

ATEN Media Matrix Solution Allows Jewelry Store to Deliver Wide Range of Promotional Content to Multiple Displays in Different Locations



Overview: Jewelry Store

A jewelry store covering four floors wants to display their new product information and special offers on large screen monitors. They are looking for a broadcasting system to satisfy the following requirements:

- Deliver multimedia content from 6 A/V sources to 6 monitors
- Allow 6 monitors to be distributed over the 4-floor store, with source devices located away from the monitors
- Support frequent and convenient updating of multimedia content for the launch of new product promotion
- Display the brightness and high quality of the jewelry with perfect clarity. Superior audio quality to attract customers is also necessary

Solution



ATEN Media Matrix Solution is a combination of an A/V Matrix Switch and an A/V Over Cat 5 Extender



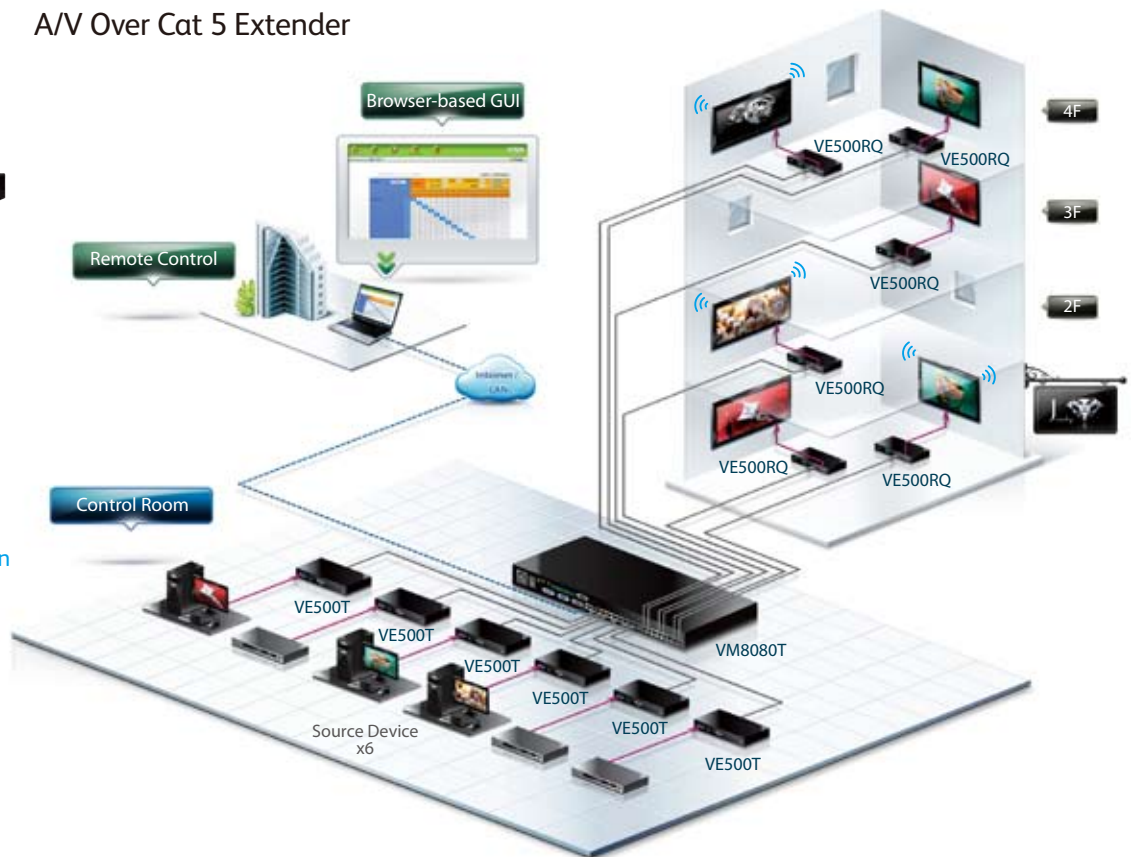
VM0808T

8x8 Cat 5 A/V Matrix Switch



VE500T / VE500RQ

A/V Over Cat 5 Transmitter / Receiver with Deskew Function



Benefits

- **Various promotional content can be efficiently delivered to 6 monitors located around the jewelry store** - VM0808T can easily switch between multiple sources and multiple displays, so different multimedia content can be delivered to multiple destinations.
- **High quality, long distance transmission** - the solution permits HD video signals to be transmitted over distances of up to 300 meters between VE500T transmitters and VE500RQ receivers.
- **Update the latest campaigns to the monitors with ease and flexibility** - the VM0808T can be accessed remotely as well as locally. Remote access, configuration, and control are accomplished over the Internet through a browser-based web page interface or Telnet.
- **Complete superiority over audio & video quality** - the Patented Deskew technology supports manual synchronization of RGB signals and corrects color phase and timing errors that occur over long distance. The superior balanced audio quality is also provided.

Features

VM0808T

8x8 Cat 5 A/V Matrix Switch

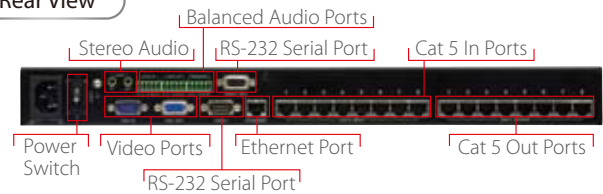


- Connect any of 8 Cat 5 A/V inputs to any of 8 Cat 5 A/V outputs in combination with ATEN VE500 A/V Over Cat 5 Extender system
- Easily switch between multiple sources and multiple displays
- Supports additional local input and local display - provides an extra input / output source
- Flexible configuration and control
 - Local Operation: Front panel LCD display and pushbuttons + Serial controller
 - Remote Operation: Browser-based Graphical User Interface (GUI) + Telnet
- Serial RS-232 support
- Independent switching of audio and video sources - any audio source can be connected to any video source for output flexibility
- [Automatic and adjustable video and audio quality](#)

Front View



Rear View



VE500

A/V Over Cat 5 Extender with RS-232, Balanced Audio



- Use Cat 5e cable to connect the Transmitter(VE500T) and Receiver (VE500R/VE500RQ)
- Long distance transmission up to 300m
- Superior audio quality – balanced audio provides flawless long-distance transmission
- Automatic and adjustable gain control – adjust signal strength to compensate for distance
- Provides RS-232 channel
- Patent Deskew Function (VE500RQ) - automatically synchronizes the time delay of RGB signals to compensate for distance

VE500T | Transmitter

Front View



Rear View



VE500RQ | Receiver

Front View



Rear View

