



Press Release

Magenta Enables 112 x 256 Cat5 Full Matrix Switching at the isle® casino & racing at pompano park

Largest HD Cat5 matrix switcher in the world

New Milford, Conn., September 20, 2007 – Magenta Research, a leading signal distribution and switching systems manufacturer, has delivered and supported the installation of their largest Cat5 matrix switcher to date, a 112 x 256, to the isle, a casino and horseracing facility in Pompano Beach, Florida.

Magenta's Mondo Matrix™ was chosen for the role of providing total flexibility in switching up to 112 video sources to over 240 plasma and LCD displays located throughout the facility's two levels. The installation also featured the use of Magenta's MultiView™ AK1000 PDP Pioneer expansion-slot Cat5 receivers, which deliver high-definition content and control signals to Pioneer plasma displays that are up to 1,000 feet away from the HD sources. The Mondo Matrix has the ability to break out audio or serial control signals so that they can be switched separately from the HD content.

Peter Stern, Senior Associate and Project Manager for Shen Milsom & Wilke, the Design Consultant, said "Considering the distances involved from the Master Control Room, copper coax would have been inadequate, and fiber cost prohibitive, a twisted-pair solution was the best choice. Magenta has led the way in this distribution modality, and their wide product range made this a practical solution. We are sending 720p throughout the facility, with the longest individual cable run in excess of one-thousand (1,000') feet, with no measurable or perceptible loss in image quality."

Josh Shanahan, Vice President of Sales & Marketing at project integrator Sport View Technologies, remarked, "Magenta's 112 by 256 Mondo Matrix is a one-of-a-kind product that is central to the project. Its performance, plus Magenta's pre-sale technical support, delivery capability and post-implementation support, have been absolutely phenomenal. Our collaborative effort assured that we met the timeframes of both the consultant and the end user."

According to Doug Shipley, General Manager and VP of Racing Operations at the isle casino & racing at pompano park, "The level of sophistication and technology is unrivaled at any casino in South

Florida. the isle succeeded in creating the most visually pleasing environment to view horse racing and other sports.“

Mike Almasy, Magenta's Director of Sales, commented: "Supplying the isle with a state-of-the-art video distribution system, powered by a 112x256 Mondo Matrix switch and accompanying MultiView Series video-over-Cat5 components, was an exciting and rewarding task that was made much easier because of the dedication, expert knowledge and tireless work of Magenta's partners, Shen Milsom Wilke and Sport View Technologies."

Display layout details as provided by the isle:

FIRST LEVEL OF CASINO:

121 total displays (plasma and LCD):

- Next-gen screens advertising promotions at each of the isle's 1500 slots.
- Fling, center feature bar, has 9 lightweight sails suspended from a huge circular ceiling which serve as video screens choreographed with a fluid video show that are viewed in 360 degree format.
- 24 plasmas located around the casino floor
- 21 slot denomination LCD's, each with two screens
- 9 slot end cap LCD's
- 6 circular slot carousel LCD's, each with two screens
- 12 embedded in the mirrors of the first floor men's restrooms
- 13 embedded in the mirrors of the first floor ladies restrooms
- 2 plasmas located in the isle buffet
- 7 LCD's located in Myron's Delicatessen

SECOND LEVEL OF CASINO:

119 total displays (plasma and LCD) plus 2 Mitsubishi video cube walls:

Trackside Bar:

- 58 plasmas total for optimum sports viewing
- Includes two video walls consisting of sixteen plasmas each

Sports Bar:

- 11 plasmas
- 2 Mitsubishi video cube walls, each consisting of 16 fifty-inch displays that can be programmed from sixteen discrete images to one large image, or any number in between.
- 43 separate images can be displayed at one time

Poker Room:

- 4 plasmas
- Capacity to show tournament clock, waiting list for tables, or any of our cable television or simulcast channels.

United Tote wagering terminals

- 20 fifteen-inch E Series touch-screen wagering terminals with private booth seating. Includes standard TV and simulcast channels, wagering capabilities, and full volume control.

About Magenta:

Magenta Research Ltd 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 Cat5/6 plus HDMI over Cat5/6. Over nine 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 2,000 feet (610m) 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 casino, airport, retail, fast food, museum, theatre, courtroom and corporate applications. The Mondo Matrix™, a scalable Cat5 switcher with configurations from 16x16 to 256x512, has quickly become the new standard for video switching in casino environments. Based in New Milford, CT, Magenta utilizes a network of international distributors, manufacturers representatives and Pro AV dealers to market its enabling technology worldwide.

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

About Shen Milsom & Wilke:

Shen Milsom & Wilke is an international technology consulting practice founded in 1986. The company offers comprehensive services in the areas of multimedia, information technology, building security, and acoustics. The firm has a staff of more than 150 professionals and 11 offices worldwide.

<http://www.smwinc.com>

About Sport View Technologies:

Founded in 1955, Sport View Television Corporation pioneered the concept of video patrol for pari-mutuel racecourse facilities throughout North America. Since its inception, Sport View has become an industry leader providing audio/visual communication systems in horse and dog track facilities, casinos and houses of worship, as well as many other commercial business and industrial manufacturing facilities. In 2002, Sport View Television changed its name to Sport View Technologies, better reflecting the company's ability to provide a wide variety of electronic systems integration and solution packages. Today, with over 50 years of industry knowledge and experience, Sport View Technologies provides the design, installation, operation and service of technology solutions including commercial audio systems, broadband cable television systems, video conferencing and multimedia solutions, security and video production systems. Each solution is custom designed and installed according to each client's individual needs and budget. Sport View Technologies employs over 100 technicians, with operations in dozens of locations throughout North America and Canada. The Sport View technical staff is available to clients and end-users 24-hours a day, 7-days a week, with telephone and on-site support capabilities.

<http://www.sportviewtechnologies.com/>

Contact Information:

Randy Young
Magenta Research
(860) 210-0546 x3105

ryoung@magenta-research.com