



Magenta to show new full-matrix Cat5 switch and rack-based video distribution platforms at ISE '06

- **Mondo Matrix™ scales from 16x16 to 256x256, and greatly reduces rack space and connections compared to coax**
- **Morph-It™ enhances Cat5 transmitter packing density, simplifies switch implementation, and extends range**

New Milford, Connecticut, USA, January 25, 2006 – Magenta Research, Booth A15 at Integrated Systems Europe, will exhibit a full-matrix, scalable Cat5 switch platform that provides a family of large switch solutions, from 16x16 to 256x256. The Mondo Matrix™ is linked with Magenta's MultiView™ Series to distribute and switch video, from composite through RGBHV, audio and serial control signals, zero to fifteen hundred feet (457 meters) from source to destination.

This is the first Cat5 full-matrix switcher scalable to 256x256 and capable of 2048x1536 resolution computer video. Other signals that can be concurrently switched include stereo or SP/DIF audio, and simplex serial or duplex RS-232.

By transforming RGBHV switching from the coax realm with five BNC connectors per image, to the Cat5 realm with one RJ-45 connector per image, the Mondo Matrix dramatically impacts the rack space and connections needed to accomplish the same switching task. This in turn greatly reduces the costs of cable, installation, power and rack maintenance.

For example, a 64x64 matrix switching RGBHV, audio and serial would only require 16 rack units, and a similar 112x128 matrix only 64 rack units. Typically the rack space required is 1/3 to 1/10 the space needed for conventional coax/BNC methods. The Mondo Matrix and the MultiView Series are compatible with any category cable, unshielded or shielded, and Belden's VideoTwist™ skew-free cable.



Morph-It™ is a 4U, rack-based Cat5 signal distribution platform that can be very useful in applications with many sources, or at the front end of a MultiView or Mondo Matrix Cat5 switcher. Morph-It can hold up to 16 Dual Transmitter Cards, enabling 32 powered transmitters to be packed into only 4U. Dual EQ (cable equalization) Cards have a +/- 152-meter adjustment range, plus built-in skew adjustment. They allow input cable lengths on the source end of the matrix switcher to be equalized, so that when sources are switched to the various destinations, optimum video fidelity is maintained without adjustment. Dual EQ Cards also extend the effective distance capability of the MultiView receivers by up to 152 meters, potentially saving money by allowing shorter-distance MultiView receivers to be utilized.



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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