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**AMX ADDS AFFORDABLE SOLUTIONS FOR SIMPLE ROOM CONTROL,
AUDIO/VIDEO SWITCHING**

New Product Lineup Includes Control Pads, Switchers, Presentation Switchers
and Distribution Amplifiers

AMSTERDAM – Jan. 29, 2008 – AMX® has expanded its product portfolio with more than 60 new solutions specifically designed to simplify the way people interact with, and use, audio/video (A/V) equipment in simpler, single-room environments, such as classrooms and conference rooms. The Novara™ product line consists of all-in-one, configurable control pad systems that combine a user interface with device control in one, flush-mount keypad, while the Solecis™ line features switchers, presentation switchers and distribution amplifiers. AMX is demonstrating both product families in AMX booth C62 at Integrated Systems Europe, being held in Amsterdam Jan. 29 – 31.

“With the introduction of Novara and Solecis, AMX is providing our dealers with a wider range of device, content and asset control solutions, enabling them to meet nearly any K-12, higher education and business need – from simple classroom A/V control, all the way to the most-complex, highly-integrated, fully-automated auditorium,” said Robert Noble, AMX chief technology officer. “Our new Novara and Solecis products are the first of many that AMX will be developing for a large segment of the market that needs reliable, high-quality, single-room solutions at an affordable price point.”

Novara

Novara Control Pads are ideal for education, government and other cost-sensitive markets needing functional and reliable device and room control. They provide simplified control of presentation devices such as projectors, projection screens, video displays and other A/V equipment. Further, Novara Control Pads are configured using a user-friendly software application – Novara Device Configuration Software (DCS), which eliminates the need for traditional AMX programming.

The Novara 1000 Series is available with 8 or 16 buttons and provides control of devices via the following control port configurations:

- 1 RS-232 Port – To control an LCD/DLP projector, plasma screen, etc.

- 1 IR Port – To control a DVD player, VCR, etc.
- 2 Output Ports – To drive relay devices
- 1 Input Port – To detect input or logic-level control

The 1000 Series is available in three versions to accommodate the worldwide market.

The Novara 2000 Series Master Control Pads are available with 4, 6, 8, 16 or 24 buttons and add two additional control ports via the following configurations:

- 2 RS-232 ports
- 2 IR or Serial ports
- 2 output ports
- 1 input port

Additionally, the Novara 2000 Series can be expanded for larger systems using a Novara Slave Pad. The Novara 2000 Series is available in two versions for use in the United Kingdom and the European Union.

The Novara 1000 and 2000 Series feature blue, backlit buttons with programmable feedback for intuitive operation. Each control pad ships with 50 button label inserts to ensure fast, easy and cost-effective installation. The control pads are available in white, black and brushed aluminum.

Solecis

The Solecis product line extends AMX's A/V distribution capabilities beyond matrix switching to include standard switchers, presentation switchers and distribution amplifiers for smaller, single-room environments.

Solecis Switchers are ideal for rooms with one projector/display in which a single computer source is used at any given time. They are available in the following configurations:

- 2x1 RGBHV HD15, Stereo
- 2x1:2 RGBHV HD15, BNC, Stereo
- 4x1 RGBHV HD15, Stereo
- 6x1:2 RGBHV HD15, Stereo, CP

Solecis Presentation Switchers are designed for applications requiring the display of composite or S-Video sources, in addition to RGBHV, via a single projector/display. When compared to other solutions

on the market, Solecis Presentation Switchers provide a significant benefit – enabling control of the projector/display via an integrated RS-232 output, thus negating the need for a supplemental control device such as a handheld remote or integrated control system. This reduces the overall cost of the system and simplifies installation for the integrator.

Solecis Presentation Switchers are available in the following configurations:

- 2x1:2 RGBHV, 3x1 S-Video, 5x1 Stereo
- 4x1 RGBHV, 6x1 S-Video, 10x1 Stereo

In addition to these switchers, the Solecis line also includes several RGBHV Distribution Amplifiers with BNC or HD-15 connectors. The new amplifiers enable a single, high-resolution video source to be replicated numerous times while maintaining the integrity of the original source.

Availability

The Novara and Solecis product lines can be used in conjunction with one another or with any AMX Control System. Each of the new products will be available in Q2 2008.

About AMX

AMX hardware and software solutions simplify the way people interact with technology. 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, switching, distributed audio and video, 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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