

# PRESS RELEASE



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## Bedrock Learning Partners with the CEA to Host Training Session on the “Connected Home” at MEGA 2011 Fall Show

**August 23, 2011** – [Bedrock Learning](http://www.bedrocklearning.com), one of the leading connected home and commercial training providers, has been invited by the Consumer Electronics Association (CEA) to present attendees to the MEGA 2011 Fall Show with an informative educational session on the “Connected Home.” The MEGA 2011 Fall Show is a three-day conference, held August 25-28 in Nashville, Tenn., hosted by national buying group, MEGA Group USA. The event brings together retailers and resellers with many of the biggest suppliers in appliances, furniture, electronics, lawn and garden, and home specialty.

“We look forward to illustrating how attendees can capitalize on the growing demand for connectivity within a home system,” said Helen Heneveld, president of Bedrock Learning. “There is an ever-growing demand for services, products and installation of systems that utilize a home network for complete control and we’re proud to have been asked by the CEA to help demonstrate how attendees to the show can increase sales through that opportunity.”

The team at Bedrock Learning will educate attendees at the show on all aspects of the “Connected Home”; from electronics and appliances, to audio/video and lighting systems. The fast-paced session will demonstrate the opportunities the Connected Home offers retailers and resellers and help them identify easy and efficient steps for successful business growth through the category. Attendees will gain an understanding of how they can leverage the personal relationship they already have in place with customers and increase sales of other sub-systems.

The 20-minute Connected Home session will be presented at 11 a.m., 2 p.m. and 4 p.m. on Saturday, August 27<sup>th</sup> and at 9 a.m. on Sunday, August 28<sup>th</sup> at the CEA booth on the show floor. Seating will be limited so attendees are encouraged to show up on-time or reserve a seat in advance by contacting Bedrock Learning at 616-355-1418.

### About Bedrock Learning

Bedrock Learning solves your training needs with online curriculum for the connected technologies industry. Developed by industry experts, courses deliver the principles of technology systems: Structured Wiring, Multi-Room Audio, Home Theater, Lighting Control, Networking, and Security and Access Control. Online courses are convenient and available 24/7, allowing students to work at their own pace. Installers, salespeople, customer support and other professionals learn while quizzes/final tests provide knowledge verification. For over 20 years, companies have come to rely on Bedrock Learning because of student success and their ability to help drive business performance. Visit [www.bedrocklearning.com](http://www.bedrocklearning.com) or call 616.355.1418 to explore the possibilities.

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