

Press Release

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On the Threshold of a New Standard

SDVoE Technology provides long sought Platform Interoperability of AV Products

"It works perfectly. Since SDVoE came up, we knew that this technology is revolutionary for AV. Now it is proven. Platform interoperability is a reality," says Robin Cullen, technical director of PureLink enthusiastically. Together with four other products using the Semtech chipset, the PureLink development IPAV Pro Series was part of an interoperability test held at Lang AG's headquarters. A similar demo system will be exhibited on the Lang Booth on the ISE in Amsterdam.

Platform interoperability

Platform interoperability is no new objective. HDBaseT was supposed to succeed. The revolutionary SDVoE technology fulfils this promise in every aspect.

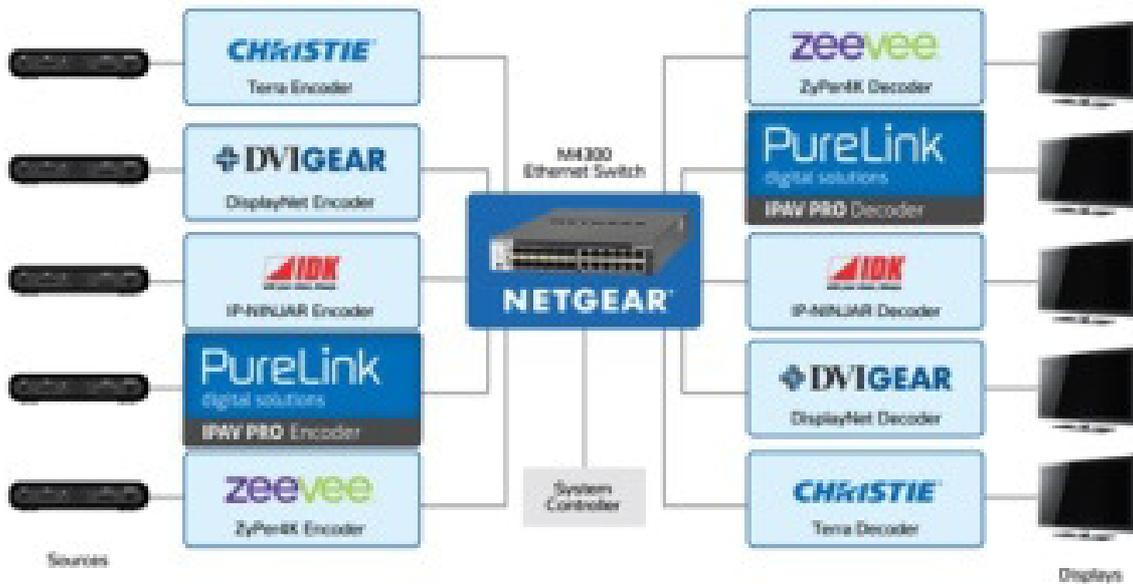
AV and IT networks are increasingly converged, and the realization of 10Gb networks, as well as the anticipation of even 40Gb networks need a new technological approach in order to offer the necessary bandwidth and future-proofness. The advantages of IP over AV are significant in terms of cost and even more to meet the requirements with regard to video compression and latency.

Platform interoperability enables designers to create the best suited system from all sources in the market. The working efficiency of Installers benefits from the possibility to focus on the platform and need not know a multitude of products in detail. It also includes different product generations. Systems can be expanded or upgraded without exchanging products.

SDVoE Technology to become the new standard

SDVoE technology provides an end-to-end hardware and software platform for AV extension, switching, processing and control through advanced chipset technology, common control APIs and interoperability. All AV distribution and processing applications that demand zero-latency, uncompromised video can benefit from. SDVoE network architectures are based on cost-saving off-the-shelf Ethernet switches offering greater system flexibility and scalability over traditional approaches such as point-to-point extension and circuit-based AV matrix switching.

SDVoE Interoperability Demo System Schematic



SDVoE – Platform Interoperability

About OneAV

OneAV is the first and fast-growing pan-European specialist technology distributor of AV connectivity brands, supplying professional installers in residential and commercial markets. With offices, training and fulfilment centres in Germany, the Netherlands and the UK, OneAV provides localized marketing, education, and support for all stocked brands.

OneAV prides itself on being able to provide the highest quality solutions for any AV project, backed up with first-class technical knowledge and support that only a focused connectivity specialist can offer.

Company Information

PureLink GmbH develops, produces and markets products for professional presentation and media technology.

Since 2006 PureLink has been one of the international branch leaders for digital connectivity solutions, e.g. HDMI cables and adapters, wireless HD, or optical glass fiber products.

As manufacturer and distributor, PureLink is partner of wholesalers, mail order companies, industry, electronics stores, and installers. The product portfolio comprises consumer equipment, as well as individual customer solutions. Professional products from leading international manufacturers complete the wide range of own-brand products.

The company's headquarters, distribution and logistics centre are located at Rheine, Germany.

Press Contact

Contact person	Barbara Tsihlis
Company	PureLink GmbH
Address	Von-Liebig-Str. 10 48432 Rheine / Germany
Email address	tsihlis@purelink.de
Telephone	0049 5971 800 299 25
Website	https://www.purelink.de/