

## Installation ID:

Store Showroom

**End Customer:** B&H Photo Retail Store

**Location:** New York City

**Equipment:** Atlona AT-HDCAT-8 2x8 HDBaseT Distribution Amplifiers; Atlona AT-HDRX HDBaseT Receivers; Atlona AT-HD-V18 1x8 and AT-HD-V116 1x16 HDMI Distribution Amplifiers; Atlona AT-HD550 HDMI Up/Down Scaler/Converter.

## Why HDBaseT:

Elegant solution, with no cable clutter. Allows for high-definition video resolution and future-proofing for 4K. No need to replicate source equipment. Long distances and power delivered from the amplifiers to the receivers, eliminating the need for separate power supplies at each receiver. Ease of maintenance.

**Details:** Large store showroom with giant 48-screen TV video wall, 17-screen TV gondolas and 40-projector demo area. All displays must perform at their peak, with top resolution and clarity to help customers make an informed decision. Multi-format, in-store video distribution facilitated the upgrade of the AV system, allowing three video sources to deliver high-definition content to all displays (65 televisions and 40 projectors).



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