

NEWS



SDVoE Alliance Introduces World's First Ethernet Switch with Integrated HDMI at ISE 2019

HDMI input and output modules plug directly into NETGEAR M4300-96X 10G Modular Managed Switches



MONTREAL — Jan. 15, 2019 — At ISE 2019 (Amsterdam, Feb. 5-8, stand 3-B150), the SDVoE™ Alliance will feature the world's first implementation of HDMI™ connectivity within an Ethernet switch. HDMI input and output modules that plug directly into a NETGEAR M4300-96X 10G Modular Managed Switch eliminate the need for standalone encoders and decoders to support in-rack video sources and destinations, simplifying design and installation and reducing overall system cost. With this introduction, IT and AV are combined at the integrated product level, rather than purely at the infrastructure level.

“SDVoE is transforming the matrix by replacing the expensive ‘big iron’ at the core of a matrix switching system with an efficient Ethernet switch,” said Justin Kennington, president of the SDVoE Alliance. “The last advantage for the traditional matrix switch was its ability to support native HDMI for in-rack sources. This new class of product, leveraging NETGEAR’s unique modular Ethernet switch, eliminates any benefit to the old matrix switch. And now let’s talk about density – 48 to 96 ports, with any mix of inputs and outputs in 2 RU. Your inflexible 32x32 matrix is at least five times that size.”

To take unnecessary complexity out of AV-over-IP deployments, NETGEAR created the SDVoE-ready M4300-96X Modular Managed Switch that is preconfigured for easy, true AV and multicast Zero Touch network configuration. Users simply select the combination of HDMI, copper, PoE+ and fiber M4300-96X port expansion cards that fit requirements, insert the cards, connect SDVoE encoders and decoders, and power on the switch. SDVoE systems with symmetric input-output configurations are supported such as 48x48, but asymmetric solutions such as 24x72 are just as easily accommodated.

About the SDVoE Alliance

SDVoE is an initialism for “Software Defined Video over Ethernet”. The SDVoE Alliance is a nonprofit consortium of technology providers collaborating to standardize the adoption of Ethernet to transport AV signals in professional AV environments, and to create an ecosystem around SDVoE technology allowing software to define AV applications. The alliance participates in tradeshow and conferences, publishes white papers and case studies and promotes SDVoE technology, and solutions based on the technology, to system integrators, designers and consultants. Training and installer certification are also part of the mandate. The SDVoE Alliance founding members are Aquantia, Christie Digital, NETGEAR, Semtech,

Sony and ZeeVee. All interested parties are invited to join the alliance and work toward its goals. For more information, visit sdvoe.org and [follow us on Twitter @SDVoE](https://twitter.com/SDVoE).

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