

Smarter solutions to bring your next AV project to life...

Connect+



CPRs RULE!
YOUR ESSENTIAL GUIDE TO
NEW CONSTRUCTION
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A NEW ERA...
Multi-room AV distribution
without compromise! **P3**

FUTURE PROOFING...



Industry leading
cabling solutions from
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INFINITE POSSIBILITIES...
Discover the perfect
solution for video wall
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medium





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YOUR INSPIRATION STARTS HERE



Getting the most out of your AV investment means ensuring that your new system delivers on its promises. From fuss free install, systems integration that exploits the full potential, ease of use and superior reliability, you need them all.

That's why Medium brings together this most exacting portfolio of connectivity and control options, offering smarter solutions to bring your next project to life. Everything you need is inside.

Roy Martin
Solutions Business Manager

Discover more...





A new era of video distribution

Why Blustream

Blustream is a leading manufacturer of IP and HDBaseT Video Switching and Extension solutions.

Blustream products are designed to deliver seamless integration within the professional AV sector or work place. Through RS-232 and IP, the commands for Blustream products can be integrated within all market leading control systems.

All Blustream hardware comes with an exclusive 3 year warranty when purchased through Medium, offering installers the security that their investment is protected.

How it works

Multicast UHD has 4 operational modes...

Matrix distribution with unlimited configuration options (Requires 1GB network switch)

Video wall presentation (Requires 1GB network switch)

One-to-one HDMI extender (No network switch required)

One-to-many HDMI distribution (No network switch required)

IP100UHD-TX/RX 4K UHD VIDEO OVER IP



Seamless integration of multiple HDMI formats and resolutions

Blustream in action...

MULTICAST UHD FROM BLUSTREAM DELIVERS VIRTUALLY LATENCY FREE DISTRIBUTION OF HDMI VIDEO OVER A 1GB NETWORK SWITCH.

Using lossless compression technology, Multicast delivers HDMI, Bi-directional IR and RS-232 up to lengths of 100m over a single CAT cable. The beauty of Multicast is its flexibility and ease of installation. The industry has been requesting a video over IP solution that can be installed in minutes and without the need for networking qualifications.

Multicast UHD has been developed in line with these objectives and is now ready to deliver a new era in advanced video distribution.

KEY FEATURES

- ✓ Easy to set up and install using our comprehensive wizard software.
- ✓ Introducing 'Quick set-up' which allows basic product installation and configuration in just seconds without the need of a computer or configuration software.
- ✓ No need for knowledge of networks or creating VLAN's.
- ✓ Product support 4K@60Hz 4:2:0 including HDR up to lengths of 100m.
- ✓ Virtually latency free (1 frame) delivering flawless image quality.

- ✓ Built-in video scaler in the Multicast receiver allows each display to playback its optimal quality video.
- ✓ Infinitely scalable to incorporate any number of transmitters and receivers. Easy integration with all 3rd party control systems including Control 4, Crestron, RTI, Push, Elan, URC, Savant & Demopad.
- ✓ Receivers include LAN loop out to daisy chain and extend distances.
- ✓ Full IR control and IR pass-through for control of the Multicast system and source equipment.
- ✓ PoE from the network switch will power all transmitters and receivers in the system.
- ✓ System can be configured with virtually any layer 3 network switch.



Integrators can now cost effectively specify bespoke video distribution systems on an unlimited scale. When you add the ease of configuration and features such as HDR and advanced EDID management we are certainly putting the fun back into HDMI distribution.

Martyn Shirley
Founder of Blustream



Simplifying connectivity through high performance cabling solutions

Why C2G

When you need customised connectivity products C2G are the industry leader – renowned for superior quality, value, and innovation. C2G use premium components and the latest technologies to maximise cable performance and ensure compliance with industry specifications for each cable and its designated application. C2G provide end-to-end connectivity solutions serving a variety of markets – including hospitality, education, healthcare, corporate, home theatre and digital signage.

How it works

With new technology comes new challenges and C2G has simplified connectivity with USB-C, offering the correct products for all of the most common applications allowing equipment to work and ‘talk’ to each other. To simplify it further, all of the connectors are clearly marked with the USB version number and colour coded. USB 2.0 is white, USB 3.0 is blue, and USB 3.1 is red—making the adaptation to USB-C less confusing.

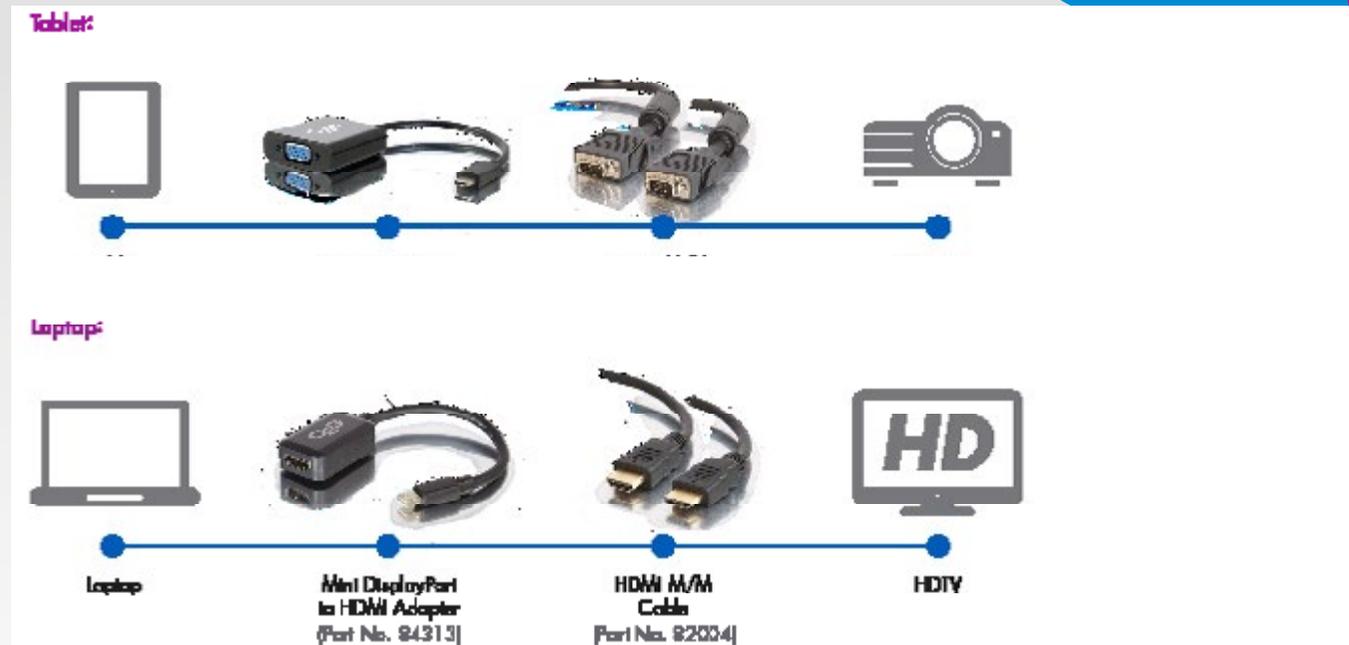


USB-C

New and unique – USB-C is revolutionising the way we connect and use devices

- ✓ **Smaller size** - 60% Smaller than a USB-A connector
- ✓ **Symmetrical design** - Reversible connector-easily connect on the first try
- ✓ **Durability** - Tested up to 10,000 connection styles 6 X more durable than a USB-A connector
- ✓ **Data transfer** - Data transfer rates up to 10GBIT/S
2 X the data rate of USB 3.0
20 X the data rate of USB 2.0
- ✓ **Power delivery** - 20 VOLTS, 5 AMPS, and 100 WATTS for device power and charging
- ✓ **Audio / Visual** - a brand new feature for USB 3.1.
- Provides displayport video to a connected monitor
- 4-channel audio including microphone support

C2G in action...



USB-C is the connector for today and tomorrow



Complete meeting room solutions

Why Kramer

Not all meetings are created equal. Award winning Kramer Electronics delivers optimal, intuitive meeting environments

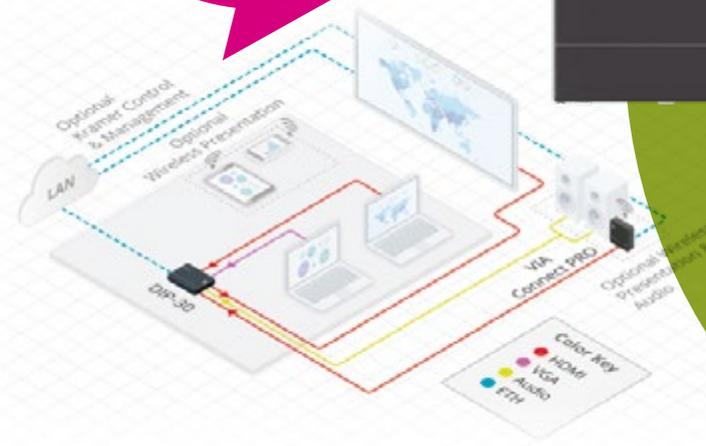
for any room need or meeting style with 5 key AV elements – Presentation, Control, Collaboration, Connectivity, and Audio.

Whether you need the answer for quick and casual small-team presentations to large formal gatherings, Kramer is an award winning electronics provider offering complete meeting room solutions for any need, any budget.

How it works

The Kramer powered meeting room allows the flexibility for multiple users to connect to the display either wirelessly or with a copper connection.

The wireless Via Connect Pro allows meeting participant to collaborate on a project whilst the DIP-30 automatically senses if a computer is connected to it and automatically switches to it for presentation, all at up to 4K resolution.



“We designed it using Kramer equipment because we know Kramer’s track record for reliability and ease-of-use, and the Kramer technology consistently reproduces an outstanding signal every time.”
KEVIN SANDLER
CEO and founder
ExhibitOne Corporation

DIP-30
4K UHD HDMI & Computer Graphics
Automatic Video Switcher



- ✓ Resolution Support up to 4K@60Hz (4:2:0) UHD
- ✓ Max. Data Rate – 10.2Gbps (3.4Gbps per graphic channel)
- ✓ Automatic Live Input Detection
- ✓ Automatic Input Selection
- ✓ Automatic Analog Audio Detection & Embedding
- ✓ I-EDIDPro™ Kramer Intelligent EDID Processing™
- ✓ Data Equalisation and Reclocking
- ✓ Support for Digital Audio Formats
- ✓ Local Balanced Audio De-Embedding

Kramer in action...

CONNECTING WORDS AND PICTURES: KRAMER VIA CONNECT PRO

When executives at Words and Pictures, a New Jersey-based advertising and marketing agency, needed a collaboration tool for meetings, they chose Kramer Electronics VIA Connect PRO for a simple, wireless solution that works with any laptop or mobile device. It enables simultaneous viewing, editing and commenting on documents in real time, making it ideal for meeting rooms, boardrooms, conference rooms and classrooms.

Rhonda Smith, owner of Words and Pictures, said the system has been a big success for her company. “We love how it easily brings everyone in the meeting onto the same page and allows us to step in and show our ideas, and even present new ideas in real time.”

Smith also noted that the solution was especially appealing because it did not require software or a significant hardware investment, and it was compatible with her company’s current computer network. Up to four people’s screens can be shown on the main display, and users can also share files and chat electronically with individuals or groups during the session.

In addition, the VIA Connect PRO offers full HD wireless video streaming, supporting full HD 1080p/60, MP3 files and photos. Smith said the video quality far surpassed typical formats. “The ability to playback HD video is amazing. The image is seamless, without the usual stuttering from playback over WiFi,” she noted.

The Kramer VIA Connect PRO system supports both MAC and PC, as well as Android and iOS mobile operating systems. It gives multiple users the ability to edit and control the main display at the same time, and users can annotate, illustrate and edit on the device’s whiteboard. Not only can files be instantly shared by Cloud connection, but users can be confident that their systems are secure with the VIA Connect PRO’s

powerful security features, including user authentication, 1024-bit encryption, and a dynamic room code.

Because it is wireless, the Kramer VIA Connect PRO can be installed and ready for use in less than one hour. “The Kramer Electronics VIA Connect PRO system has dramatically changed the way we collaborate, and I can’t imagine our conference room without it,” Smith said.



Redefining video wall experience

Why Matrox

Video wall integration doesn't need to be overly expensive or complicated – in fact, Medium's powerful video wall control appliance powered by Matrox allows you to offer a straight forward solution for a video wall closely matched to the client's individual needs.

Start offering wall controllers designed to drive multiple displays natively, for best image quality, from the smallest to the largest wall.

How it works

Controlling your video wall just got easier, with configurations available to suit a variety of types and numbers of inputs including physical connection as well as internal hardware decoding of multiple IP streams including 4k/60. With the MuraControl video wall management software, your clients can simply and intuitively manage their video walls locally or remotely.

Matrox Mura™ MPX Series

Redefining the future wall matrix management



- ✓ Integrates inputs and outputs on the same board
- ✓ PCIe x16 Gen2 bus architecture and universal I/O functionality deliver exceptional performance and flexibility
- ✓ Support for full HD input and output resolutions
- ✓ Robust network API enables a variety of control options for Mura MPX-powered video walls
- ✓ Standard form factors for easy system integration
- ✓ Combine multiple Mura MPX Series video wall controller boards in a single chassis for high-density, scalable video wall solutions

Matrox in action...

A NEW FLIGHT PLAN

The Jet Business, the world's first street-level corporate aviation showroom, is further reinventing how business aircraft are transacted by using Matrox Mura MPX Series controller boards to capture and display content for clients on an interactive, multi-monitor video wall – giving clients an in-depth look at their potential purchases before taking the proverbial leap, miles off the ground.

The video wall itself comprises 32 NEC-supplied monitors, resulting in an installation that is as tall as the ceiling.

A Matrox-validated HP controller system displays vitals such as range, fuel economy, speed, and number of seats. Additionally, it overlays each of the available planes' outlines to compare shape and even full-sized cross-sections of cabins to measure walking room, all in order to help clients choose which jet is right for them.

"All content is displayed within custom templates designed for the ultra-high resolution screens," said Tom Makin, systems integrator at Candeo Vision. "Integrated iPad screen mirroring is achieved by interfacing with the Matrox Mura MPX system to dynamically control the size and visibility of an Apple Airplay window overlaid on the screen."

"The Mura API allowed the display of Apple TV picture-in-picture windows to be fully integrated with our custom display software," continued Alan Betts, director at Candeo Vision. "The API interface was used to create layouts dynamically, manage the capture process, and control window visibility. A key API feature for us was the ability to start up the Mura interface in 'No Background' mode so we could overlay a PiP window on top of a native Windows desktop."



"The (Mura Network) API interface was used to create layouts dynamically, manage the capture process and control window visibility"

Alan Betts
Director, Candeo Vision

candeo vision

Construction Product Regulations^(CPRs)

What are they and do they effect your business?

We spend 90% of our time in buildings, our homes, offices, hospitals, schools, hotels, and other public buildings, and these are the places where 90% of fires take place. We are surrounded by fire risk every day. The harsh reality is that although construction materials and buildings have changed dramatically in recent years, many of the regulations that monitor their fire safety has failed to keep pace.

Construction Product Regulation

Having people's safety in mind, the European Union identified and addressed this issue by harmonising national fire safety regulations in regards to approved construction materials. Cable is a listed key product in these regulations.

The EU Construction Product Directive (CPD) has developed into the Construction Products Regulation (CPR) and will be fully applicable as law in all Member States from July 2013 onwards. CPR covers any cable product intended to be incorporated in construction works (fixed installation), and is subject to performance requirements on reaction and/or resistance to fire.

CE marking

CPR itself doesn't define products' performance requirements. This remains the responsibility of the national fire safety authorities. CPR does introduce harmonised declarations of performance (DoP) along with the respective CE marking which must be applied on the product or its packaging after certification.

Look for the mark!



The application date for CPR for cables is set

The requirements to cable according to CPR were compiled by CENELEC into the harmonised standard EN50575. With the publication of EN 50575 in the Official Journal of the European Union (OJEU) on June 10th 2016 and **the standard is now in place.**

Cable will be classified into Euro classes, depending on their fire performance, and tested against EN50399, the new fire test standard. These tests are to be carried out by independent 3rd party institutions, so called Notified Bodies who survey the tests and provide comprehensive reports and certificates.

These certificates are prerequisite to creating the declaration of performance, which every manufacturer voluntarily can apply for as of July 1st 2016 and more importantly, is compelled to do so by July 1st 2017.

The visible sign for every user is the CE mark on the product or its packaging.

If you are installing category cabling products into any building or structure that can be classed as a fixed installation, you will be ultimately responsible for the product to be fit for purpose and that it does not present a fire risk – the clock is ticking – make your choice.

DON'T TAKE RISKS – BE COMPLIANT
Work with reputable Manufacturers and Distributors.

For more information speak to one of our team
020 8813 5777

Fire can engulf a room in 3 minutes compared to 15 minutes 50 years ago. This change has come due to the increase of use of plastics in our homes, nothing else.



Future proof cabling solutions for networks

Why METZ CONNECT

METZ CONNECT products use patented technology to ensure their connectivity solutions are industry leading, delivering high speed data to support high definition video – uninterrupted and of optimum quality.

In the long term installing the incorrect cat cable infrastructure can be very costly. So getting this right first time not only ensures you don't incur further costs down the line, but that your new AV system delivers from the go!

How it works

Structured cabling is at the heart of all our installs; you simply want to watch the source of your choice on the screen of your choice. The correctly specified cable is integral to that. We provide the know-how and quality that you can rely on and your customers can enjoy.

CAT6A RJ45 Field Plug Pro

A fully shielded solution for optimum data transfer

METZ CONNECT C6A RJ45 Field Plug Pro is a fully shielded, multi port capable, field assembled RJ45 plug. The RJ45 Field Plug Pro has a 180° cable feed and is easy to assemble without any special tools.



METZ CONNECT in action...

BACK OF THE NET WITH METZ CONNECT

As one of the first stadiums in Germany, the Allianz Arena had chosen and specified to receive as its delivery platform both an LTE supply (Long Term Evolution Technology) for mobile radio services as it offers the most efficient mobile broadband technology in terms of high data rates with the slowest latency, and a WLAN with up to 1 GBit/s. This would allow their fans on their smartphones to be constantly informed in HD quality, and be able to share a multimedia experience. The BayArena of Bayer Leverkusen also chose to use a similar WLAN service for multimedia entertainment.

In both cases the Football Clubs choose METZ CONNECT because of their experience in producing high quality, engineered specific products with low loss characteristics, with a proven track record, backed by independent HDBaseT certification and Certified Installation Companies to implement the projects. This gave the Football Clubs the confidence that their highly technical investments would be realised by their fans.

METZ CONNECT has a proven track record in providing components, systems, and solutions for the growing demand for multimedia and video applications in sport stadium facilities. Projects completed include the Allianz Stadium, FC Bayern Munich, and the

BayArena for FC Bayer Leverkusen. These facilities demand high availability networks to include 4K UHD video with up to 100m wide images being delivered, without any interruption, degradation in picture quality and power losses, down to thousands of simultaneous HD quality images to fan level on their smart devices in the crowd. To ensure this was achieved both Stadiums chose METZ CONNECT Cat6A HDBaseT solutions, consisting of S/FTP cabling, Field Plug Pro's and Cat6A Module components, working in conjunction with sophisticated telecom services.





Creative, cost effective **video wall controllers**

Why SEADA

Based in the UK, SEADA is a world leading manufacturer of video wall display technology.

The G4K stand alone serial video wall controller is the perfect solution for eye catching digital signage displays.

G4K controllers can be easily configured via IP connection to a Windows based PC running G4K management software. The Windows based software provides a user friendly GUI, greatly simplifying the system configuration. G4K controllers are able to run standalone without the connection to the control PC, once configured.

How it works

The G4K video wall controller offers 4K input with HDMI, DisplayPort or DL-DVI connection. Each output supports rotation of 90, 180 and 270 degrees and is able to crop the original input content arbitrarily. The resolution and frame rate of each cropped part can be upscaled and downscaled independently for each output.

Infinite possibilities for video wall layouts



G4K Fanless Controller

The G4K fanless stand alone serial video wall controllers are the perfect solution for eye catching digital signage displays

- ✓ Fan-less cooling eliminates fan noise and improves reliability
- ✓ Unlimited daisy chain expansion feature supports gigantic video walls, without the need for a separate distribution amplifier!
- ✓ Support for Display Port inputs at 4K resolution, in addition to HDMI and Dual-Link DVI
- ✓ Supports 90, 180 and 270 degree rotation on each individual output, to enable creative video walls with both landscape and portrait displays
- ✓ G4K can be connected to a network and configured via IP connection by any Windows PC on that network
- ✓ G4K benefits from low power consumption

SEADA in action...

ONE OF BIGGEST CREATIVE VIDEO WALLS POWERED BY SEADA'S G4K

This 8K-enabled video wall consisting of fifty 55" horizontal and portrait screens at Siam Center, Bangkok, Thailand were powered by SEADA's G4K video wall controllers.

With its unique features of 4K input, daisy chain and frame lock, SEADA's G4Ks were able to take a genuine 8K (7680 x 2160) video content and display them onto this unique creative video wall.

A total 13 units of G4K were used in this 50 screens video wall and divided into 2 groups. Each group of G4Ks took a piece of 4K content from this 8K video source and then spliced them together. Thanks to our G4Ks' perfect frame lock ability, a seamless 8K-enabled video wall was created.



“We chose the SEADA G4K Controller because the ‘daisy-chain’ feature allows multiple controllers to be connected together with great ease, creating a 50 screen video wall.”

Benjapol Thepsuwan
General Manager
Step Solutions Co.,Ltd





Simple-to-use, cross platform wireless collaboration solutions

Why wePresent

↘ **The wePresent interactive presentation system offers an abundance of solutions, and works in any environment.**

With 3 models to choose from, the wePresent professional wireless presentation system allows up to 64 users to collaborate and give a wireless interactive presentation from their Windows/Mac computer, smartphone or tablet.

How it works

With simple, out of the box plug-and-play installation, wePresent is a perfect corporate technology solution that adds wireless capabilities to your conference rooms, training rooms, huddle rooms, and other meeting spaces. As a classroom technology solution, wePresent works well with traditional classrooms as well as flipped classrooms and huddle spaces.



WiPG-2000

The flagship wireless presentation model includes advanced features like video streaming. Compatible with CTOUCH Interactive (multi touch only).

- ✓ **Dual-Band Wireless Access Point**
(2.4GHz or 5GHz) Broadcast an additional wireless SSID signal on either bandwidth, with full enterprise level encryption.
- ✓ **Onboard Video Streamer**
Stream video files to the wePresent unit with full 1080p resolution and no latency.
- ✓ **1x4 Distribution**
Projects one device to up-to 4 different wePresent displays.
- ✓ **OnScreen Annotation**
During a presentation, write, draw and annotate on-screen using the built-in annotation overlay.
- ✓ **USB Document Viewer/ Media Player**
Plays any document, image, audio and video file directly from your personal USB.
- ✓ **Gigabit LAN/ POE**
Highest possible network speed. Power the wePresent units by ethernet cable.

Instantly compare, share, and collaborate



WiPG-1600
Our best wireless collaboration presentation solution for **classrooms** and **huddle spaces**.



WiPG-1000
Our basic 1080p wireless presentation system offering wireless screen sharing from any device.

wePresent in action...

WHAT DOES IT TAKE TO MAKE A SCHOOL MORE LIKE A BUSINESS?

Michael Dardaris, who is Pathways in Technology Early College High School (PTECH) principal and Chief Learning Officer, was interested in giving students a school experience that more closely mirrored what they would face in the outside world. "I wanted the classrooms to look more like the meeting rooms at a corporation, or a start-up," Dardaris said, noting that the open spaces and fluidity of the learning space were extremely important in not only making their 'innovation spaces' comfortable, but capable of holding the attention of teenagers.

The idea was that each innovation space would have 4-5 displays stationed at separate tables, each with enough space around them for students to sit or stand. Students needed to be able to connect their devices to the screens, but avoid messy clumps of wire leading into media hubs, which could be easily tangled or damaged.

What was needed was a wireless solution, which was also capable of being connected to many students at the same time. Obviously, the solution needed to be easy-to-use for both students and teachers, and the more seamlessly the hardware could work with the local network, the better.

Two wePresent models were selected for the PTECH innovation spaces. An initial deployment of WiPG-1500's was initially ordered, which allowed students to connect wirelessly via their schoolissued MacBooks.

Eventually, three more rooms would be similarly outfitted with our flagship model, the WiPG-2000. Both models worked seamlessly with the displays at each table, and a 64-user queue means that each wePresent is more than capable of handling a room full of students. WebSlides function allows students to follow along with the presentations of their teachers, as well as other students.



A large
part of our
success...

is the ability
to make small
talk with our
customers.

medium

Working together, our users do more to make the world a better place. We partner with our customers to create the most powerful solutions for their business. We work with our customers to make their lives easier. We work with our customers to make their lives better.

work with us

central business • sales • general information • media • more about



Medium
at sizes

