

AV equipment gets greener as customers seek lower energy consumption

Display Express Control System Helps Architects And Builders Achieve Environmental Goals

Dallas, TX - September 2, 2009 – The green movement that is sweeping the world has inspired AV equipment manufacturers to focus on environmental issues as never before, according to Scott Hetzler, president of Contemporary Research, designer and maker of state-of-the-art audio visual technology and software to originate, integrate, and display high definition TV content.

“By automatically managing power consumption, our Display Express control system helps architects and builders obtain LEED* certification for their buildings, according to Hetzler.

“While LEED has yet to add official points for savings in AV operation, applicants can claim innovative points for managing display power. Display Express turns displays off at night, on weekend or whenever the AV equipment is not working and saves about 6 megawatts every month for 50 displays.

Rather than installing new copper wiring for large-scale display networks, Contemporary Research integrates displays over existing coax RF cables, avoiding waste and lowering the cost for HD video and control distribution.

“We engineer all our products to draw the lowest possible power, and use powder-coated metal enclosures instead of plastic,” Hetzler said. “Our low voltage products meet California energy and RoHS safety standards, we use lead-free solder and components in our manufacturing process, and we employ energy-efficient switching power supplies to reduce power consumption.

“The Digital Transition incurs a hidden price – the dumping of thousands of analog tuners when sites upgrade. We have a program to alleviate that problem. From now until December 31, 2009, we will rebate \$100 for every CR analog tuner being replaced by our 232-ATSC digital tuner. The dealer sends in the paperwork and the old tuners, and we issue a credit and recycle the tuners properly.

“Our ‘Just In Time’ production system not only improves quality and saves money, it also reduces waste. One of our goals is to attain full cycle manufacturing, where nothing leaves our plant other than our products.

“Contemporary Research is more than a company going green, we’ve been a green pioneer for years, and we’re constantly inventing new ways to renew, restore, and recycle,” he said.

“Partnering with Green Mountain Energy for renewable energy resources, our Dallas HQ has been driven by wind power since 2004. We buy locally wherever possible to reduce the CO2 footprint associated with long-haul trucking and shipping, and support suppliers who have “green” shipping policies and use less packaging materials. Instead of filling landfills, we save the packing materials we receive and recycle them in shipping our finished goods to our customers. We believe our planet is our responsibility, and

we're doing our part to make the world a better place to live in, for now and in the future," Hetzler concluded.

Contemporary Research HDTV tuners, modulators, and display control systems are at work in leading sports, retail and entertainment facilities, broadcast studios, corporate offices, federal, state and local government agencies, hospitals, casinos, colleges, schools and worship centers.

**The Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ encourages and accelerates global adoption of sustainable green building and development practices through the creation and implementation of universally understood and accepted tools and performance criteria.*

For more information, please visit **www.crwww.com**

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