



AMX TO SHOWCASE INNOVATION AT ISE 2012 – BOOTH 2C50

AMX, the leading provider of unified control and automation, system-wide switching, audio and video signal distribution, digital signage and technology management solutions, will be at Integrated Systems Europe 2012 (31st January – 2nd February, Amsterdam RAI), to showcase the innovations that underpin the company's success.

Putting an emphasis on the importance of infrastructure, the company will be demonstrating how an unprecedented level of control capability can be realised around core AMX technology. At the heart of this approach is the company's Enova range which combines all of the components needed to automate any environment into a simple, flexible, comprehensive solution; including control, multi-format inputs, video switching, transcoding and scaling, local and remote distribution, plus audio mixing, and amplification - all in a single box.

New additions to the Enova family will be put in the spotlight, including the award-winning **Enova DGX 16 and 32 Digital Media Switchers**. The industry's first modular digital media switchers with a built-in central controller, the Enova DGX 16 and 32 resolve copy protection issues, centrally manage connected devices and overcome many of the challenges facing integrators today. They manage and distribute analogue plus digital audio and video including HDMI with HDCP (HDMI/HDCP), control and Ethernet without any of the typical problems associated with HDCP authenticated content distribution and switching.

Also on display will be the new **Enova DVX-3150HD**; an all-in-one controller, AV switcher, scaler, analogue to digital signal converter, twisted pair transmitter and amplifier with built-in professional

grade audio processing. The Enova DVX-3150HD is the only all-in-one presentation switcher that seamlessly handles both analogue and digital AV, makes HDCP as easy to install as analogue and delivers picture perfect video and pristine audio – all in a single 3U box. Designed to meet the needs of conference rooms, classrooms and auditoriums, the Enova DVX-3150HD is poised to change the future of AV room solutions.

AMX will be demonstrating the capabilities of the much anticipated new **Modero X Series** family of frameless, panoramic and widescreen touchpanels. Offering an intuitive user experience and a truly ergonomic design, the Modero X Series redefines touchpanel technology by giving users a new 'control surface' on which to perform multiple activities, all at the same time. Putting a new perspective on the concept of touchpanel design, the Modero X Series combines edge-2-edge glass and a low-profile, to deliver a more usable space and a richly engaging user experience.

Visitors to the Booth will also be able to find how the **ICSLan™ Device Control Boxes** enable the control of almost any device including AV, HVAC, lighting and blinds using IR, RS-232, I/O or relays. With embedded Power over Ethernet (PoE) functionality, these innovative units both simplify installation and function as port expanders for a master controller, requiring only a single category cable connection for control and power.

Also on display will be the flush-mountable 6-module, 9-module and 12-module units that are taking the **HydraPort™ Connection Port series** in a new direction. Sitting nearly flush with the mount's surface, even with the lid open, these stylish additions can easily connect and control laptops, projectors, document cameras, DVD players, audio equipment and other support devices. Completely configurable, these versatile units allow installers to easily adjust the modules to the specific AV and power needs of any room environment.

Finally, AMX will be demonstrating the latest evolution of its Resource Management Suite® (RMS) software solution, RMS Enterprise. Delivering unprecedented scalability, RMS Enterprise provides

IT-like remote management capabilities for AV assets and building systems from a user-friendly dashboard, making it easy to centralise the management and monitoring of AV equipment, lights, HVAC and other building functions.

AMX hardware and software solutions simplify the implementation, maintenance, and use of technology to create effective environments. With the increasing number of technologies and operating platforms at work and home, AMX solves the complexity of managing this technology with reliable, consistent and scalable systems. Our award-winning products span control and automation, system-wide switching and audio/video signal distribution, digital signage and technology management. They are implemented worldwide in conference rooms, homes, classrooms, network operation / command centres, hotels, entertainment venues, broadcast facilities, among others. AMX was founded in 1982 and is a member of the Duchossois Group of Companies. For more information, visit www.amx.com/eu or visit Booth 2C50.

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