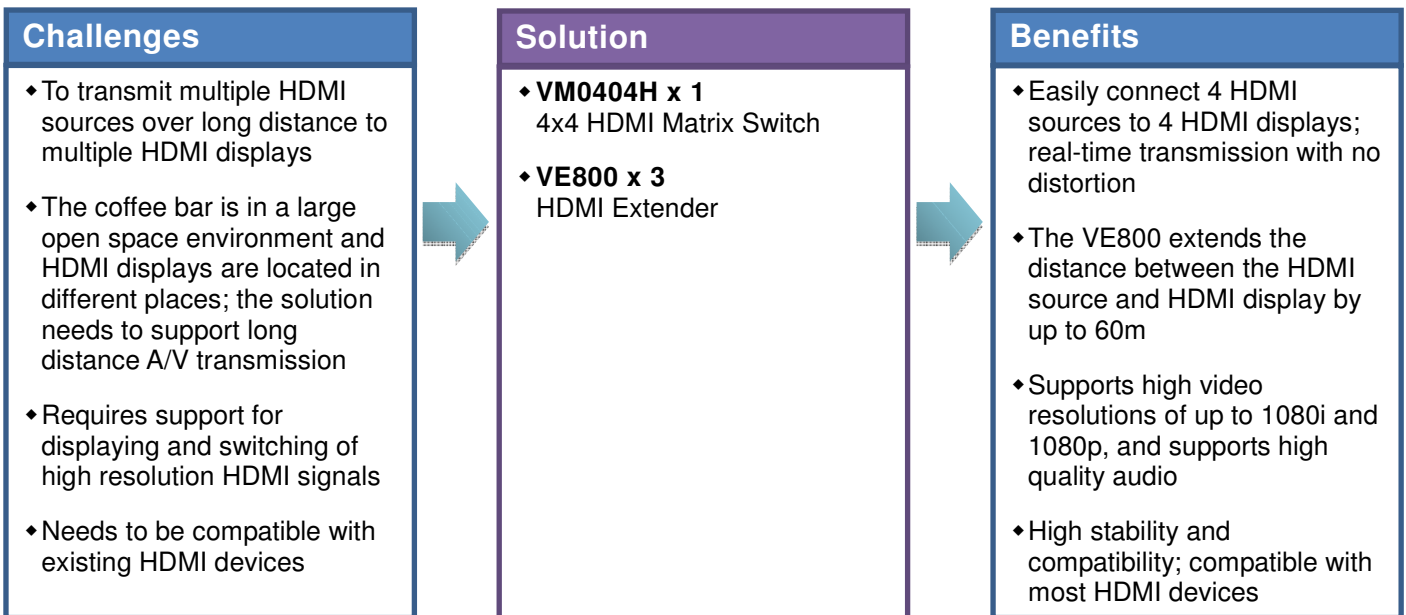


## Lion Travel Installs ATEN HDMI Matrix Switch to Easily Toggle Between Multiple HDMI Devices and Monitors



### Customer: Lion Travel

A forerunner in Taiwan's tourism industry, Lion Travel Group, was established in 1977 with headquarters located in Taipei. The tourist routes offered include Europe, America, Africa, Australia and New Zealand, China and elsewhere in Asia, making Lion Travel an industry leader, with the greatest number of tour groups. Lion Travel Group has a total of 67 physical service locations spread throughout America, Oceania and Asia, as well as an online website, providing real-time, uninterrupted service.



### Challenges



Lion Travel agency built the Lion Travel Group building in 2010 in response to the rapid growth of sales personnel and employees. Located at the first floor of the building is an open space coffee bar, which is used by employees to relax and receive guests; the coffee bar is also rented out occasionally for various activities. To meet the needs of these external activities, Lion Travel installed a modernized professional audio and video system, eliminating the trouble of renting or borrowing stereo equipment.

### Solution

**The 4x4 HDMI Matrix Switch transmits 4 HDMI sources to 4 HDMI display monitors; providing a smooth, extraordinary and unbeatable multimedia experience.**

The Lion Group building installed multiple independent multimedia devices in the coffee bar, which includes a LED TV, a high-end projector, a PC and a Blu-Ray player. In order to transmit multiple HDMI signals simultaneously to multiple HDMI display monitors, and for maximum compatibility with existing HDMI devices, Lion Travel – after evaluating many options, decided to deploy ATEN's VM0404H 4x4 HDMI Matrix Switch. With VM0404H, users can connect up to 4 sets of HDMI source devices (such as HD recorders, Blu-Ray players, home theater PCs, media players,

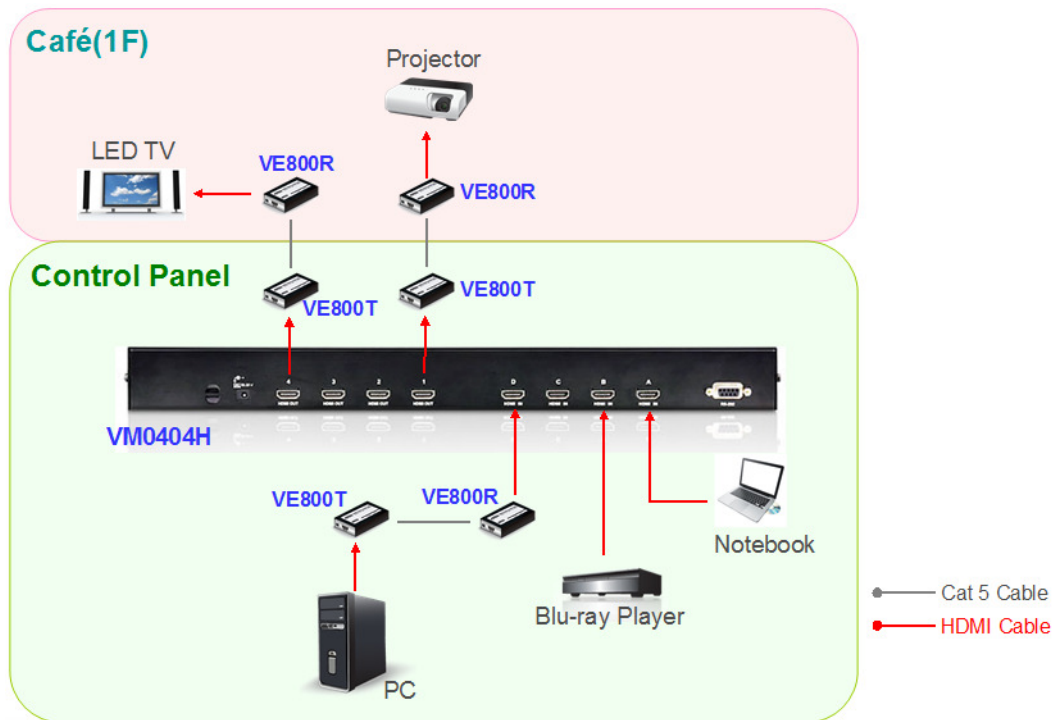


**VM0404H**  
4x4 HDMI Matrix Switch

gaming consoles, etc.) and transmit multimedia content to the LED TV and projector. The VM0404H also enables flexible and easy switching between the multimedia sources, allowing users to toggle the display content through its front panel pushbuttons or using a remote controller. When combined with the VE800 HDMI Extender, which uses Cat 5e cables, the distance between the HDMI source and HDMI display can be extended up to 60 meters. The VM0404H and VE800 setup is a convenient and cost-effective HDMI solution for Lion Travel.



VE800  
HDMI Extender



## Benefits

### **Transmits high quality audio and video; no distortion when switching between source devices and monitors**

The ATEN VM0404H HDMI Matrix Switch is able to connect any of 4 sets of HDMI source devices, and transmit the signals to any of 4 sets of display monitors. It supports video resolutions of up to 1080i and 1080p (1920x1080), and supports Dolby True HD and DTS HD Master Audio. By pressing the front panel pushbuttons or using the remote controller, users can quickly and easily select which HDMI sources are shown in display monitors – fully satisfying the need for fast switching between various multimedia sources in real-time. By connecting the VM0404H to the VE800 HDMI Extender, the distance between the HDMI source and HDMI display can be extended up to 60m. The ATEN HDMI solution provides high flexibility for the A/V system installation, making it very suitable for the open space environment of the coffee bar in the Lion Travel building.

### **The highly compatible and flexible A/V installation fully meets customer needs**

The VM0404H HDMI Matrix Switch is compatible with most HDMI devices available in the market, including the Sony Blu-Ray player and the new Sony VPL-FW300 high resolution projector. In addition to being fully compatible with Lion Travel's existing HDMI devices, the VM0404H also allows Lion Travel to flexibly install the A/V system and to display the richest, smoothest, and sharpest video in response to the need for high quality A/V broadcasting.