



## **Magenta Research's growth spurs expansion into new headquarters**

Brookfield, Conn., November 14, 2005 –

Magenta Research, manufacturer of the Professional Audio/Visual industry's highest-performance Cat5 signal distribution and switching systems, announces that the firm will be relocated to their new headquarters building in New Milford, Connecticut as of November 28, 2005.

Magenta's sales growth over the past two years necessitated the move, which will approximately triple square footage in all operational areas. Magenta's primary target market is dynamic signage or "narrowcasting," which is growing 37 to 40% annually. Magenta's growth has far exceeded the industry average, driven by new product launches, strategic partnerships, major account activity and expansion of the company's dealer network.

Magenta's President and CEO, Keith Mortensen, commented: "Our relocation to a much larger building, only 20 minutes north of here, will facilitate our near-term and future growth. It will allow us to keep up with the increasing demand for Magenta's products - especially the flagship MultiView™ Series. We're also anticipating space requirements related to 2006 product introductions and an expanding workforce."

Magenta's new address and phone numbers as of November 28, 2005 will be:

Magenta Research  
128 Litchfield Rd.  
New Milford, CT 06776  
(860) 210-0546  
(860) 210-1758 (fax)

### **About Magenta:**

Magenta Research is the undisputed leader in the adaptive distribution of audio/visual signals over Cat5 cable. Over seven and a half years, Magenta has developed the highest-performance, 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 airport, retail, fast food, museum, casino, theatre, courtroom and corporate applications. In the fall of 2005, Magenta introduced the Mondo Matrix, the first multimedia Cat5 matrix switcher that can be scaled incrementally from 16x16 to 256x256. Based in western CT, Magenta utilizes a network of international distributors, manufacturers' representatives and resellers to market its enabling technology worldwide.

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