

## HDanywhere Shows IP2IR Tech at ISE 2017

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ISE 2017 sees HDanywhere integrate IP2IR technology within an HDMI/HDBT matrix-- providing customers with a means to eliminate 3rd party controllers in whole-home AV projects.



IP2IR is not a new technology, but it is not too widely adopted by manufacturers. According to HDA it allows users to use devices such as the Amazon Echo or HDA's own uControl app to control any device connected to the matrix via infrared, without need for additional hardware.

The uControl app features enhanced control functionality with a programming-free setup. Customers simply need to choose what source to watch and where, with all functions of the device in question shown on screen. One can personalise it with user-settable zone background images and a choice of light or dark themes.

Also seen at ISE is the MAX UHD-compatible product series-- a lineup with support for 4K@60, both 8-bit 4:4:4 and 10-bit 4:2:0, over a single Cat6 cable. The first MAX devices are an 18G HDMI 2.0 matrix switcher and an 18G-over-HDBaseT long-range HDMI extender with "Tipping Point Compression" (TPC), a means to transmit 600MHz/18G content over a 10.2G HDBaseT pipe using light compression.

The last HDA announcement at the show is the company's first audio product. Dubbed the MHub Audio Matrix Amplifier, it is described as the "fusion of the best of analogue and digital audio technology in a hybrid device," and offers audio routing, lip-sync delay, two-band HF and LP EQ and 50W sound amplification. As one might imagine it integrates with uControl out of the box.

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