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Media Contact: Adam Sohmer
Sohmer Associates, LLC
347-497-4965
adam@sohmerassoc.com

For Immediate Release

2011 CEDIA Expo Booth #3950

Capitol Focused On Residential Specialists Making The Leap Into Light Commercial at 2011 CEDIA Expo

*-- Four Capitol Courses Feature Soup-To-Nuts Education
In Top Tech Affecting The Light Commercial Market --*

EAGAN, MN, August 11, 2011 – Capitol, the leading consumer electronics distribution source for residential systems and light commercial contractors, is supporting its customers with an extensive slate of CEDIA classes designed to help residential integrators dig deep in the light commercial market. Each of the four courses highlights a specific product category, with a detailed technical overview as well as sales and marketing techniques.

“We’ve always shown our customers that light commercial is an opportunity for vertical expansion,” commented Jeff Kussard, Capitol’s Director of Strategic Development. “In an economy where the most successful players are the most nimble, we believe that it has never been more essential for our customers to learn as much as possible about doing business in an arena where there a multitude of opportunities for smart, creative thinkers who are ready to grow their business.”

Capitol's 2011 CEDIA Expo Class Schedule

IP Network Cameras and Digital Surveillance

Friday, September 9th 2011 - 10:00 a.m. – 11:30 a.m.

Room ICC-125

Catalog # MPT670-9

Course Code: MPT670

CEU Value: 0.75

Show your customers how to view their residence or business from a PC or laptop anywhere in the world or even from a Smart Phone. Watch a child's room, check on a pet while away and receive an e-mail when someone is detected, or keep an eye on the cash transactions at your business. Learn more about this fast growing market, the products, design, programming, and installation. We will review both standard and network cameras and DVR and other recording options. This class is for the salesperson, designer and installer.

Digital Signage – HD Video Conferencing: Fast Growing and Profitable

Friday, September 9th 2011 - 12:00 p.m. – 1:30 p.m.

Room ICC-125

Catalog # MPT898-4

Course Code: MPT898

CEU Value: 0.75

This course will introduce you to what is an exploding market opportunity. We will provide an overview of the hardware and software required. These products are in use at thousands of corporations, Houses of Worship, educational institutions, municipalities, and businesses throughout the United States. This class is for the salesperson, designer and installer.

Commercial Audio and 70 Volt Systems

Friday, September 9th 2011 - 2:00 p.m. – 3:30 p.m.

Room ICC-125

Catalog # MPT792-5

Course Code: MPT792

CEU Value: 0.75

Have you considered expanding your opportunities in the area of commercial audio? Learn how to leverage your residential experience to design and install commercial distributed audio systems. Compare consumer and 70 Volt audio systems and dispel misinformation regarding these systems. We will review terminology, components and the calculations necessary for successful design. Common applications including sports bars, offices, warehouses, retail and restaurants will be discussed. This class is for the salesperson, designer and installer.

Phone Systems – Digital and IP Based

Friday, September 9th 2011 - 4:00 p.m. – 5:30 p.m.

Room ICC-125

Catalog # MPT899-4

Course Code: MPT899

CEU Value: 0.75

Discover how you can set yourself apart from the competitors and add profitability with these products. Learn about the latest and greatest in Digital and IP based phone systems and voice mail. Find out how these systems combine the best of wired, Voice over IP, and advanced wireless multi-cell technologies. Turn your phone into a controller with Control4 and other whole house technologies. This class is for the salesperson, designer and installer.

About Capitol

Capitol is the leading distribution source for residential systems contractors, retailers, light commercial contractors, and premium incentive resellers who are looking for home theater, telephone, integrated home systems, and commercial A/V products. The company is famous for taking a 360-degree approach to its business, offering retailers high-quality products at competitive prices, plus hands-on application training, expert technical help and unmatched customer service. Capitol offers hundreds of application-based education courses throughout the year, including filled-to-capacity classes at CEDIA, EH Expo, and other industry events, in addition to “on campus” programs at the company’s headquarters as well as the company’s web site. For further information, visit the company’s web site at www.capitolsales.com, or call 1-800-INSTALL (467-8255). Media inquiries should be directed to Adam Sohmer; Sohmer Associates, LLC; 347-497-4965; adam@sohmerassoc.com.