

End Customer: Private home  
Vertical: Custom Installation  
Equipment: Atlona

## About the End Customer

Homeowners of a historic home downtown Oslo approached local manufacturer Bang & Olufsen for a major redesign and renovation, with the goal of modernizing and equipping the home with a state-of-the-art AV system, including a home cinema.

## The Challenge

A major requirement from the homeowners was to preserve the home's historic architecture, and keep most of the infrastructure of a multi-zone AV distribution network hidden from plain view. The system had to enable switching and distribution of all sources to all Bang & Olufsen displays across the house, and also route several sources to multiple displays simultaneously. The owners also required integration of security cameras and legacy analog devices. Initially, the project involved the outfitting of 11 rooms, and by the end of the project, there were 18 rooms consisting of TV and sound zones. Another challenge was the home's antique construction of brick walls, which demanded an easy solution to running cable across all rooms without impacting the architectural uniqueness of the house, while still allowing the distribution of uncompressed, high-definition AV, control and power required.



## 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.

## The Solution

Bang & Olufsen selected Atlona's advanced distribution products to form the backbone of the installation. The company installed Atlona's AT-PRO2HD1616M 16x16 HDMI to HDBaseT Matrix Switcher in an equipment rack, placed in an out-of-the-way room, and ran roughly 3,000 meters of Cat7 cables from Bang & Olufsen over the house, connecting all 18 rooms to all sources. Bang & Olufsen also installed control panels in remote locations, for ease of access and management. In addition, Atlona's AT-PRO2HDREC HDBaseT to HDMI Receivers were placed behind nine Bang & Olufsen displays for a sleek and hidden solution to all cables and connecting devices.

## Results

Atlona's HDMI to HDBaseT Matrix Switcher provided 16 input and 16 output zones, allowing distribution for up to 100m/328ft, including the security cameras. By placing receiving units behind the displays, Bang & Olufsen managed to hide all cabling infrastructure from sight, providing a clean and modern look for the home and without disturbing the historic feel of the house.

"Atlona's HDBaseT-enabled solutions allowed Bang & Olufsen to integrate all elements of this large installation and provide end users with control of the entire system using BeoLink. HDBaseT, which utilizes category cable and delivers uncompressed, HD content from many sources to multiple rooms, is a win-win for the homeowners and the installers."

Ilya Khayn, CEO, Atlona