



## **Magenta Selected for Cat5 Video + Audio Distribution at InfoComm '07 Special Event**

*MultiView Series gear plays key role in “Immersive Audio Experience” video display augmentation*

New Milford, CT, June 7, 2007 – Magenta Research, the recognized leader in video, audio and serial signal distribution and switching over UTP cable and fiber optics, announces that it has been selected as the video + audio-over-Cat5 supplier for the Immersive Audio Experience, a Special Event in Hall E at InfoComm '07.

The event is utilizing multiple plasma displays showing a variety of looped content to augment the multi-channel audio focus. Video and audio will be distributed over Cat5 using a variety of Magenta's MultiView™ Series and Morph-It™ Cat5 Platform models, to 42" plasmas in the Retail and Themed Entertainment rooms, plus the welcome area.

Magenta equipment selected for the event includes:

- Morph-It Dual Cat5 Transmitter Cards
- Morph-It Dual Equalization Cards
- MultiView Matrix 16x16 Full-matrix Cat5 Switcher
- MultiView 250A Receivers for Computer Video + Audio

Eric Cronwall, Senior Consultant at Thorburn Associates in Castro Valley, CA, commented, “We selected Magenta's products because we knew they'd work, and shorten the load-in time during installation.”



**Morph-It with a combination  
of Dual Tx and Dual EQ cards**

Randy Young, Director of Marketing and Business Development for Magenta, commented: “Magenta is honored to have been selected for this high-profile event at InfoComm. We look forward to showcasing our products in two replicated dynamic signage environments, and we thank the InfoComm organization and Thorburn Associates for the opportunity.”

### **About Magenta Research**

Magenta Research is the industry-recognized leader in the adaptive distribution and switching of video/audio/serial signals over Cat5 cable, and more recently, DVI over fiber and/or Cat6. Magenta manufactures the highest-performance, broadest and most flexible video-over-Cat5 product line, the MultiView Series. The company utilizes patent-pending RepliSync™ and complex, state-variable signal EQ technologies to enable UXGA video distribution at 1,500 feet (457m) and QXGA video at 1,000 ft. (305m). MultiView Series transmitters, receivers, switchers and distributive systems have been installed in a large variety of A/V applications, especially dynamic signage for retail, airport, fast food, museum, casino, theatre, courtroom and corporate applications. In 2005, Magenta introduced the Mondo Matrix, the first multimedia Cat5 matrix switcher that can be scaled incrementally from 16x16 to 256x256. The Mondo has quickly become the new standard for larger-scale video plus audio and/or serial matrix switching. In 2006, Magenta launched the Infinea DVI Series and an industry-first – unlimited DVI extension over optical fiber and/or Cat6 using digital signal repeaters at 10km of fiber or 600 ft. (183m) of Cat6. Based in Connecticut, USA, Magenta utilizes a network of international distributors, manufacturers’ representatives and resellers to market its enabling technology worldwide.

<http://www.magenta-research.com>