

## The HDBaseT Whole-Home Makeover

End Customer: Autohaus BMW Showroom  
Vertical: Digital Signage  
Equipment: Atlona

### About the End-Customer

Autohaus is the largest and fastest-growing BMW center in the Midwest.

### The Challenge

When building its new showroom, Autohaus decided to erect a series of digital signage displays around the 360° room, for the delivery of high definition video. All sources were to be located in a central location, far from the displays themselves, and beyond HDMI's reach. Because of the nature of the business, there was major electromagnetic interference (EMI) involved, from electronic lid generators, compressors and more.

### The Solution

The integrator opted to use HDBaseT to address some of the major challenges. An HDBaseT-enabled matrix from Atlona enabled the delivery of high-definition video over existing Cat5e cables, from the original building infrastructure, saving costs & time during deployment. Where necessary, Cat6a cables were installed.

Given the design limitation of a 360° room, the integrator designed a daisy-chain over HDBaseT system, to cover the large room, through cascading up to seven times in between hops (700m/2300ft).



### Results

HDBaseT was the only solution able to cover the large distances involved between the screens and the equipment room where the video sources were located. Using the Atlona switch, the integrator was able to cover the whole showroom by daisy-chaining and cascading over seven hops of 100m each between each display, including control and network capabilities. In addition, HDBaseT's high tolerance to EMI eliminated any potential disruptions to the video feed.

### About HDBaseT

HDBaseT technology, powered by the Valens chipset, enables all-in-one connectivity between ultra-HD video sources and remote displays through a single 100m/328ft Cat6 cable or fiber, delivering uncompressed high definition 4K video, audio, USB, Ethernet, control signals and up to 100 watts of power.