



## Press Release

### **Magenta launches “twin-display” Cat5 receivers for dynamic signage applications**

New Milford, Connecticut, November 17, 2006 – Magenta Research, the leader in video, audio and serial signal distribution and switching over Cat5/5e/6 UTP cable, plus DVI over fiber and/or Cat6, announces the addition of two new Cat5 receivers to their flagship MultiView Series product line. The K-500 TD (twin-display) and K-500 TDC (twin-display, chainable) receivers reduce receiver quantities by connecting to two back-to-back or close-proximity displays, rather than one display.

The K-500 TD and TDC receivers employ MultiView AK500 technology, including RepliSync™ and proprietary signal algorithms, and are specified to provide QXGA (2048x1536) resolution @ 500 ft. (152m) @ 70Hz refresh. Each receiver uses active electronics to provide two HD15 (VGA) and two 3.5mm min-jack (audio) outputs. K-500 TDC receivers are “daisy-chained” and combined with a K-500 TD receiver at the chain’s end, to address a series of four to twenty-four back-to-back displays.

As with all MultiView AK Series receivers, the TD/TDC units feature signal equalization fine-tuning, ensuring clear, crisp display imagery. Setup involves only a simple receiver adjustment while looking at the display, simplifying installations. High-reliability design aspects, such as ESD (Electro-Static Discharge) protection on all input/output circuitry, result in an MTBF (Mean Time Between Failure) of 100,000 hours, and the equipment is suitable for harsh or outdoor environments.

Maximum source-to-display distance over standard Cat5, unshielded twisted pair cable is 500 ft. for computer video, 750 ft. for HDTV or component video and 1000 ft. for composite or S-video. Shielded or plenum-version cable is not needed; all MultiView Series equipment is insensitive to electrical noise. Configuration of the video type is easily accomplished with an external switch.

Randy Young, Magenta’s Director of Marketing and Business Development, commented: “A fairly common configuration in retail dynamic signage is back-to-back displays, for example in the aisle of a grocery store or in a shopping mall’s concourse. The K-500 TD and TDC cut the number of receivers needed in half, reducing capital expense for our customers. The added benefits are that less space is required and the installations become simpler. The dynamic signage market has been a focus of Magenta’s for several years, so we’ve been

adding new products designed to optimize the performance-to-cost ratio for these applications. The market has clearly accelerated and Magenta is playing a key role in signal distribution.”



### **Magenta’s K-500 TDC, Twin-Display Chainable Receiver**

Product Page:

<http://www.magenta-research.com/cgi-local/shopper.cgi?preadd=action&key=RECEK-500TD>

### **About Magenta:**

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.

Contact Information:

Randy Young  
Magenta Research  
128 Litchfield Rd.  
New Milford, CT 06776  
(860) 210-0546 x105  
(860) 210-1758  
[sales@magenta-research.com](mailto:sales@magenta-research.com)  
[www.magenta-research.com](http://www.magenta-research.com)