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**InfoComm 2016, Las Vegas – Jun 4-10 – Booth N2613**

**WyreStorm’s Pro AV Solutions to Show Why the Technology Matters at InfoComm 2016.**

**New York – Apr. 25, 2016** – As a prime manufacturer of award-winning HD and 4K UltraHD signal distribution and control products, last year’s InfoComm saw WyreStorm refocus business and market strategy into the three distinct segments of WyreStorm Pro AV for the Commercial sector, WyreStorm Installer Solutions catering to the CI market, and WyreStorm Express aimed at retail or end user channels. Hal Truax, WyreStorm VP for Marketing in North America, explains the impact of this approach on the company’s product development over the past 12 months.

“Focusing on compelling solutions within the Pro AV sector has allowed us to bring a number of customer-driven Pro AV products to market that are specifically designed to meet the needs of Pro AV customers with a product development strategy centered on the key technology areas of HDMI, HDBaseT and AV over IP. We believe the type of technology used in AV projects is vital to its success and each platform offers its own unique advantages in providing a fully integrated solution for the application.”

WyreStorm is also acutely aware of the abundance of “Me too” products in the industry that do (or claim to do) very similar things or provide very similar solutions. Truax continues by explaining why WyreStorm offers something different:

“For the dealer, choosing the right product or manufacturer from product specification, feature set or range is only half the battle. Ease of installation and use, compatibility with other devices, value and reliability are all equally compelling considerations in decision-making, which is why we place such a strong emphasis on these factors to maximize the installer/user experience within our solutions.”

WyreStorm’s ability to combine technologies enables both single platform and hybrid systems to be created that

**EMEA OFFICE**

UNIT 22 ERGO BUSINESS PARK, KELVIN ROAD, GREENBRIDGE, SWINDON, WILTS, SN3 3JW, UK  
TEL: +44 (0) 1793 230 343 FAX: +44 (0) 1793 230 583

**NORTH AMERICA OFFICE**

TECH VALLEY PARK, 23 WOOD ROAD, ROUND LAKE, NY 12151, USA  
TEL: + 1-518-289-1293 TOLL FREE: 1-844-280-WYRE (9973)

can be perfectly tailored to applications for true one-manufacturer solutions offering much more than just a feature set that further distinguishes us from the competition. Simply put, they allow the Pro AV integrator to utilize the best technology for a given application for an unrivaled installer/user experience.

This year at InfoComm 2016 the WyreStorm booth will bear witness to the fruits of that labor with exciting new AV signal distribution and control solutions for the Pro AV market that perfectly illustrate the company's focus on installer/user experience and products aimed at providing specific solutions for Pro AV markets.

Expanding its NetworkHD™ line of powerful AV Over IP products aimed at hospitality applications such as bars and restaurants, corporate and retail, the NetworkHD 100 and 200-Series gets a new multi-view 4K decoder capable of displaying up to 8 simultaneous video feeds on a single screen in a variety of configurations with 4K scaling enabling 4 images to be displayed in their native 1080p format. A two-hour seminar is also being run by WyreStorm's Martha Brooke on the June 8<sup>th</sup> at 3pm on the benefits of AV Over IP for increasing profitability in bar and restaurant markets.

For an enhanced NetworkHD-user experience, the line also gets intuitive new drag-and-drop control for iPad in the form of Touch™. Literally putting control of entire NetworkHD systems at a user's fingertips, Touch allows drag-and-drop instant source selection onto screens with live video preview of all selections and sources on the iPad screen and seamless compatibility with WyreStorm's Enado control solution for source control and BYOD support.

On the subject of Enado, the new V4 update of WyreStorm's control solution adds hundreds of new features to the Enado™ and Enado Mini™ controllers to further improve both dealer and client experience with the WyreStorm installation. Amongst others, new additions to Enado V4 include the launch of iOS and Android apps within Enado itself with a growing list of supported apps, such as Lutron, Nest, Spotify, Sonos, Nuvo, CasaTunes and many more. Configuration of dynamic DNS has also now been eliminated with the addition of Enado Permalinks. V4 also now supports IFTTT and Amazon Echo integration, the expansion of QR codes to include both room and activity and Hide/Show functions for greatly improved activity layout button customization and functionality.

The WyreStorm range of Presentation Switchers expands to include a new HDBaseT model for WyreStorm's multiview PiP 4x2 scaler/switcher with dual 4K output, aimed squarely at providing further AV solutions for bars and restaurants.

Intended for corporate and education applications, a new IP streaming model of WyreStorm's existing 5x1 HDBaseT switcher model will also be showcased for networked AV distribution to multiple displays and locations as part of NetworkHD AV Over IP system. The new ScreenLink™ content sharing software accompanying both

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[www.wyrestorm.com](http://www.wyrestorm.com)

5x1 HDBaseT and IP models will also be demonstrated on the booth for instant wired and wireless screen sharing from up to 26 Windows and Mac laptops/computers to enhance user experience whether in the boardroom or classroom.

**Digital Images to accompany PR**

**NetworkHD Touch:** <https://wyrestorm.box.com/s/kti5d8qp4n6t0sa6dlj42km8wy0vaol2>

**ScreenLink:** <https://wyrestorm.box.com/s/2tiahezvf6m0pol412f87urg06t3sf2c>

**WyreStorm Branding here:**

**WyreStorm logo:** <https://wyrestorm.box.com/shared/static/3edytk68niuyazbocctftlmbgwqq1obw.png>

**NetworkHD logo:** <https://wyrestorm.box.com/shared/static/ib45ghcdjy39vaw99xcbybuis6phyv8e.png>

Follow WyreStorm at InfoComm 2016 on social media and the WyreStorm InfoComm 2016 page:  
<http://www.wyrestorm.com/content/infocomm-2016>

Contact your authorized WyreStorm Sales Partner for further information on WyreStorm 4K and HD Distribution and Control Solutions or visit [www.wyrestorm.com](http://www.wyrestorm.com).

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**About WyreStorm**

*WyreStorm is a vertically integrated prime manufacturer of award-winning distribution and control products for commercial, residential and retail markets. Embracing the multiple technology platforms of HDMI, HDBaseT and networked AV, WyreStorm provide solutions that allow the integrator to utilize the best technology for a given application, offering unrivaled interoperability, value and compatibility with the latest 4K standards. Our ability to combine technologies facilitates the creation of both single platform and hybrid systems that can be perfectly tailored to applications for true one-manufacturer solutions and seamless integration that exemplifies our view that the type of technology used is of paramount importance in the success of a project.*

**Press Contact:**

Christian Thomas [christian.thomas@wyrestorm.com](mailto:christian.thomas@wyrestorm.com)  
WyreStorm Marketing Communications Manager

Todd Akins [todd.akers@wyrestorm.com](mailto:todd.akers@wyrestorm.com)  
WyreStorm Marketing Director

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