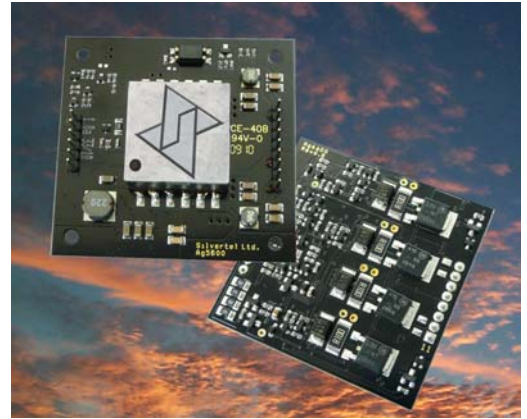


A new “Super Power” has arrived

100W Power over HDBaseT modules from Silvertel

Silvertel is delighted to announce the release of the first fully functional 100W Power over HDBaseT (PoH) compliant Power Sourcing Equipment (PSE) and Powered Device (PD) modules for injecting and extracting Power over Ethernet (POE) on CAT5 cables – the Ag6600 and the Ag5600. Silvertel have been pioneering higher power and small form factor PoE modules for over 7 years and are a contributing member of the HDBaseT alliance.



It is now possible to use a pair of Silvertel PoH modules – the Ag6600 and AG5600 - to supply Power over Ethernet at higher power than ever before over CAT5 cables in order to drive the new generation of HDBaseT compliant products, including smart TV's without the need for high voltage, expensive to install mains power cabling. POH is basically a new standard for supplying 100W of Power over Ethernet in conjunction with uncompressed High Definition video, and runs at low, safe telecommunications voltages for ease of installation. Any other higher power application requiring power up to 100W can also be implemented using Silvertels new POH modules.

Demand for higher power POE and PoH continues to grow, as equipment users in high-end audio-visual, digital signage and POS systems realise the cost saving potential of PoH systems through reduced cabling and installation costs for all their network connected devices. HDBaseT technology with POH revolutionizes the networking industry, enabling manufacturers to build thinner and lighter products, including smart TVs, providing consumers the flexibility to install their devices in any location, without requiring proximity to an additional power outlet. Rolling out display systems in airports, hotels, hospitality environments suddenly becomes that much easier with integrated POH.

HDBaseT is a consumer electronics connectivity technology optimized for whole-home and commercial multimedia distribution; the heart of which is 5Play™, an unrivalled feature-set that converges full uncompressed HD video, audio (up to 10.2 Gbps), 100BaseT Ethernet, up to 100W power and various control signals through a single 100m/328ft CAT5e/6 LAN cable. Ag5600 and Ag6600 support the critical power element of this technology.

HDBaseT POH Benefits:

- Officially completes the 5Play™ feature set, adding power distribution to the unmatched offering of video, audio, Ethernet and control via a standard LAN cable.
- Significantly reduces overall network power consumption, enabling the introduction of new power-saving applications.
- Enables consumers to place components of their whole-home network in ideal locations regardless of electrical outlet availability.
- Simplifies and reduces cost of installation of consumer electronics by eliminating the need to employ an electrician.
- Assists manufacturers in their quest to design thinner and more cost effective devices that can be connected with a single cable by eliminating the AC-to-DC elements within the devices themselves.

About Silvertel

Newport, Wales, UK based Silvertel is a global leader in Power solutions modules, including Power over Ethernet (PoE) and Battery Charging. Designed and manufactured in the UK, Silvertels' product focus is on low cost, small size and ease of use. Silvertel brings product to market through its international network of specialist distributors and representatives. Visit www.silvertel.com for further details.

About Power Over HDBaseT

HDBaseT's breakthrough POH technology delivers up to 100 watts of power to TVs and other devices over distances up to 100m/328ft, via a single Cat5e/6 cable with standard RJ-45 connectors. This means it is no longer necessary to connect a device's electrical jack to a power supply.

HDBaseT™ and 5Play™ are trademarks of HDBaseT Alliance.