

## The First Ethernet Switch With Integrated HDMI

Written by Alice Marshall  
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The SDVoE Alliance presents what it claims is the first implementation of HDMI connectivity within an ethernet switch at ISE 2019 in the form of HDMI input and output modules plugged into a Netgear M4300-96X 10G modular managed switch.



The modules eliminate the need for standalone encoders and decoders to support in-rack video sources and destinations, simplifying design and installation, as well as reducing overall system cost. As the organisation puts it, the system combines IT and AV at the integrated product level, rather than the purely infrastructural level.

The SDVoE-ready M4300-96X modular managed switch is preconfigured for tru AV and multicast Zero Touch network configuration, eliminating unnecessary complexity from AV-over-IP deployments. Users simply select the combination of HDMI, copper, PoE+ and fibre M4300-96X port expansion cards according to requirements, insert the cards, connect SDVoE encoders and decoders, and power on the switch. Both symmetric (such as 48x48) and asymmetric (24x72) input-output configurations are accommodated.

“SDVoE is transforming the matrix by replacing the expensive ‘big iron’ at the core of a matrix switching system with an efficient Ethernet switch,” the SDVoE Alliance says. “The last advantage for the traditional matrix switch was its ability to support native HDMI for in-rack sources. This new class of product, leveraging NETGEAR’s unique modular Ethernet switch, eliminates any benefit to the old matrix switch. And now let’s talk about density-- 48 to 96 ports, with any mix of inputs and outputs in 2RU. Your inflexible 32x32 matrix is at least five times that size.”

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