



For Immediate Release

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The EDGE Distributors Group To Add Level II Audio and Video Calibration Certification Training Events For Dealers

Co-Sponsored By EDGE, Sencore and NEC

San Leandro, CA, September 14, 2006 — The EDGE Distributors Group -- a rapidly growing service oriented group of 14 independently owned regional distributors catering primarily to custom install and residential systems integrators -- today announced that, based on the success of its recent Level I Video Calibration Certification program, will be offering dealers more advanced Level II audio and video calibration events beginning this fall.

According to EDGE director Katye Schmoltdt, more than 450 EDGE dealers attended the Group's first video calibration program, which ran from April 11th thru August 17th at each of the 14 EDGE member locations nationwide.

Through these video calibration courses -- led by Sencore Sales and Merchandising Manager Jeff Murray -- the dealers were trained and certified to calibrate NEC Plasma TVs using Sencore Calibration equipment. Dealers obtained 1 CEDIA CEU point for completing the course.

Murray says, "Sencore is proud to support the EDGE Group's training initiatives. As a test equipment manufacturer we see great value in our partnership with EDGE as we share a similar vision in supporting and improving the Custom AV Installation Industry through education and training."

"EDGE's dealers have exhibited a high degree of initiative and professionalism in the video setup, alignment, and calibration classes that we have presented throughout the country. The EDGE Group distributors and dealers recognize the value of pushing ahead to leadership positions in the AV industry and are a truly top-notch organization," added Murray.

"Providing our dealers with continued audio and video calibration training serves everyone," says EDGE Group President Mike Hench. "Together, we are expanding our technical intellect and in doing such, are delivering the best possible home entertainment experience to the consumer."

(-More-)

The new **EDGE Level II, Advanced Home Theater Audio Calibration program** will be offered in both major and secondary markets. Each program is 3.5 - 4 hours in length, and provides technical training in the following areas:

1. Elements of good sound and surround sound
2. Basics of acoustics and human hearing
3. Audio Analyzer familiarization
4. Calibrations for soundstage imaging
5. Calibrations for smooth frequency response
6. Sound interference measurements

The new **EDGE Level II, Advanced Video Display Calibration program** will be offered in both major and secondary markets. Each program is 3.5 - 4 hours in length, and provides technical training in the following areas:

1. Elements of good and bad video
2. Why calibrate/calibration overview
3. Video signal formats and video display inputs
4. Video generator familiarization
5. Chromaticity and video display color standards
6. Color analyzer familiarization
7. White balance/gray scale tracking calibration
8. Calibrating front panel user controls

Registration for all EDGE Audio and Video Calibration Certification programs is available by contacting a local EDGE Group member, which can be found at www.edgegroup.org, by calling Director Katye Schmoldt at 866-396-6531 or via email to katye.s@edgegroup.org.

About The EDGE Distributors Group

Founded in 1999, The EDGE Distributors Group™ consists of 14 independently owned regional distributors that primarily serve the premium U.S. custom installation market and select retailers. EDGE partners sell and support products aimed at residential value-added installers and specialty retailers. They encourage growth by their members and customers alike by carefully evaluating, then bringing to market the finest installation products available — emphasizing those that are reliable, innovative and exciting. EDGE members also highly value personal attention, and no dealer is ever treated as just a number. Product lines EDGE distributes and supports include Channel Vision™, Chief, Furman Sound, Gefen, ICM/F-Conn Industries, NEC, NūVision™, Peerless Industries®, Planar, Sanus Systems, Sheer Wire, Xantech, and ViewSonic®.

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