

## MEDIA ALERT



### **HDBASET WINS 2011 RAVE BEST OF INFOCOMM AWARD FOR BEST POTENTIAL NEW TECHNOLOGY**

*All-in-one connectivity solution selected for future impact on the commercial and residential AV networking markets*

**BEAVERTON, Ore. — August 15, 2011** — [HDBaseT Alliance](#), the cross-industry alliance formed to promote and standardize [HDBaseT™ technology](#) for whole-home and commercial distribution of uncompressed high definition multimedia content, today announced that [rAve Publications](#), a digital news organization that provides coverage of the commercial and residential audiovisual trade industries, has named HDBaseT as the winner of the 2011 Best of InfoComm Award: Best Potential New Technology.

“The promise of HDBaseT is ideal for both the ProAV and HomeAV markets as it not only allows for video, audio, Ethernet, control and power over a single Cat5 cable, but it’s also designed to be multi-device compatible,” said Gary Kayye, founder, rAve Publications. “Multimedia distribution will never be the same if this continues to become the standard of choice, with early adopters including Crestron, AMX, Extron, Samsung, Sony Pictures and LG.”

HDBaseT’s 5Play™ provides true all-in-one connectivity, delivering unmatched performance, reliability and flexibility via a single, 100 meter cable. The Best of InfoComm awards, selected each year by rAve Publication staff members, recognize leading technology demonstrated at the annual commercial audio/video tradeshow.

“We are honored that HDBaseT is included among the best technologies in the industry shown at InfoComm 2011,” said Ariel Sobelman, HDBaseT Alliance President. “This award highlights HDBaseT’s emerging influence within the home and

commercial AV industries, strengthening the technology's position as the unrivaled next-generation connectivity solution."

### **About HDBaseT Alliance**

The [HDBaseT Alliance](#) is comprised of leading cross-industry companies formed to promote and standardize HDBaseT™ technology for whole-home distribution of uncompressed HD multimedia content. The cornerstone of HDBaseT technology is 5Play™, a feature set that converges uncompressed full HD digital video, audio, 100BaseT Ethernet, power over cable and various control signals through a single LAN cable.

Members supporting HDBaseT technology will play a pivotal role in defining the future of multimedia transmission and data communication in the consumer electronics and content provider industries. For additional information on HDBaseT Alliance and membership benefits, visit [www.HDBaseT.org](http://www.HDBaseT.org).

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*HDBaseT™ and 5Play™ are trademarks of HDBaseT Alliance.*

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