



Magenta Research calls it "a breakthrough" and claims their FiberMax Engine will change the price/performance metric for AV extension, distribution and switching over fibre.

"Given the very high cost of custom optics and the lack of innovation in AV transmission over standard networking optics, both ProAV and Digital Signage industries have been slow to adopt hi-definition digital video and fibre cabling for AV signal distribution," says Bob Michaels, President, Magenta Research,
"Magenta's FiberMax Engine changes this ..."

The **FiberMax Engine** is an ultra high-speed data sequencing and streaming engine capable of driving standard SFP optics at maximum efficiency. The resulting benefit is the capability of simultaneously transmitting uncompressed 1920x1200 video with HDCP at 60Hz, USB 2.0 at 480Mbps, 8-Channel 24-bit DTS-HD Master Audio, bidirectional RS-232, IR and CEC, all on industry standard SFP optics and cabling.

The distance range supported while transmitting all these signal types at their maximum performance is over 6600ft/2KM with multimode optics and 18.75MI/30KM with singlemode optics.

Danny Barnycz, Chief Creatologist of the innovative Barnycz Group says, ***"I believe that this technology will significantly alter the manner in which the industry approaches digital AV signal distribution."***

While the performance capability of FiberMax in itself catalyzes more widespread use of fibre, Magenta's unique product architecture around this technology innovatively addresses both the designer's and the installer's ever growing nightmare with mixed signal compatibility, HDCP, field configurability and time to market pressures."

A line of products leveraging the FiberMax Engine will be launched at InfoComm 2010 with specs available earlier only under NDA.

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FiberMax Engine to Lower Over-Fibre Costs

Written by Bob Snyder

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