



Magenta Achieves New Video-over-Cat5/6 Plateau – UXGA @ 2,000 feet / 610 meters

New MultiView™ XR-2000 Receiver widens Magenta's performance lead in video resolution-over-distance of UTP cable

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 they have accomplished a new benchmark in video-over-Cat5. Utilizing a proprietary electronic design, UXGA computer video has been successfully transmitted 2,000 ft. (610 meters) over a standard Cat6 unshielded twisted pair cable. The new Cat5/6 receiver incorporating the design, known as the MultiView™ XR-2000, will be exhibited at InfoComm '07 in Anaheim, CA, June 19-21, Booth 2206, Hall D.

The MultiView XR-2000 Receiver is specified to deliver UXGA computer video (1600 x 1200) at 2,000 feet of Cat5/6, and features 64 nanoseconds of color skew correction to enable the use of many standard Cat5/5e UTP cables and reduced-skew Cat6 cables. The receiver is also compatible with other VESA-standard video, 1080p, 1080i and 720p HDTV, other component video, S-video and composite video. Standard features include left/right audio capability and an RJ-45 link out to connect to a subsequent receiver in what's known as a "daisy-chain."

A new XR-2000 feature introduced earlier with Magenta's Infinea DVI Series, and being introduced in a MultiView receiver for the first time, is display-addressable duplex serial control. This will enable bidirectional communication with individual displays, even when the receivers are daisy-chained together for signal distribution efficiency. A single computer Com port is all that is required for communication with up to a dozen different displays and/or projectors.



As with Magenta's MultiView AK500 Receivers, the XR-2000 will be field-configurable for various video formats and signal combinations. Versions will also be available to add duplex RS-232 or the combination of duplex serial and stereo audio, all transmitted on the same cable. MultiView XR-2000 pricing is planned to be similar to the current AK1500 models, so cost-per-rated distance will decrease significantly while concurrently enhancing resolution capability.

The MultiView XR-2000 improves upon the 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 easy-dial signal equalization and skew compensation, 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.

Keith Mortensen, President of Magenta Research, commented: "At Magenta we're driven to aggressively enhance our product lines through innovation, to address the needs of the dynamic signage market and other verticals we serve. Our goal is to simplify Pro AV installations and make integrators' solutions more cost-effective."

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.

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