ANDREW LUDKE

EXHIBIT 03

4-18-25

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**Patent License Agreement**

This Patent License Agreement ("**Agreement**") is made and entered into as of the date of the last signature below (the "**Effective Date**") by and between Barco N.V., with offices located at Beneluxpark 21, 8500 Kortrijk Belgium ("**Licensor**" or "**Barco**"), and Crestron Electronics, Inc. with offices located at 15 Volvo Drive, Rockleigh, NJ 07647 ("**Licensee**" or "**Crestron**") (collectively, the "**Parties**," or each, individually, a "**Party**").

WHEREAS, Barco owns the entire right, title, and interest in and has the right to license to Crestron the Licensed Patents; and

WHEREAS, Crestron wishes to practice the Licensed Patents as specified herein and Barco is willing to grant to Crestron a license to and under the Licensed Patents on the terms and conditions set out in this Agreement.

NOW, THEREFORE, in consideration of the mutual covenants, terms, and conditions set forth herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

[redacted]



[redacted]

CRESTRON_0000001

"**Person(s)**" means an individual, corporation, partnership, joint venture, limited liability company, governmental authority, unincorporated organization, trust, association, or other entity.

2. Grant.

2.1 Patent License. Subject to the terms and conditions of this Agreement and

[redacted]

[redacted]

[redacted]

6. Publicity

6.1 Press Release. Upon designation of the press release publication date [date TBD] by Barco in writing to Crestron, each Party may issue the joint press release attached as Schedule IV.

[redacted]

[redacted]

[redacted]

If to Barco:

If to Crestron: [redacted]

[redacted]

[redacted]

[redacted]

IN WITNESS WHEREOF, the Parties have caused this Agreement to be executed as of the date first written above by their respective officers thereunto duly authorized.

| Barco N.V. | Crestron Electronics, Inc. |
| --- | --- |
| Date 3/9/2023 | Date 3/10/2023 |
| By DocuSigned by: Stijn Henderickx 7AF46B1E8D3F490... | By DocuSigned by: Andrew Ludke 47CE675F40D5468... |
| Stijn Henderickx<br>EVP Meeting & Learning Experience<br>Barco NV | Andrew Ludke<br>Sr. Director, Product Management<br>Crestron Electronics, Inc. |

[redacted]

[redacted]

[redacted]

SCHEDULE IV

## Barco and Crestron announce patent license agreement regarding a set of essential ClickShare patents

**Kortrijk, Belgium and Rockleigh, New Jersey, [date TBD] – Barco and Crestron Electronics, Inc., both global leaders in workplace technology, have entered into a global patent license agreement. This enables Crestron to utilize some of Barco's ClickShare patents for Crestron's own collaboration solutions, including AirMedia® wireless conferencing and presentation systems. The agreement will further spur growth of solutions for the BYOM market with the development of additional presentation and conferencing solutions.**

In today's working environment, 60% of workers still face technical challenges when they're joining a hybrid meeting. The Bring Your Own Meeting (BYOM) concept enables users to host calls from their own laptop with their preferred conferencing solution, using the audio and video equipment in the meeting room. Because of the growing interest in hybrid meetings, Barco and Crestron expect the market for wireless conferencing systems to accelerate with high double digits in 2023.

Barco has been leading the BYOM market, with innovations covered by patented inventions. The company will continue to develop collaboration technologies that put the user at the heart of the experience. Moreover, the agreement between Barco and Crestron aims to further spur the growth of the BYOM market, with each company investing in technology that enables collaboration with a simple experience for employees.

"Our customers expect fully integrated solutions that make workplace collaboration simple. With this agreement we will bring robust wireless conferencing based on Barco's ClickShare intellectual property to our popular digital workplace technologies to meet the growing demand for BYOM solutions," said Andrew Ludke, Senior Director, Product Management at Crestron.

"Intellectual property is at the heart of technological innovation, so it must be embraced and safeguarded," said Stijn Henderickx, EVP Meeting & Learning Experience at Barco. "This agreement between Barco and Crestron demonstrates that mutual beneficial solutions can bolster development and innovation in the market, while recognizing the value of patents and intellectual property."

Innovation is an essential part of Barco's DNA. In particular to ClickShare, Barco has obtained more than 50 patents in major jurisdictions like EU, US and China. The patents cover a broad range of innovative wireless presentation and conferencing features, underlining ClickShare's simplicity and ease of use. Barco continues to closely monitor the wireless presentation and conferencing market. The company has built a strong track record in enforcing its intellectual property rights against companies copying ClickShare's unique features.

**About Barco**
Barco is a global company with headquarters in Kortrijk (Belgium). Our visualization and collaboration technology helps professionals accelerate innovation in the healthcare and enterprise and entertainment markets. We count over 3,000 visioneers, whose passion for technology is captured in over 500 unique patents.

Barco is a listed company (Euronext: BAR; Reuters: BARBt.BR; Bloomberg: BAR BB) and realized sales of 1,058 million euro in 2022.

Looking for Insights? Check Bright Insights. Interested to connect? www.barco.com or on Twitter (@Barco), LinkedIn (Barco), YouTube (BarcoTV), Instagram (barco_nv) and Facebook (Barco).

Barco. Visioneering a bright tomorrow.

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**About Crestron**

Crestron is a global leader in workplace technologies, engineering, and transforming corporate automation and unified communication (UC) solutions for enterprise organizations across Fortune 500 corporations, campuses, facilities, and more, as well as a premium home automation provider who creates platforms, devices, and systems across residential properties including homes, yachts, MDUs, and hotels.

For over 50 years, Crestron has been designing software and hardware solutions across government, military, lecture halls, and boardrooms, as well as the most discerning residential properties around the globe. As technology has become omnipresent in both work and home lives, Crestron is charting the future of digital transformation for commercial and residential applications by identifying and manufacturing solutions that strengthen collaboration, productivity, and innovation, while reflecting the lifestyles, comforts, and relationships that keep people connected, from anywhere, at any time. Discover Crestron at crestron.com.

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