

TIG USHERS IN NEW ERA WITH MADRID CRESTRON EVENT

Technological Innovations Group, TIG, welcomed over 40 industry representatives to its inaugural European Elite Partners Summit. The conference took place at the Marriott Auditorium Hotel in Madrid, Spain, and was co-located with the Crestron Masters event, with leading industry representatives joining for seminars, discussions and networking.

TIG representatives Robin van Meeuwen, CEO & President, Dirk Hendrickx, Vice President of Sales, and Crestron's Stijn Ooms, Director of Technology, led the conference talks and provided key updates from the company, industry projections and product information.

Attendees were invited to engage with the strategic overview for Crestron and its business operations, and more specifically learnt about Crestron's extended offering from AV control to IP and UC. With a focus on unified communications, attendees could benefit from learning key details on how the latest Crestron solutions for the modern enterprise are helping integrators to stay at the forefront of the industry.

"I'd like to thank all of our partners who attended the first Crestron European Elite Partner Summit," comments Robin van Meeuwen, TIG CEO & President. "Madrid has been a wonderful location for the event, and as an EMEA-focussed sales agent, it's important for Technological Innovations Group to host events and represent our partners across the region.

"Technology that has traditionally represented the audio-visual area of the market, is now moving towards encompassing unified communications, IT and other applications. Events such as the Elite Partners Summit enable our experts to deliver market and product information to our customers to help drive business forward," continues Robin van Meeuwen.

A particular focus for the summit was the Crestron Flex solution, which debuted at ISE 2019.

The multi-disciplinary Crestron solution Crestron Flex can provide customers with a competitive advantage, when combined with other core Crestron products. Featuring commercial-ready features for boardrooms, meeting spaces and offices, Crestron Flex solutions create better meeting and collaboration experiences for the modern workplace.

Check out our Elite Partner Event video <https://youtu.be/GdJxd8fc4RA>

TIG is the exclusive sales agent for Crestron technology in the EMEA region. For more information on TIG, please visit www.tig.eu and connect via [Twitter](#), [Facebook](#) and [LinkedIn](#)

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About Technological Innovations Group (TIG)



Headed up by Robin van Meeuwen, Technological Innovations Group (TIG) has evolved out of Future Vision Marketing, which was founded in 1987 to distribute Crestron in Europe. The company works with brands at the forefront of leading-edge technology development.

With a hugely experienced leadership team and staff in locations across Europe, partnering with TIG gives organisations - whether in corporate AV, marine, education, residential and more – a real competitive edge over the competition.

Learn more at www.tig.eu and connect via [Twitter](#), [Facebook](#) and [LinkedIn](#).

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