



## NEWS RELEASE

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**FOR IMMEDIATE RELEASE**

### **AMX Launches SchoolView, a Breakthrough in Educational Technology**

With a Touch, Teachers Gain Next Generation Classroom Control

**RICHARDSON, Texas – February 26, 2010** – AMX®, the leading provider of solutions that simplify the implementation, maintenance, and use of technology to create effective environments, today announced the unveiling of the SchoolView solution, which gives administrators and teachers streamlined control and automation of multiple technologies and resources all from a touch panel.

SchoolView, based on a partnership between AMX and SchoolView Technologies of Plano, Texas, brings together technologies that previously were operated independently, such as classroom control, distributed audio, video on demand, digital signage, P.A., bells, security cameras and emergency alerts, and unifies them on a single platform for simplified management. Now, teachers who may have been overwhelmed by the process of using multimedia to augment learning in the classroom, such as incorporating recorded lectures, software presentations and shared resources, only need the technical proficiency of touching a button.

Beyond giving administrators and teachers simplified control of the system, the SchoolView solution is a boon for energy savings. It aligns to green-building initiatives that many school districts are facing as it automates management of energy-consuming resources like PCs and AV equipment, and further increases cost reductions by simplifying maintenance and support, which extends technology lifecycles.

“SchoolView has helped Round Rock ISD modernize traditional classroom technologies by using a single, networked platform,” commented Ed Zaiontz, Round Rock ISD Director of Information Services and CoSN Board of Directors Chairman. “By providing our teachers with an easy-to-use platform, it enabled us to upgrade the educational experience for our students. Teachers can now easily access and utilize a wider array of technology to enhance learning in the classroom.”

The SchoolView solution, a hardware and software package, takes advantage of a school’s existing data network and is scalable to allow integration of future technologies. It allows an administrator to manage a school or an entire school district from one location.

“AMX continues to innovate and streamline technology workflows in the education field,” said Michael

Peveler, Vice President of Education Sales of AMX. "SchoolView affirms AMX's commitment to this crucial industry by delivering a product that not only enhances the learning environment but provides tremendous budgetary relief by reducing costs and enabling more to be done with less equipment and resources."

Institutions interested in learning more about the SchoolView program should contact their AMX account representative or go to [amx.com/schoolview](http://amx.com/schoolview) for more information.

**About AMX**

AMX hardware and software solutions simplify the implementation, maintenance, and use of technology to create effective environments. With the increasing number of technologies and operating platforms at work and home, AMX solves the complexity of managing this technology with reliable, consistent and scalable systems. Our award-winning products span control and automation, system-wide switching and audio/video signal distribution and technology management. They are implemented worldwide in conference rooms, homes, classrooms, network operation / command centers, hotels, entertainment venues, broadcast facilities, among others. AMX was founded in 1982 and is a member of the Duchossois Group of Companies. For more information, visit [www.amx.com](http://www.amx.com).

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