

# **Obonok Technologies Introduces Longer-distance, HDMI-over-UTP 1x3 Daisy-chain Transceiver with Automatic Adjustments**

*A Pro AV first: Plug-and-play, HDMI over single UTP extension up to 2,000 ft. / 610m*

Danbury, Connecticut, February 19, 2009 – Obonok Technologies, the leading developer of HDMI-over-single UTP electronics and producer of the Blu-Wire™ Series, has announced that they have begun to ship an advanced model called the Blu-Wire RD3-XP Transceiver. A product extension of the current Blu-Wire RD3, the RD3-XP version adds an important new feature – automatic skew compensation.

Cable “skew” refers to differential twist rates characteristic of Category cables. Cable manufacturers purposely vary the twist rates between the cable pairs, to minimize cross talk. This results in wire length variations and therefore timing issues in AV applications. If not addressed, this issue limits HDMI extension capability and cable part numbers that may be used.

Obonok is the first manufacturer to incorporate automatic skew compensation into HDMI-over-UTP signal distribution and extension products. The benefit to the user is the ability to daisy-chain, or link, up to ten receivers together, enabling far greater extension distances, over a wider variety of Cat7/6e/6/5e cables.

The Blu-Wire RD3-XP Transceiver also features three HDMI outputs, meaning that three HDTV’s can be connected to one unit, reducing the equipment needed for a given application. By combining two cascaded Blu-Wire T4 1x4 Transmitters and 80 Blu-Wire RD3-XP Transceivers, for example, up to 240 HDTV’s can be connected using only 82 total units. At 1080i, the HDTV’s can be up to 2,000 ft. / 610m from the source, and at 1080p, 1,000 ft. / 305m.

The Blu-Wire RD3-XP is HDMI v1.3 compatible, enabling “deep color” and advanced audio formats, and HDCP compliant so that protected content may be safely distributed. It also features automatic gain and cable equalization, plus patent-pending technologies that negate the characteristic signal degradation issues that limit the effectiveness of conventional HDMI extension products. There are no adjustments to be made on any Blu-Wire model, making them truly plug-and-play.

Obonok Technologies is a three-year old engineering firm based in the Ningbo Free Trade Zone outside Shanghai. Since mid-2008, Obonok has been shipping several Blu-Wire Series models that revolutionize the way signals are delivered to high-definition televisions and displays in a variety of commercial and “prosumer” applications. These applications include retail HDTV display, digital signage, broadcasting, conferencing and residential.

The Blu-Wire™ Series is the product of extensive R&D, resulting in the unique ability to connect a high-definition source, such as a Blu-Ray disc player, to hundreds of HDTV’s within a 350-meter radius using only singular CatX (network-type) cables. The signal format utilized is HDMI, for High-Definition Multimedia Interface. The Blu-Wire Series improves HDTV picture quality in showroom displays and greatly simplifies many other types of HDTV installations where the display is further away than the standard lengths of HDMI hookup cables.

Obonok's proprietary developments manifest themselves in multiple U.S. patents-pending, industry-leading HDMI signal extension distance, reliable performance, plug-and-play user-friendliness, compatibility with HDCP content protection and application adaptability. Obonok has made highly innovative technical advancements in the areas of matching networks, encryption and clock jitter removal that limits the performance and applicability of conventional HDMI extension transmitters and receivers.

Individual Blu-Wire Series models include:

- T4 HDMI Transmitter – featuring four outputs to extend signals in multiple directions
- RD3 HDMI Daisy-Chain Receiver – connects to up to three HDTV displays and can be linked to downstream receivers.
- RD3-XP HDMI Daisy-Chain Receiver – same as above, but adding automatic skew compensation to improve adaptability and distance performance.
- RD1 HDMI Daisy-Chain Receiver – can also be linked to downstream receivers, and only every 3<sup>rd</sup> receiver needs to be powered.
- T1/R1 Transmitter/Receiver pair – used to cost-effectively connect in a point-to-point fashion, with only the transmitter requiring power.
- SP4 HDMI 1x4 Splitter – used to split incoming HDMI signals and feed multiple transmitters, improving adaptability.

For additional product and ordering information on the Blu-Wire Series, please visit [www.interactav.net](http://www.interactav.net), the website of InteractAV Management LLC, an authorized manufacturer's representative for Obonok Technologies based in Danbury, Connecticut.

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