



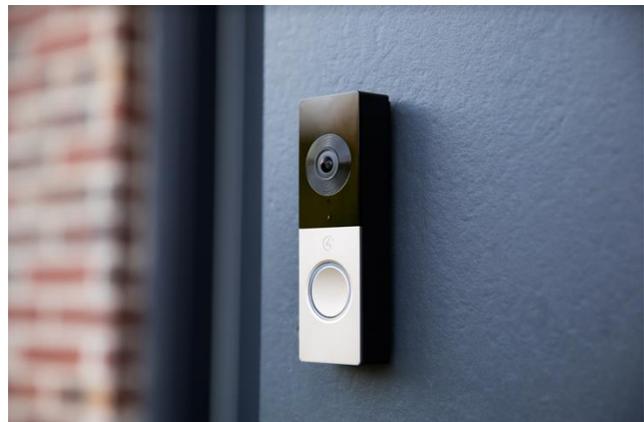
FOR IMMEDIATE RELEASE

Control4 Fuses Technology and Design at IBSx/KBIS 2021

To attend IBSx/KBIS 2021 for free, sign up using Control4's [registration link](#).

CHARLOTTE, NC, February 9, 2021 –[SnapAV](#), the industry-leading source of A/V surveillance, control, networking, and remote management products for pros, will showcase its premier [Control4](#) automation platform to the builder, design and architect community during the IBSx/KBIS 2021 trade show taking place virtually from February 9–12th.

Emphasizing the power and impact of pairing automation and security with design, Control4 will showcase new products, conduct demonstrations, engage in spotlight appearances — and unveil a fully automated SnapAV smart home system in The New American Home® 2021.



“Our goal at IBSx/KBIS 2021 is to spotlight how technology manufacturers, custom AV pros and the builder and architect community can work together to enhance the home experience for their customers,” said Kim-Anthony Parker, SnapAV VP Commercial Sales and Corporate Programs. “Technology and design are no longer two separate entities; instead, they work in tandem to create a unique and elevated experience for homeowners.”

Booth Product Showcase

In the Control4 booth, SnapAV will be demonstrating the newest addition to its Control4 automation system: the **Chime Video Doorbell**, the first video doorbell solution designed to leverage all of the capabilities of the sophisticated Control4 OS 3. Control4’s lighting solutions and the design-centric NEEO remote line-up will also be on display.

The virtual booth will also showcase the **ClareOne Wireless Security and Smart Home Panel**, a builder-friendly platform distributed exclusively by SnapAV that unifies smart wireless security and smart home control with a full line of encrypted security sensors and smart home integrations.

Interested builders and designers will have the option to virtually 'stop by' the Control4 booth and request a meeting.

The New American Home® (TNAH) 2021

During the show, SnapAV will also unveil its partnership with the National Association of Homebuilders (NAHB) to outfit The New American Home® (TNAH) with cutting-edge smart home technologies from various SnapAV brands. The stunning home demonstrates the wealth of high-tech possibilities for custom and production builders – including every possible facet of automation anchored by the Control4 system.

Appearances & Events

SnapAV/Control4 representatives will also sponsor and appear in various events throughout the shows' duration, including:

- **Design Uncut (2/9 at 1:00 PM ET) – Design with Peace of Mind: The Smart Home Ecosystem:** Janyl Yousefpour, Vice President of Customer Marketing for SnapAV; Kordon Vaughn, VP of Campaigns & Creative for SnapAV; Emily Clark, Principal Interior Designer/Creative Director of Clark & Co. Homes; and Gordon Van Zuiden, Owner of cyberManor will discuss bringing the smart home to life.
- **Design Bites (2/10 at 3:00 PM ET):** Kordon Vaughn, VP of Campaigns & Creative for SnapAV, will present the latest and greatest on the Control4 Chime Video Doorbell. The presentation will be judged by media and influencers; while HGTV star and Instagram sensation, Darren Keefer will be the host for the evening.
- **Design Eye: Up Close with Bobby Berk (2/12 at 1:00 PM ET):** SnapAV will be sponsoring a talk with Bobby Berk, design guru from the popular Netflix Series, Queer Eye.

To download images, [click here](#). To attend IBSx/KBIS 2021 for free, sign up using our [registration link](#).

About Control4

Control4 is a leading global smart automation system for homes and businesses, offering personalized control of lighting, music, video, comfort, security, communications and more. The Control4 unified smart home system unlocks the potential of connected

devices and helps pros provide homeowners and businesses with wholistic technology experiences.

About SnapAV

Established in 2005 and based in Charlotte, North Carolina, SnapAV is a manufacturer and exclusive source of A/V, surveillance, control, networking and remote management products for professional integrators. An industry leader in the custom install channel, SnapAV helps integrators build their businesses by providing a wide range of high-quality products, easily accessible through an intuitive website and backed by award-winning service and support. With a vast catalogue of today's most popular brands, SnapAV is the premier choice for custom installers across the globe. With 22 pro stores in the US, SnapAV blends the benefits of ecommerce with the convenience of local stores. Additional information about SnapAV and its products can be found at www.snapav.com.

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