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FOR IMMEDIATE RELEASE

AMX Innovates with Twice the Remotely Powered AV and Unlimited Energy Savings Potential

New Dual Power over DXLink Controller Smartly Redefines Twisted Pair Power Injection

AMSTERDAM, Netherlands – January 29, 2012 – AMX® continued its quest to be the talk of Integrated Systems Europe (ISE) 2013 by debuting another product designed to make digital and analog media distribution simple to centrally manage while at the same time reducing costly energy usage for the end user. The new Dual Power over DXLink™ Controller (PDXL-2) was a welcome surprise for many visitors to AMX ISE Booth # 1-F6 for its ability to solve a number of remote distribution challenges.

The PDXL-2 surfs the speed bumps of long distance AV delivery from three points of attack. As a DXLink power injector, it conveniently enables data and power transport of up to 30 watts on each of the PDXL-2's two available DXLink device outputs between transmitters and receivers located up to 100 meters away from each other. Additionally, by injecting Power over DXLink via the existing DXLink path, a stand-alone point-to-point DXLink Transmitter to Receiver installation can be created for single room applications. And, the PDXL-2 eliminates the aesthetic inconvenience and cost of installing electrical outlets at every transmitter or receiver location.

While the PDXL-2 was primarily designed to make remote AV distribution simpler to manage, it can also generate significant and impactful ROI by smartly curbing wasted energy usage throughout a floor, building or campus. Acting as a conduit for a NetLinx® Controller, the PDXL-2 enables

(more)

administrators to remotely power down unused devices via I/O control from a single, central location. AMX Resource Management Suite® Enterprise Software can multiply these savings even further by scheduling and executing automated power down routines, freeing IT to address more pressing matters than room to room, device to device facility power-down tours.

Availability and Additional Details

The new Dual Power over DXLink Controller (PDXL-2) is expected to begin shipping in February as AMX continues planned delivery of all of the products announced during ISE 2013 to be available at least two months ahead of initial scheduled release. For further details, we invite you to visit these online resources:

- Product Resource Center (including photos located bottom right) - Dual Power over DXLink Controller: PDXL-2

- White Paper - *Cabling for Success with DXLink*

- Video - *DXLink, InstaGate® Pro and ICSLan Devices*

- 2013 ISE AMX Pocket Guide featuring DXLink Multi-Format Decor Style Wallplate Transmitters (page 29): http://bit.ly/XPHyWG

- View this Press Release Online: http://bit.ly/YC6kj1

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About AMX

AMX hardware and software solutions simplify the implementation, maintenance, and use of technology to create effective environments. With the increasing number of technologies and operating platforms at work and home, AMX solves the complexity of managing this technology with reliable, consistent and scalable systems. Our award-winning products span control and automation, system-wide switching and audio/video signal distribution, digital signage and technology management. They are implemented worldwide in conference rooms, homes, classrooms, network operation / command centers, hotels, entertainment venues, broadcast facilities, among others.

AMX was founded in 1982 and is a member of The Duchossois Group of Companies. For more information, visit www.amx.com.