home: Life, Elevated](#)
- [Crestron Mobile Device Room Control](#)
- [Crestron Core Quiz](#)



Designed for



how we work today

Crestron AirMedia® Wireless Presentation and Conferencing Systems

Want to discover how to bring a meeting anywhere?

Go to crestron.com/AirMedia and learn how our technology can transform any space.

