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FOR IMMEDIATE RELEASE

AMX Amps it Up with New Alero Distributed Audio Amplifier

Partners with ICEpower, One of World's Finest Audio Solution Providers

DENVER, Colorado – September 26, 2013 – In its mission to create residential user experiences that truly define “life. unlimited.”, [AMX®](#) introduced its new [Alero™ Power Amplifier \(ALR-AMP-8\)](#) at [CEDIA EXPO 2013](#). Alero stands out among other multi-room distributed audio amplifiers by delivering integrators more design options than ever available. Alero features a single rack unit (1RU) height and boasts sound quality that is nothing less than stellar, drawing on [ICEpower®](#) audio technology, an independent subsidiary of Bang & Olufsen a/s. These extremely efficient design considerations make it an ideal choice for acoustically demanding and environmentally sensitive installations.

When designing Alero, AMX asked its integrators which features were most important to include and aside from true audiophile quality sound, the general consensus was for a smaller than typical footprint to make Alero ideal for installation in already overcrowded equipment racks. AMX researched the possibility and the result is Alero's compact 1RU chassis that offers never-before-seen versatility and practically limitless installation options, even in confined, unventilated spaces.

Additionally, Alero supports the AMX commitment to ensure a customized home experience. Whether listening to music in the home theater, the kitchen or by the pool, the experience is the same - life changing. AMX equipped Alero with the same switching amplification technologies by

(more)

ICEpower that are also used by several of the world's premium home audio and automotive audio manufacturers. And to ensure a completely unified, whole-home distributed audio source switching and amplification solution, Alero perfectly complements the [AMX Precis DSP Distributed Audio Matrix Switcher](#).

AMX has always been committed to designing environmentally friendly solutions and Alero is no exception. Featuring highly efficient, Class D amplifier technology, Alero significantly reduces environmental impact by using less active power, less standby power and no external cooling source requirements to lower power consumption even further. And unlike linear power regulation used in Class AB amplifiers, Alero Class D amplification employs switching transistors, resulting in significantly less energy loss.

Availability and Additional Details

AMX is demonstrating the new Alero Power Amplifier in Booth 1900 at CEDIA EXPO 2013, being held September 26 - 28 in Denver, Colorado. Alero is expected to begin shipping Q1 - 2014. For further details, we invite you to visit these online resources:

- [Video Overview – Alero Power Amplifier](#)
- Product Resource Center (specifications, additional details, images (lower right side))
 - [Alero Power Amplifier](#)
 - [Precis DSP Distributed Audio Matrix Switcher](#)
- [Product Information Sheet – Alero Power Amplifier](#)
- [View this Press Release Online](#)
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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.

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