

Media Contact:

Joshua Sousa
Broadata Communications, Inc.
Solutions Engineering Manager
424.335.9374
jsousa@broadatacom.com

For Immediate Release:

**Broadata Communications Announces New
Integrated Control Processor (ICP)
*Single Room Collaboration Product with Amazon Alexa for Business***

TORRANCE, CA — June 4, 2018 — Broadata Communications, Inc. (BCI), a leading developer of market-driven solutions for the transmission of digital multimedia, announced today that they are shipping their Integrated Control Processor (ICP), now compatible with the Amazon Echo for conference room voice-control.

Late in 2017, Amazon Web Services released Alexa for Business, opening the door to extend voice-controlled assistance beyond home-automation and into the workplace. Broadata immediately answered the call by developing the new ICP for voice-activated control of audio and video conference room systems and services.

In the past, setting up a conference room for an in-person meeting, conference call or video screen share was sometimes complex for a seemingly simple task. The user running the meeting could get distracted using the technology and often needed technical support to get everything up and running. This wasted time and used expensive and cumbersome technology that needed constant hardware and software updates and personnel training to stay current.

Today, customers are looking for simplicity with power. Some will want to use a touch panel and some will want to use voice. But across the board, customers want technology that is convenient to use, less complicated and needs less interaction. A system that can be easily configured to work within the requirements of a space, so that there isn't technology overkill or underwhelming features.

Broadata introduced their ICP line as the first single room collaboration system that provides every possible option needed in a conference environment in one single solution. It is built for integrators, so they have all the tools needed for their customers, including small to large room scalability, standards-built network connectivity, a variety of control automation I/Os and

control port flexibility. Integrators learn the new equipment once and both engineers and the sales team can design and sell the same system repeatedly.

1. Standardize on a single product rather than individual solutions that only meet the requirements of a certain room type.
2. Create room templates and standards so bids can be answered without the use of engineering resources.
3. The right fit for the money. The Broadata ICP is 15% less expensive than competing solutions.
4. Offer a total room experience with keyboard or voice control for an easy-to-use user interface.
5. Product stays current. Amazon is releasing business related skills and software daily, insuring that voice-control will keep up with the pace of technology.
6. The Amazon Alexa for Business uses the same hardware as home automation but not the same software so that protection and privacy for business protocols are met.

Amazon Alexa for Business is more than just a technology buzz word. It enables end users to have the same features and functionality in their office as they've become familiar with in their homes, creating a more sophisticated solution with less training, confusion and frustration. Come see a demo of the ICP in action at Broadata's booth #C3870 at Infocomm 2018 being held in Las Vegas on June 6-8.

About Broadata

Broadata Communications, Inc. (BCI), is a privately held, California-based corporation that has quickly developed a reputation as a leading developer of market-driven solutions for the transmission of digital multimedia including video, audio, data, and control. BCI's clients are world leaders in their industries, which span a wide variety of segments including: medical, professional audio/video, houses of worship, education, government, military and broadcast. For more information, visit www.broadatacom.com.

-End-