



FOR IMMEDIATE RELEASE:

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PRASANNA SHAH OF PRAGMATIC TO CONDUCT CEDIA SEMINARS

Industry leader will teach multi-zone Audio/Video distribution and control solutions for the contracting industry

Sunnyvale, CA, August 1, 2001- Prasanna M. Shah, President and Founder of Pragmatic Communications Systems, will be conducting two days of valuable training at the upcoming CEDIA Expo in Indianapolis, Indiana. The session, titled “Cat-5 For The Long Run- Multi-Zone A/V Distribution on the Entertainment Superhighway? ”, will run every 90 minutes from 8:00am to 5:00pm on Friday September 7 and Saturday the 8th in the Boardroom at the Westin Hotel, directly across from the Indiana Convention Center.

Mr. Shah’s seminar will review state of the art Multi-Zone Audio/Video signal distribution and control techniques for the residential systems contracting market with an emphasis on Category 5 and Home Networking, the applications most in demand. He will explain the do’s and don’ts from system design to installation, to achieve maximum performance, efficiency and most of all satisfied customers. Shah, a leading expert in the a/v distribution field, is able to take highly technical

concepts and convey them in easy to understand, practical terms. This seminar is a must, from the beginning contractor to the most technically advanced.

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Friday and Saturday are the two peak days for CEDIA training and seminars and a record attendance is expected. Space will be limited and available by prior reservation. To reserve a space for this important seminar, contact Pragmatic by phone at 408/542-0330, fax 408/542-0339 or by e-mail at pshah@wireless-experts.com

CATS? , from Pragmatic Communications Systems Inc. of Sunnyvale, CA, is a patent pending audio/video distribution system. Using conventional CAT-5 wire or even ordinary twisted pair, CATS? delivers high performance and audiophile quality in runs over 1000 feet! CATS? is capable of distributing and controlling up to eight sources up to 32 different zones. Yet it is compatible with any style of learning IR remote control, handheld or keypad. Along with high quality and simplicity of design, CATS? also delivers trouble-free performance, eliminating any noise, hum, ground loops or ac interference in the signal path. CATS? is ideal for either residential or commercial installations where performance, simplicity and reliability are important.

Pragmatic Communications, located in the heart of Silicon Valley, was founded in 1994 by award- winning engineer Prasanna Shah. Based in Sunnyvale CA, the company designs and manufactures its products in the U.S., for both professional and consumer markets.

Pragmatic, known for their proprietary CATS? technology, provide products that are used throughout the world in demanding life-critical, educational and entertainment applications. The company's products are marketed exclusively to professional systems contractors. For additional information, please visit the Pragmatic Communications website at

www.wireless-experts.com

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