

March 3, 2017

Dear Residential Crestron Technology Professionals (CTPs),

We understand there are many questions regarding the recently announced [Lighting System Activation Key](#), so I would like to try and shine some more light on it.

Rest assured this has to do with one thing and one thing only: providing end users with the best user experience. We feel strongly that this means an end-to-end Crestron solution. This solution has never been better, nor easier to deliver.

Delivering a high level of customization is expected in today's world and with a Crestron system an end-user, caretaker or entry-level CTP employee can remotely create and edit scenes and schedules from an iPad. These changes instantly propagate to the touch screens and all user interfaces, making it a very powerful UX. This becomes a singular event requiring one person to do one thing, where in many cases this is an onsite visit for the lighting control system programmer and the Crestron (or automation) system programmer.

The user experience goes far beyond the GUI. It includes design, installation, programming and support of all the products and systems we manufacture. Crestron has always strived to deliver world-class customer support, including onsite worldwide support if needed, no questions asked and at no additional charge. We are unique in offering this level of support, and too many times we've heard from end users that their Crestron system "does not work." We support our customers only to find out that the lighting system they have in their home is not Crestron. In cases like this, not only have we expended resources, but we are unable to rectify the situation or satisfy the end-user. To the end-user, simply put, "the Crestron system doesn't work."

It is a fact that using the tools we have available today, a complete Crestron end-to-end solution is quicker to install, faster to program and delivers the best overall user experience available. We are not removing choices; we are only trying to reinforce what we feel is the best overall user experience that can be delivered.

In addition, there are more underlying benefits to selling and installing Crestron lighting:

- Crestron lighting has a limited lifetime warranty
- A complete solution from one manufacturer means everything is designed to work together and fully supported by one manufacturer
- The panel density of Crestron dimming panels is double what many other manufacturers offer, requiring only half the footprint which is extremely valuable where wall-space is at a premium
- These systems can be monitored at no charge via myCrestron.com
- Crestron InfiNET EX® wireless lighting control does not require the use of repeaters since each device acts as one (MESH network)

Finally, it's important to note that this charge does not apply to any pre-existing systems or systems sold and specified prior to this announcement on March 1st. If you have any projects to discuss, please contact your Regional Sales Manager. I want to assure you we are here to assist with any additional questions or concerns you may have, and truly value your business.

Sincerely,



John Clancy
VP, Residential

