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Stretch It.
Split It.
Gefen's Got It.



Innovative Extender from Gefen Transmits High Definition Audio/Video over RGB Cable to Streamline System Integration Upgrades

Las Vegas, NV, Booth SL 2312 -- Connectivity solutions provider Gefen introduces attendees to its HDMI over RGB Extender at NAB. This sender/receiver extension system uses 5-BNC coax cables to deliver 1080p full HD video up to 330-feet (100m) in distance. This allows existing analog displays and projectors to be upgraded on both ends while retaining the existing cable infrastructure to transmit digital high definition signals.

"This is the ideal system for buildings that are using RGBHV projectors and would like to replace them but not rip into the walls to rewire the extension," said Hagai Gefen, president and CEO, Gefen Inc.

The Gefen HDMI over RGB Extender uses Genum's innovative ActiveConnect™ technology that supports the expanded HDMI v1.3 format and allows compatibility with the widest, most current range of digital devices available today. Key features include XV color space, DolbyTrueHD and DTS-HD Master Audio support to enable a rich and robust audio experience that complements the 1080p video.

"ActiveConnect enables customers to cost-effectively implement HDMI in their environments by delivering full-rate HDMI v1.3 at cable lengths up to 100 meters—distances previously thought impossible," said Martin Rofheart, senior vice president and GM, Analog & Mixed-Signal Products, Genum. "Pairing our proven connectivity solution with Gefen's HDMI over RGB Extender enables customers to leverage their existing equipment and achieve true HDMI performance. We are thrilled to add another innovative application from Gefen to our growing list of ActiveConnect-enabled products."

Installation is simple, requiring a direct connection of the sender to the HDMI source and the receiver to the extended display or projector. Existing cables that once connected the legacy source and its projector are used to deliver high definition video and digital audio instantly with zero signal loss.

Scheduled for a June 2008 release, the Gefen HDMI over RGB Extender enables a simple digital upgrade and can also be used for new installations wanting to use 5-BNC cabling.

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About Gefen:

Gefen delivers advanced technologies with multi-platform extension, switching, distribution and conversion capabilities. Gefen equipment is valued around the world in professional A/V, information technology and consumer electronics/home theater environments. Their add-on hardware maximizes functionality by enabling systems to operate beyond their original capabilities. A selection of high quality cabling is also available. Visit www.gefen.com for detailed product information.

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