

4" Capacitive Touchscreen AV Control Panel with PoE & Android 11

Programmable Wall-Mount Room Controller with RS232, Gigabit Ethernet & Dual-Mode Operation — 86 Box Install

MPN: CR-TOUCH4A



1 PRODUCT OVERVIEW

DESIGNED FOR

AV integrators and smart office designers deploying touch-based room control for conference rooms, classrooms, hotels, and smart homes.

THE CHALLENGE

Pro AV touch panels from Crestron and Extron cost \$1,200–\$2,500+ and require proprietary processors and programming environments. Generic Android panels lack RS232 and pro AV software support.

THE KANEXPRO ADVANTAGE

Only branded pro AV 4-inch Android 11 touch panel with RS232, Gigabit PoE, and EASYAccomplish cross-platform programming — standalone, no processor required.

2 PRODUCT POSITIONING

The KanexPro CR-TOUCH4A is the Android-powered touch panel for integrators who need a customizable graphical room control interface with Gigabit Ethernet and RS232 — at a fraction of Crestron or Extron touch panel pricing, with no proprietary processor required.

3 SALES ANALYSIS

CHANNEL FIT

Integrator reps, distribution, hospitality channel. Bundle with KanexPro keypads, matrices, and audio.

DEAL SIZE & SALES CYCLE

\$350–\$3,000/room. Hotel/campus: \$10K–\$50K. Cycle: 2–8 wks (single), 8–16 wks (hospitality).

COMMON OBJECTIONS

"We use Crestron" — 70–80% cost savings. "Only 86 box?" — surface mount adapter available for US installs.

WIN / LOSS THEMES

Wins on price, Android flexibility, graphical UI, PoE. Loses on brand vs. Crestron in enterprise, smaller screen than 5"+ competitors.

TOP USE CASES TO CLOSE

- 1 Conference room touch control — replace \$1,500+ Crestron panels at 70% savings
- 2 Hotel guest room panels — branded interface for lighting, curtains, HVAC, entertainment
- 3 Classroom AV with graphical menus — intuitive for non-technical users

4 APPLICATIONS



Conference Room

Touch interface for source switching, display power, volume, lighting, and screen control — all from a single wall panel.



Classroom

Teachers navigate visual menus to control projectors, sources, and audio — no training needed with intuitive graphical UI.



Smart Office

Room booking display, environment presets, and device status — dual-mode supports standalone or host-connected operation.



Hospitality

Guest room control for lighting, curtains, HVAC, and entertainment — branded interface with multi-language support.



Digital Signage Hub

Wall-mounted control point for managing content players and display schedules via network commands.



Home Automation

Central control hub for smart home scenes — lighting, security, climate, and entertainment from the wall.

5 WHO THIS IS FOR

AV Integrators

Smart Home Designers

Hospitality

Corporate AV

Education

Digital Signage

Ideal User

AV Designer / Smart Home Integrator specifying room control for commercial and hospitality projects.

Project Types

Corporate AV, Hospitality, Education, Smart Home, Digital Signage.

Typical Buyer

Project Engineer, Interior Designer (hospitality), IT Director.

6 KANEXPRO PRODUCT COMPARISON

CR-TOUCH4A is KanexPro's first touch panel. It complements the button keypad line:

MODEL	BEST FOR	KEY CAPABILITY	HOW IT DIFFERS
CR-KEY10R	Multi-protocol I/O	10 buttons + knob, 4× RS232	CR-TOUCH4A adds graphical touch UI; keypads offer more I/O ports
CR-KEY8U	Compact 1-gang	8 buttons, same I/O as 10R	CR-TOUCH4A is 86-box touchscreen; CR-KEY8U is US 1-gang buttons
MMX-8X8AUD	Signal routing	8×8 HDMI matrix	CR-TOUCH4A provides touch UI to control the matrix

★ Pair CR-TOUCH4A in premium rooms with CR-KEY8U in auxiliary spaces for a unified EASYAccomplish-managed control ecosystem.

7 FREQUENTLY ASKED QUESTIONS

Q: Touch panel vs. button keypad?

Touch panel for visual room control with graphical UI. Button keypads for tactile, multi-protocol I/O density. Same EASYAccomplish platform.

Q: Does it replace Crestron?

For simple-to-moderate rooms, yes — standalone, no processor, 70–80% cost savings.

Q: How is it programmed?

EASYAccomplish (Windows, Mac, iOS). Web GUI at 192.168.0.101.

Q: Dual mode?

Standalone central controller or host-connected user terminal.

Q: Fits US wall boxes?

Standard 86 box (UK/CN). Surface-mount adapter available for US installs.