



Magenta to Exhibit New Cat5 Transmitter Model at InfoComm

MultiView™ STx Reduces Cost of High-Performance Video-over-Cat5

New Milford, CT, June 14, 2007 – Magenta Research, the recognized leader in video, audio and serial signal distribution and switching over UTP cable and fiber, announces that it will be exhibiting a new, value-priced Cat5 transmitter model at InfoComm '07 in Anaheim, California, June 19-21.

The new Cat5 transmitter is the MultiView™ STx, a lower-cost, yet powerful model that combined with MultiView Series receivers, hubs and switchers, distributes high-resolution video plus audio, from one to 2000 feet (610 meters) from the source. Distance capability is a function of the associated MultiView receiver model – 250, 500, 1000 or 1500, and video resolution. Supported video types include 1080P high definition, QXGA (2048x1536), 1366x768, component, S-video and composite.

Magenta has value-engineered the MultiView STx by removing some of the MultiView UTx Universal Transmitter's features and flexibility, such as simplex and duplex serial signal modes, duplex plus stereo audio mode, compatibility with AC-coupled devices and a local monitor out. Despite its lower price, the MultiView STx includes the same high-performance, high-reliability features of the MultiView Series, and is suitable for harsh environments in a variety of dynamic signage and command-and-control environments.

Unique, high-performance features include RepliSync™, a patent-pending technology for the digitization of horizontal and vertical sync signals, and ESD (electro-static discharge) protection on all input/output circuitry.



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>