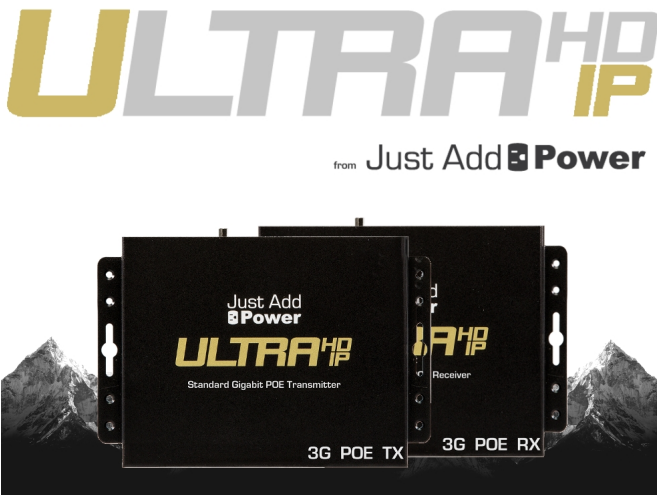


Just Add Power Grows 4K over IP Line

Written by Marco Attard
31. 08. 2016



Just Add Power presents two additions to the 3G Ultra HD over IP platform at CEDIA 2016-- an entry-level 3G Ultra HD over IP transmitter (707POE) and a more affordable receiver model (508POE).

The two models include 4K with HDR support, HDCP 2.2, optional 4K to 1080p downscaling at the display location, 2-way RS232 and IP control and support for all audio formats up to and including Dolby Atmos and DTS:X. Installers can mix and match both 707POE and 508POE in the same gigabit network as other, more feature-rich 3G Ultra HD over IP transmitters and receivers, such as the 718AVP PoE TX, 717HIFI POE TX, 749AVP Rackmount TX and 518AVP POE RX.

"The expansion of 3G Ultra HD over IP family of products sees us staying true to our commitment to listen to dealers' feedback and develop products according to their needs," Just Add Power remarks. "We now have a more cost-effective 4K over IP platform with baseline models that are fully PoE, have on-board 4K to 1080p scaling, support HDR, pass all audio formats, and let you integrate video walls for commercial jobs too. These baseline models can be mixed with our more advanced models, designed for specific audio handling scenarios-- the need to extract audio at the rack, the need to extract audio at the display, the need to deliver 5.1 and 2.0 channel audio simultaneously from the same source to different zones."

Both models will be on show at CEDIA 2016 before global shipping starts on October 2016.

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