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Atlona Introduces 4K HDR HDBaseT Extender Kit for HDMI, Power and Control

AT-HDR-EX-70C-KIT reliably transports HDR-enhanced 4K/UHD content over long distances with pristine quality while simplifying integration

ZURICH, Switzerland, February 5, 2018 – [Atlona](#) has further expanded its extensive line of 4K/UHD AV problem-solver devices for high dynamic range (HDR) formats with the introduction of the **AT-HDR-EX-70C-KIT** transmitter/receiver kit. Extending HDMI, power and control signals over HDBaseT, the new solution is available immediately and will make its exhibition debut during the company's 15th anniversary celebrations in stand 5-U80 at ISE 2018 this week through Friday (Amsterdam RAI).

Like its sibling **AT-HDR-EX-70-2PS**, the HDR-EX-70C-KIT supports HDMI data rates up to 18 Gbps and combines latency-free, visually-lossless compression with the reliability and convenience of HDBaseT to deliver pristine image quality over distances exceeding the limits of HDMI cabling. The HDR-EX-70C-KIT builds on this robust foundation with bidirectional extension of RS-232 and infrared (IR) control signals, simplifying installation and reducing cumbersome wiring by eliminating the need for multiple cable runs between the AV source, control system and display.

The new extender kit also features Power over Ethernet (PoE), with power for the receiver supplied by the transmitter via the HDBaseT connection. This streamlines integration, while allowing convenient and discreet receiver installation at a display or projector without the need for local AC power. At the transmitter end, the included power supply provides ample power for up to three Atlona HDBaseT extenders, reducing clutter caused by multiple power supplies in equipment racks.

The cost-effective HDR-EX-70C-KIT transports HDMI signals up to 4K/UHD at 60 Hz with 4:4:4 chroma sampling over easy-to-integrate CAT6a or CAT7 cable, transmitting 1080p video up to 230 feet (70 meters) and HDR-enhanced 4K content up to 130 feet (40 meters). Providing

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flexible compatibility with new and emerging 4K/UHD video sources and displays, the new extender is HDCP 2.2 compliant and supports all video resolutions, audio formats – including PCM, Dolby® and DTS® – and color space standards encompassed in the HDMI 2.0b specification. Able to pass metadata for HDR content, the solution supports the 4K HDR10 format at 60 Hz (4:2:0 chroma subsampling, 10-bit color) and Dolby® Vision at 30 Hz.

Integrated HDBaseT link integrity testing provides additional value for systems integrators and end-users, helping them easily verify or troubleshoot connectivity attributes such as RJ-45 termination and twisted-pair cable quality. A test button and LED on the transmitter unit enable quick visual confirmation of the integrity of the HDBaseT link between the transmitter and receiver, while a free software utility provides real-time link status plus detailed diagnostic and signal information.

The HDR-EX-70C-KIT delivers exceptional value for both point-to-point AV extension and as part of larger 4K HDR routing and distribution systems in conjunction with other Atlona HDR-capable solutions such as the recently-released **AT-HDR-H2H-44M** matrix switcher. The new extender is ideal for residential and commercial AV applications ranging from HDR-equipped home theaters to detail-intensive visualization and simulation.

“Atlona is continuing to develop innovative AV solutions that address the growing demand for distributing HDR-enhanced content while making systems integrators’ jobs easier,” said Joshua Castro, product manager, Atlona. “The HDR-EX-70C-KIT’s advanced compression technology overcomes the challenges of transporting HDR-enhanced 4Kp60 signals over HDBaseT, while its PoE, control signal extension and integrated link testing capabilities further streamline integration and deployment.”

The HDR-EX-70C-KIT is now shipping.

About Atlona

Celebrating 15 years of innovation, Atlona is a leading global manufacturer of AV and IT distribution and connectivity solutions. In an ever-changing industry, the company has been designing and engineering innovative, award-winning products for a diverse range of residential

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and commercial AV and IT markets, including education, business, government, entertainment, and healthcare.

Atlona's products and services enable system designers, integrators, consultants, and installers worldwide to simplify installation, minimize maintenance and maximize the versatility of premier automated control solutions. Atlona's customer-driven products are designed and developed with the features, performance and reliability that leaders demand. More information about Atlona is available at <https://atlona.com/>. Follow Atlona on Twitter at @Atlona.

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