

PUSHING HDMI HARDER, BETTER, FASTER, STRONGER



The PU-8H8BT matrix can form the back-bone of installs requiring the very latest technology and compatibility performance curves

EI reveals the exciting new 2012 HDMI and HDBaseT Solutions from CYP Europe that will be on display at the ISE event (Booth 5T113).

There's no time to savour the Winter break for the team at CYP Europe or indeed any manufacturer connected to this industry. Before anyone can even take down the Christmas decorations, final preparations are underway across the AV market for the annual industry pilgrimage to Amsterdam for Integrated Systems Europe. This premier industry exhibition always delivers a world class event, boasting increased exhibitor and trade attendance every year for the last four years.

The impressive progress of CYP has been followed closely by *EI* and the magazine always makes a point of visiting the CYP ISE stand at what is a key exhibition for the company. However, this year holds even greater significance due to the launch of several new HDMI and HDBaseT distribution solutions. Barbara Winslade, Managing Director of CYP describes the ISE buzz: "Planning for ISE 2012 started before we had even finished ISE 2011. Our CYP product roadmap delivers over 50 new products every year so we have to always be focused on products 6-12 months

in the future. Our R&D team have worked tirelessly over this last 12 months to deliver us the most comprehensive range of matrix solutions ever seen in the market. It will be a proud moment for all of us here to share these new solutions and their features with our partners and visitors at the show."

As well as developing new products, CYP is very big on delivering high-class technical support and training. Phil Davis, Sales and Marketing Director, explains: "CYP has a unique OTRS ticketing system for email enquiries from the support@cypeurope.com address. Everyone that logs an enquiry on the site receives a ticket number and an answer to their question within 24 hours. We also have a 9AM to 6PM technical support phone service from the main UK office number. In addition, we deliver regular training courses and open days at our own offices and in partnership with our distributors."

Kevin Cray, Technical Director at CYP, makes it clear how he feels about the importance of combining product knowledge and customer support: "We cannot do our job at CYP unless we know everything possible about the products and communicate this information effectively. We pride ourselves on having complete technical knowledge of all of our products."

"This knowledge enables our technical support team to provide unrivalled daily support throughout Europe, from specifying projects, to detailed distributor and dealer training. Placing the installer experience at the core of our business is vital to ensuring our continued success."

A Receptive Market

Demand for HD distribution and conversion solutions has grown significantly in the last few years, an area where CYP excels, making the manufacturer one of the key signal tamers in the sector. Products that the industry previously considered accessories or 'get out of jail' solutions are now integral components in the majority of multi-room AV projects. In particular, demand for HDMI distribution over longer distances using CAT 5e/6 cable has grown to unprecedented levels. As AV installations become more complex and consumer demand expands to a wider audience, distributing AV and control signals through a CAT infrastructure makes both system performance and financial common sense. The robust nature of sending AV and control signals through CAT cable and the relative ease of installation, means installers can confidently specify and deliver advanced levels of multi-room AV integration.

Introducing HDBaseT

2011 has seen the introduction of HDBaseT technology. For the first time this offers installers the ability to deliver HDMI, proprietary data and control signals further than ever thought possible and all down a single CAT 5e/6 cable. Kevin Cray explains the exciting key features of the technology: "HDBaseT represents for CYP the greatest leap forward in technology during the last five years. For the first time, our installers can deliver HDMI, RS-232, 2-Way IR, Ethernet, separate LAN and Power over Ethernet, all over a single CAT 6 cable up to 100m. Installers can now confidently distribute HDMI and the required control signals very easily over vast distances."

These recent technical developments have inspired CYP to update and revitalise its entire range of AV Matrix Solutions. Phil Davis explains: "We have listened hard to our customers and identified the key needs that exist at the core of any AV project they could be facing. We know that delivering a flexible and robust product line up is vital as installers require solutions that they can confidently install and configure knowing that the product will deliver reliable performance for potentially the next 10 years or more."

Phil adds: "To ensure continued success, we have developed our new HDMI, DVI and HDBaseT products simultaneously. This has allowed all of the new solutions to benefit from the very latest chipsets available in the market and the combined development talents of over 75 R&D engineers. "Our new products offer something to all AV installers. We recognise that although it has amazing features, not all AV projects require the new HDBaseT technology."



The PU-507 HDBaseT 5-Play Transmitter and Receiver allows installers to distribute HDMI, RS-232, IR and Ethernet up to 100 metres!

Phil says: "It is vital for a market leading brand like CYP to offer the most suitable cost effective solution for all types of installation. This is why we have developed a complete range of products that break new barriers not only for the technology offered, but also in the flexibility and cost effectiveness they offer to the installer."

Delivering the goods

Kevin Cray explains some the key products from the new line-up.

OR-HD88S - 8x8 HDMI Matrix (DVI also Available)

"We have re-developed our flagship 8x8 HDMI matrix for 2012. The OR-HD88S will now benefit from faster switching, v1.4 HDMI integration and smaller form factor. We believe installers will be particularly happy with the new design, features and significant price breakthrough."

OR-HD88HC - 8 x HDMI In - 8 x HDMI and CAT 5e/6 Output

"A very versatile and cost effective solution, this product has been developed with complete flexibility in mind. Installers can potentially distribute 8 AV sources to a mixture of HDMI, HDMI over CAT or 'bolt-on' HDBaseT transmitter solutions for superb versatility."

PU-8H8CTX - 8x8 HDBaseT Transmitter; PU-8H8CTXIR - 8x8 HDBaseT Transmitter with 8x8 IR Matrix

"These solutions offer advanced point-to-point distribution of HDBaseT signals to lengths of 100m. With the potential for use with any standard 8x8 HDMI Matrix, this solution can work together with any matrix to add 8 HDBaseT outputs with only a single power supply. The IR model can also add complete 2-Way IR control."

PU-8H8HBT - 8x8 HDBaseT Matrix

"As the Flagship 8x8 HDBaseT Matrix, this solution offers complete HDBaseT convergence. Installers can switch and distribute HDMI, RS-232, 2-Way IR, and PoE to lengths of 100m. This single box solution will enable an installer to confidently integrate an eight zone multi-room AV system."

PU-507 - HDBaseT 5-Play Transmitter and Receiver

"Distribute HDMI, RS-232, IR and Ethernet signals to lengths of 100m. This product also supports LAN allowing 10/100 networks to be integrated into the HDMI/CAT infrastructure. The PU-507 Receiver unit can be used separately with the PU-8H8HBT matrix and PU-8H8CTX and is also powered via the CAT cable (PoE) from the Transmitter."

Headline grabbing products such as top of the line movie servers and the latest 3D projectors are of course great items with which to tempt consumers. However, it is the products produced by manufacturers like CYP that keep the install world working and connected, providing installers with the means to deliver genuine integration.

CYP will be showing installers how it can be the vital ingredient in their projects with its new HDBaseT Matrix Solutions on display and demonstration at ISE, booth number 5T113. For further product information, call 0208 232 8842 or email sales@cypeurope.com

Integrated Systems Europe
31 Jan - 2 Feb 2012
Booth #5T113