

PRESS RELEASE

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**CYP introduce over 30 new AV solutions at ISE 2016 -
*Hall 4-U65***

New 4K HDMI/HDBaseT matrices, presentation switches, signal management tools and audio solutions all to be revealed by CYP in Amsterdam with 4K compatibility, HDMI2.0 and HDCP2.2 compliance being the theme of its 2016 stand.

CYP, the world's leading AV manufacturer is delighted to be using ISE in Amsterdam (9th – 12th February 2016) to launch a wealth of new products across its entire range of AV solutions. By combining the very latest technology with input from its 90-strong R&D team, CYP has developed a new range of products that allow any integrator the flexibility, technology and peace-of-mind of industry-leading reliability and after-sales support.

New HDBaseT Matrices

Featuring 4K support, HDMI2.0 and HDCP2.2 compliance and Audio matricing, this latest range of matrices are our most advanced yet. Five new models are on show, including the range-topping 10 input x 10 output **PU-1082-4K22**, the 6 x 8 **PUV-662-4K22** and 4 x 6 **PUV-442-4K22**, all offering the full range of HDBaseT functions (including transmission of HD sources over single runs of CAT5e/6/7 cables up to 100m). Two HDBaseT Lite models (signal transmission up to 60m) are also launching – the 10 x 10 **PUV-1082PL-4K22** and 6 x 8 **PUV-662PL-4K22**. A further HDBaseT Lite Express kit **PU-44XPL-4K22-KIT** will also be launched, again offering 4K support, and supplied with all of the necessary receiver units and accessories for any 4 zone installation environment.

Video Wall & Presentation Switchers

For Digital signage applications, classrooms, and/or boardrooms, we will be demonstrating our latest video wall controller (**DS-MS14-4K**) and two new picture-in-picture switches (**EL-42PIP** and **EL-41PIP**). We are also launching our latest HDMI, VGA, and DisplayPort Presentation Switches – the 8 x 4 **EL-5500-HBT** and scaling **EL-5400-HBT**.

HDMI Switchers and Distribution Amplifiers

Two new 4K HDMI switchers offer 4 inputs out to a single display, with the range-topping **EL-41HP-4K22** offering an advanced control system over IP and web GUI over the **EL-41S-4K22**. For retail environments, our new HDMI distribution amplifiers offer an identical output to either 2 (**QU-2-4K22**), 4 (**QU-4-4K22**) or 10 (**QU-10-4K22**) displays and have the ability to be cascaded. These new DA's also feature the latest 4K, HDMI2.0, and HDCP2.2 compliance for the ultimate in 4K signal distribution.

Extenders

Featuring 4K UHD video pass-through up to distances of 100 metres, our latest pairing (**PUV-2010TX** and **PUV-2010RX**) now offers HDBaseT2.0 Technology with new features such as OAR (Optical Audio Return) and ARC (Audio Return Channel). Also new is our HDMI over IP solution (**IP-6000TX**), which enables the transmission of HDMI or VGA signals via an IP network for distances up to 100m through a single network switch.

Audio

Often essential to bring AV systems together, our extensive range of audio solutions has also been updated. With a new HDMI Audio Converter (**AU-1H1DD-4K22**) and De-embedder with Dolby and DTS decoder (**AU-11SA-4K22**), updated 4K audio embedder (**AU-11CD-4K22**) and de-embedder (**AU-11CA-4K22**), a powerful new Digital to Analogue Converter (**AU-D250 4K22**), and Audio over IP Controller (**AU-IP21**), we have added to our already comprehensive range of audio products, giving integrators all of the 'get out of jail' solutions they require for complex audio integration made easy.

Signal Management Tools

To aid integrators fully test and troubleshoot their systems, we have introduced a new range of signal management tools, including an advanced HDMI pattern generator (**XA-4**), a compact HDMI pattern generator (**XA-2**) and an HDCP & Colour Bandwidth Converter (**XA-HDCP**) - all essential pieces of kit for an integrators tool box.

By combining the very latest technology with input from our 90-strong R&D team, we have worked hard to develop a range of products that offer any integrator essential flexibility and peace-of-mind, along with industry-leading reliability and exceptional after-sales support. CYP's stand (Hall 4-U65) will be bustling so don't miss out on seeing the very latest products from the leading AV solutions provider.

##ENDS##

About CYP

CYP is an industry-leading manufacture of connectivity solutions that enhance the capability of Audio Visual products in any installation environment. With over 25 years' experience and 90 R&D engineers, the company is focused on ensuring all CYP solutions deliver the most robust and versatile performance possible, using advanced firmware and the latest industry chipsets. Its unrivalled product range and full time UK based technical support team ensures all of its partners have complete confidence when specifying CYP in a wide range of AV installations.

Its European Headquarters is based in the UK, from where it supports distributors, system integrators and installers throughout Europe, the Middle East and Africa. CYP remains committed to provide the very best training for its products and offers its partners complete confidence in the AV solutions it delivers.

For further information, visit www.cypeurope.com

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