

NACR and Microsoft Host User Group Event Featuring Lync Room Video

Technology Integrator NACR Continues to Educate and Inform Lync Users with SoCal Event Highlighting Conferencing and Collaboration

EAGAN, Minn., Jan. 7, 2014 /PRNewswire/ -- Technology solutions integration expert [NACR](#) is again partnering with Microsoft to host a special event for Lync users in Southern California, to be held January 23, 2014, at the Microsoft sales office in San Diego, CA.

(Logo: <http://photos.prnewswire.com/prnh/20070809/AQTH118LOGO>)

NACR is a leading global integrator of best-in-class communications solutions and services, and a trusted advisor to more than 5,500 customers ranging from small businesses to *FORTUNE*® 100 and global enterprises. As a designated Microsoft National Systems Integrator (NSI) with advanced gold competency in unified communications (UC), NACR works closely with Microsoft and other technology innovators to integrate the latest hardware, software, and applications into end-to-end multivendor solutions.

NACR and Microsoft are co-sponsors of the Southern California Microsoft Lync User Group, which is dedicated to exploring the value of UC and the Microsoft stack. The group brings together a wide range of users as well as professionals from companies including NACR partners such as SMART, Jabra, Avaya, AudioCodes, Plantronics, Oracle and Interactive Intelligence.

The event on January 23 will feature the SMART Lync Room System™, a new turnkey video conferencing and collaboration solution built to Microsoft specifications for Lync Room Systems. The "plug-and-play" solution provides an easy-to-use experience and intuitive interface through native endpoint connectivity to Lync, extending its conferencing and collaboration features and functionality to small, medium, and large room-based video systems.

"Partnering with Microsoft and other technology leaders is an important part of NACR's best-of-breed approach to a seamlessly converged infrastructure," according to Gerry Pearce, Microsoft Practice Team Lead for NACR. "By sponsoring events such as our SMART Lync Room System presentation, NACR stays connected with customers and their needs while helping them learn how to use technology to improve communication, collaboration, and value."

The upcoming NACR-Microsoft event will highlight benefits of the SMART system, including easy integration, simple meeting setup and connectivity, a familiar user experience, lower cost of ownership than other systems, and industry-leading video technology. The event will also feature Jabra, a provider of professional, plug-and-play headset and audio products designed to meet the needs of modern work environments, including a wide range of corded and wireless headsets optimized for UC environments.

The January 23 event will be held 11 a.m. to 1:30 p.m. at 9255 Towne Centre Drive, Suite 400, San Diego, CA 92121. Seating is limited, so local Lync users who want to participate in the upcoming event should register at www.nacr.com/events/socal-lync-users-group today. For more information about NACR or to arrange a free consultation, please call **1-888-321-NACR** (6227).

About NACR

As a leading global integrator of business communications solutions and services since 1993, NACR has been a trusted advisor to more than 40% of the Fortune 100 companies, helping them use technology to enhance the collaboration, contact center, and data communication experience. We serve as a single source for consulting, implementation, project management, training, maintenance, and managed services that improve productivity, efficiency, and customer service. With a team of over 900 customer-focused and certified employees, we have consistently been recognized by our partners, suppliers, and customers for excellence. For more information, visit: www.nacr.com

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Additional assets available online: [Photos \(1\)](#)

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