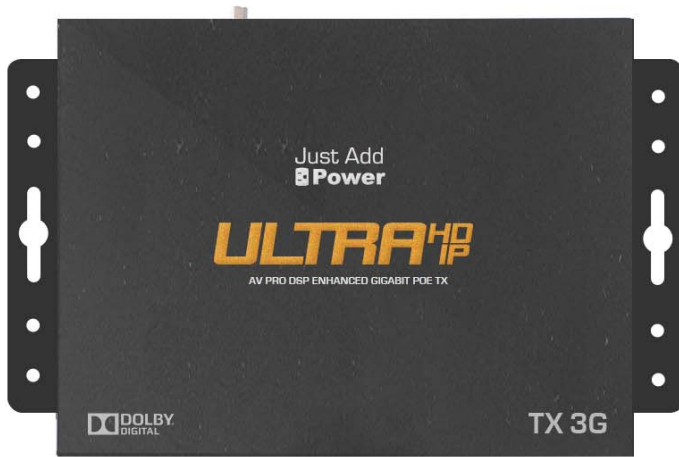


## Just Add Power launches 4K-capable 3G Ultra HD over IP™ Ethernet based video distribution system with HDCP 2.2 support.



New 3G Ultra HD over IP™ Transmitters and Receivers boast a comprehensive, flexible feature set including HDCP 2.2 compliancy, built-in 4K/1K scaler on the Receivers, optional Dolby downmixing from 5.1, and support for distribution to HDMI® 1.4 devices - all over a Gigabit LAN infrastructure.

### 4K just got flexible.

Ultra HD over IP™ from Just Add Power is a 4K/UHD capable Ethernet-based video distribution system unlike any other in the custom installation world. Integrating and matrixing networked 4K/UHD sources and screens, as well as Full HD 1080p/720p devices, is simple and very affordable, with the comprehensive feature set of Ultra HD over IP™ products facilitating the requirements of virtually any project, be it residential, commercial, or any other market segment.

### No fiber needed. No 10 GB switches necessary.

The newly released 3G Ultra HD over IP™ Transmitters and Receivers work best in conjunction with standard Gigabit Managed switches to deliver 4K/UHD content over a Local Area Network infrastructure, with no need to upgrade to costly 10GB managed switches or fiber optic cabling.

Use Cat 5e/6 cable and Gigabit Managed Ethernet switches with the 3G Ultra HD over IP™ Transmitters and Receivers to create an HDCP 2.2-compliant Ultra HD video matrix of any size, from 2x2 to 4000 x 65,000, with improved video wall support, built-in 4K/1K up/down scaler on the Receivers, Dolby® downmixing from 5.1 for stereo zones, and incredible image quality on every integrated display.

### HDCP 2.2 support.

3G Ultra HD over IP™ transmitters and receivers are HDCP 2.2 compliant allowing for the integration of any 4K/UHD screens and sources that feature this new protection. Seamless HDCP™ converts 4K/UHD HDCP 2.2 encrypted content to 1080p mode with HDCP 1.1 protection for existing HDMI 1.x capable displays.

### Built-in 4K scaler.

The 3G Receivers have a built-in 4K/1K scaler that can downscale 4K/UHD content and output it as 1080p. The 3G Receiver can also upscale a 1080p signal and output it as 3840 x 2160 to be shown on any 4K capable display. The scaler enables you to create a matrix that distributes any combination of 4K/UHD, 1080p, 720p, and lower content to any mixture of 4K-capable and non 4K-capable displays, all with instant seamless switching.

### Downmixing from Dolby Digital 5.1.

3G Ultra HD over IP™ transmitters transform Dolby Digital 5.1 audio to Dolby PLII, making it possible to output stereo and multichannel audio formats in different zones simultaneously, often desired in residential installs. Dolby PLII is decoded and output as 2.0 channel audio by stereo HDMI devices, while an AVR will convert Dolby PLII back to 5.1 multichannel audio.





## Enhanced Video Wall Support

Like the 2G Just Add Power HD over IP™ products, the new 3G Transmitters and Receivers will support the integration of video walls from 2x2 to 16x16 in size. 3G Ultra HD over IP™ makes it possible to create 4K/UHD video walls in full 3840 x 2160p resolutions on 4K displays or to show 4K/UHD content on video walls built with 1080p displays. You can also flip 180° or rotate 90° the displays to create portrait video walls and overcome the annoying bump on the bottom display problem.

## Control system integration.

When creating a 3G Ultra HD over IP™ matrix, a control system is needed to send commands to the Gigabit managed switch, enabling you to select what content is shown on particular screens. A range of fully supported professional drivers are available free of charge for the major Control brands shown below.

Alternatively, MediaSwitcher is an affordable software that is specifically designed to control HD over IP™ systems, and is often used in commercial projects.



## Backwards compatible with 2G/2G+/2G+AVPro systems.

Just Add Power has a design philosophy that is evolutionary, not revolutionary, which encourages the creation of products that last, and the engineering of systems that can be upgraded over time. With the new 3G Ultra HD over IP™ models of Transmitter and Receiver there are a variety of ways that you can update an existing 2G/2G+ network of HDMI over IP™ devices to facilitate the addition of 4K/UHD sources and screens. Now any prior Just Add Power installation can do 4K while still playing nice with earlier non HDMI 2.0 products. Contact your Just Add Power representative for more details on designing a blended 2G/3G system.

## What's new and better with 3G Ultra HD over IP products?

As with 2G/2G+ HD over IP™ products you can build a matrix with any number of sources to any number of screens BUT 3G has these new unique, added features:

- 2160p UltraHD resolutions and HDMI 2.0 devices with HDCP 2.2 supported
- Instant Seamless switching between any resolution HDMI source (2160, 1080, 720, 576, 480, interlaced or progressive).
- Mix and match legacy HD monitors with new Ultra HD monitors.
- Easy to bridge to existing 2G installations with an integrated 1080p Scaler and
- Seamless HDCP™ conversion.
- Supports Uncompressed Lossless Multichannel Audio formats include Dolby Atmos®
- All 3D formats supported
- Improved Interlaced Video format support – now lossless
- Enhanced Video Wall functionality with support for portrait and flipped displays, and no more tears
- Image Pop™ - overlay a full color image/logo on top of the HDMI signal with alpha channel transparency.
- Ultra low latency - much better for live video end user experience vs. AVB
- POE preferred, but now safe to use with almost any DC power supply - DC 4.7~23V.

