



FOR IMMEDIATE RELEASE

**AURORA MULTIMEDIA RELEASES NEW LINE OF HDMI EXTENDERS:
You Extend It – We Control It**

— Aurora Multimedia's new DXE-CAT series offers the latest in HDBaseT HDMI Extenders offering Ethernet and an embedded fully autonomous control system (Patent Pending).

MORGANVILLE, NJ, June 13, 2012 (Booth C8736) — Aurora Multimedia, a leader in IP control systems and HD video distribution, announces the release and shipping of its DXE-CAT series HDBaseT CAT extenders. Three products round out the line offering reliable extension of HDMI up to 330ft.

The DXE-CAT-S2L tops the line by offering a complete control system embedded in an HDMI CAT Extender. Not only does it carry 1080P HDMI 3D with full 48Bit color-depth (340MHz Bandwidth / 4K x 2K supported) as well as bi-directional RS-232, IR and Ethernet over that same CAT cable up to 330ft, the new S2L allows RS232 and IR to be generated locally at the Tx and Rx sides for complete source/display control. **NO CONTROL PANEL REQUIRED!**

The DXE-CAT-S2L has 8MB of storage capability for hosting a Web Control page enabling control of any IR or RS232 controllable component via iPad/Tablet or any Web-enabled device. Configurable as Telnet Client/Server, the S2L can also be integrated with existing supporting control systems. Additionally it provides a 2-port Ethernet switch at both ends allowing connectivity of IP capable displays and components. Aurora's exclusive patent-pending Flex-Power™ POE circuit, allows complete powering with no power-supplies.

The other two units (DXE-CAT-S2 & DXE-CAT-S1) offer robust HDMI extension over CAT 5/5e/6 just as its leading member. The DXE-CAT-S2 version offers the same features as the S2L but with no embedded control system. Still extending HDMI in the latest formats and resolutions up to 330ft while offering a 2-Port Ethernet switch on both ends for connecting IP capable displays, web cameras, source components, computers and other devices without running separate cables. It also allows RS232 and IR signals to be transmitted to and from each end for 'traditional' control system integration. The DXE-CAT-S1 offers same as above but with no Ethernet capabilities and distances of up to 220ft offering a reliable cost effective HDMI extension solution being offered at \$659 MSRP.

All three versions, Made in the USA, come complete with Tx and Rx units, both designed with all connections on one side for easy cabling options. Units can be rack mounted 3 units side-by-side in a 1RU rack space or upright to allow 16 units to be rack mounted in a 3RU space. MSRP \$1049, \$799 & \$659 respectively. For further information, please visit www.auroramultimedia.com.



About Aurora Multimedia:

Founded in 1997 by veterans of the audiovisual industry, Aurora Multimedia uses state-of-the-art technologies to define the cutting edge. Since the introduction of its IP-based control systems and touch panels, Aurora Multimedia has become a dominant force in the control system market. Advanced audio/video processors with features such as audio delay compensation, scaling, multi-image rotation and dual/quad display processing add to the highly-adaptive, diversified product line. Aurora Multimedia provides solutions for a variety of global markets including government, education, security, hospitality, corporate and house of worship.

From the start, Aurora Multimedia Corp. has striven to push the technology envelope. We do so by developing and manufacturing our products for markets looking for the most bang-for-the-buck. We take pride in our products, which is why we offer a 3-year warranty.