

CRYSTAL CLEAR

What's happening at **Crystalised**

January 2018



INTRODUCING OUR NEW PARTNER

Our new relationship with **Aurora Multimedia** provides solutions for a variety of global markets, including government, education, security, hospitality and corporate.

This new collaboration enables us to offer industry-leading products backed up by Aurora's renowned innovation and Utopia's reputation for the highest standards of service and value.

Working with Aurora Multimedia enables us to take advantage of the growing trend towards AV over IP technology deployments in both 1Gbps and 10Gbps networks. Aurora is a world leader in HDBaseT technology which brings a rich feature set, increased reach, and better performance than existing solutions.

Also available will be the Aurora range of 10Gbps POE enabled versions for Fibre and Copper based high performance networks, in addition to the world-renowned range of control systems, amplifiers and speakers, tuners, videowall processors and much more.

We are very proud of our customer network which consists of the best resellers in the UK and Ireland; they are the backbone of our business, so we are always happy to hear from resellers who feel they have the technical knowledge and commercial desire to market our products and services to their own customers.

Our renowned range of innovative solutions turn cutting edge into leading edge. Find out more [<here>](#) or call on 0332 414 100 and see how together we are better.



SAFETY ALERT



see how easy it is for almost anyone to hack a child's connected toys

Consumer magazine Which? is warning that Bluetooth or wi-fi toys available at major retailers can be easily 'hacked', potentially enabling a stranger to talk to a child.

In its report, Which? says that such toys might seem like the perfect gift this Christmas, but they say that, without appropriate safety features, they can also pose a big risk to a child's safety.

Read the full article and watch the video [<here>](#)

WE'LL BE THERE. WILL YOU?

BETT is the first industry show of the year in the education technology landscape.



24-27 JANUARY 2018
EXCEL LONDON

The show is held over 4 days from January 24th to 27th at London's ExCel Arena

850 leading companies, 103 exciting new edtech start-ups and over 34,700 attendees (131 countries represented) from the global education community, will come together to find inspiration and discuss the future of education, as well as the role technology and innovation play in enabling all educators and learners to thrive.

As a principal distributor to the educational sector throughout the UK and Ireland, we'll be there supporting our market leading brands:

- > SMART Interactive Displays. Changing the way knowledge can be shared.
- > SMART Software. Lesson delivery, assessment, student collaboration and game-based learning software.

> Wall and Floor Mounting Brackets. Ideal for SMART Interactive screens plus all major brands.

If you're going to BETT 2018, let us know and we can arrange to meet.

We have the largest network of the best resellers in The UK and Ireland but we're always on the lookout for more who can meet our exacting standards and benefit from our unrivalled product range.

We have the products and services that turn cutting edge into leading edge, find out more [<here>](#) or call on 0332 414 100 and see how together we are better.

WE'VE TEAMED UP WITH INFOCUS TOUCHSCREENS TO DELIVER A BETTER WAY TO WORK. **TOGETHER.**

Whether it's monitoring traffic systems, deploying first responders, teaching or presenting your quarterly numbers, what you do matters.

You rely on your digital tools to enable you to get work done faster and better. Your PC. Your smartphone. Dozens of apps. And when you need to connect with one person or a thousand anywhere, anytime from any device, we have the right solution for you.

Chris Sulej, Commercial Director of Crystallised said,

"More than just conference room, classroom, display wall and boardroom solutions, our relationship

with In Focus means we can offer tools that connect global enterprise infrastructures and employees from anywhere and everywhere.

And while technology innovation is important, sharing ideas, information and connecting with people beyond what you can do with a traditional conference call is how successful companies connect teams and monitor information.

That's how you do it better and faster.

We're powering great work with In Focus. Together.

Read about the unbeatable In Focus range [<here>](#)



SIGN UP FOR OUR NEWSLETTER AND YOU'LL DO SOMETHING GOOD FOR CHARITY. **AND, YOU COULD WIN A NICE PRIZE!**

We hope you have enjoyed reading this newsletter and would like to receive future issues. We intend to make them informative and interesting.

Sign up [<here>](#) and for every sign up from this issue, we'll make a donation to the local charity we support – Salford Food Bank - part of a nationwide network of foodbanks, supported by The Trussell Trust, working to combat poverty and hunger across the UK.



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