



## FOR IMMEDIATE RELEASE

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# FrontRow and Calypso Systems Announce Merger

*Shared vision for connected communication solutions in- and outside the classroom*

PETALUMA, Calif. and WOODBURY, Minn. – October 20, 2011 – FrontRow (Petaluma, CA) and Calypso Systems (Woodbury, MN) announced today that they will merge into a single entity operating under the name FrontRow. The unified company plans to offer an unsurpassed suite of technologies that schools can use to improve communication and device control within and between classrooms — even with students at home.

The merger will add highly advanced integrated classroom AV, command-and-control, and streaming audio resources to a successful line of premium digital and analog classroom audio products. For AV consultants and district technology staff, this creates a powerful new set of tools that meets the full range of school communication needs — classroom audio, content capture, network paging, and device command/control. With nationwide and international distribution, the new company can also immediately field a strong team of expert technology consultants and installers to help districts implement these solutions.



The management teams of FrontRow and Calypso have been working since 2010 on a shared vision of what integrated school communication could and should be. “Our two companies complement each other extremely well in terms of resources, intellectual property, and culture,” says FrontRow president Jens Holstebro. “By leveraging FrontRow’s footprint in the classroom amplification space with advanced network products from Calypso, we have secured the position as the leading school communications provider in the industry. Nobody else can deliver better ways to build, manage, and use engaging, media-rich learning spaces – or do it faster.” According to Calypso president David Parish, the merger will first result in simple product bundling and improved interoperability between the companies’ current products. “Ultimately, though,” hints Parish, “what we’re building is the industry’s most comprehensive and integrated communication platform for education. Our solutions will make it easier to share ideas and information within the classroom, the school, the district, and the community, all while driving operational and financial efficiency.”

Having already collaborated on engineering and sales projects, the management teams will now turn their attention to orchestrating a smooth and successful transformation into a single organization. Holstebro will serve as president of the new organization, with Parish acting as senior vice president. The process is expected to last into 2012, but customers should begin directing orders and questions to the California office at (800) 227-0735.



### **About FRONTROW**

Headquartered in Petaluma, California, FrontRow uses classroom audio technology to improve students' listening success, behavior, participation, comprehension, and test scores — research vetted by Educational Underwriters. FrontRow is part of the William Demant Group, founded in 1904. Listed on the Copenhagen Stock Exchange (CSE3247), William Demant comprises a group of international companies that develop, manufacture, and sell innovative and highly advanced technological solutions in the hearing healthcare and educational field. Through 45 Group companies located in over 20 countries, consolidated sales exceed US\$1 billion. For more information, please visit [www.gofrontrow.com](http://www.gofrontrow.com).

### **About Calypso**

Calypso Systems, headquartered in Woodbury, MN, is a manufacturer of a full range of open architecture control, user interface, audio, microphone and connectivity products designed to create integrated classroom solutions for teachers, students and administrators. To date, nearly 30,000 US classrooms have created more interactive, collaborative learning environments with Calypso's efficient communications platforms. Calypso products are sold exclusively through commercial audio-video electronics dealers throughout North America and around the world. For more information, please visit [www.calypsosystems.com](http://www.calypsosystems.com).

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