



Welcome
to the
AMX
Family!



Endeleo, AutoPatch and Matrix are now AMX®! This is an extremely exciting time for the combined company's dealers, distributors and end users as this synergistic powerhouse corners the market to provide best-of-breed products and seamlessly integrated control, automation, distributed media and distributed audio.

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MARKET WATCH

ON GOVERNMENT



Government is a multi-billion dollar industry and the opportunities for control, automation and content distribution are virtually limitless. The recent acquisitions of Endeleo and AutoPatch expand the possibilities further. This month, we take a closer look at this growing market including:

- Opportunities and Strategies for Success
- Spotlight on IntelligentManager™

CEPro HIGH Impact '06 PRODUCTS

2006 has been an exciting year for AMX and AutoPatch™ products and things got even more exciting at EH Expo. AMX and AutoPatch were awarded High Impact Products of The Year by *CEPro Magazine*.

Building a Best-of-Breed Synergy

by Rashid Skaf, AMX
President & CEO



This month, Rashid discusses why the newest AMX Family members fit so perfectly into

the AMX commitment to deliver Best-of-Breed solutions.

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meet

endeleo

Who Is Endeleo?

Based in Guildford, England, Endeleo products consolidate, switch, and distribute television and other audio / video sources from one location to another.

These products distribute all of the signals over standard Cat5/Cat5e and Cat6 cable and then deliver it to the appropriate display device (TV, projector, LCD) on the other end of the connection. Endeleo products also provide an element of control over the Cat 5 connection so that the devices and content can be controlled from various locations.

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Endeleo products are found in most of AMX's key vertical markets, including: Financial, Education, Corporations, Government, Entertainment, Retail

Endeleo has a primary emphasis on the commercial sector, designed for customers who want to display various types of content, but many times are unable to pull other types of cable.

To learn more about why AMX acquired Endeleo and AutoPatch and where this synergy is headed, check out this month's [From The Top with Rashid Skaf, AMX president and CEO](#).

Ultimate Solutions for Content Control

Endeleo has two core product families for consolidating, switching and distributing television and other audio / video sources: TVM Series (Managed Television Distribution System) and a recently launched UDM Series (Multi-Format/Multi-Media System) for video/audio switching and distribution.

Please visit the [Endeleo section of amx.com](#) for complete details on every Endeleo product as well as pricing. Endeleo products are included in the full AMX Price List, available to AMX Dealers and Distributors in [the Account Center](#).

TVM Series

The TVM1600 Managed TV Hub is a technology for the switching, transmission and management of television and video over twisted pair cable. Using a single Cat5/Cat5e or Cat6 cable, users can select

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any channel on demand over distances of 3000 feet / 1000m from the Endeleo TV Hub.



With no limit to the total number of screens supported, you can keep adding Managed TV hubs to provide support for thousands of end points.

The Managed TV User Module (2 models: *TVM Pro Receiver* & *TVM Basic Receiver*) is a small interface unit located at the display device unit that converts the transmitted audio / video signal from twisted pair media to a standard AV signal. It has an RJ45 input port for the TVM connection and industry-standard A/V outputs (Composite, Left Audio and Right Audio).



Bi-directional Infra Red blaster technology at both the receiver and the hub provides the ability to control both displays and video source

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devices like DVD players, video recorders from either a user or central location. The Professional User Module includes bright LED displays for channel numbers.

Universal Distribution Matrix (UDM) Series

The UDM1604 is the only true multi-format video/audio switching and transmission system on the market today. Using only one Cat5/Cat5e or Cat6 cable, you can simply switch and transmit any video source to any display device, power on/off display devices, and permission user control to select and play video sources and media servers on demand. It comes all in one package and is fully automated, providing huge cost savings over traditional technologies. The on board browser management system provides either a local or remote user complete control of which source is displayed on which display device.



The UDM1604 accepts up to 4 high resolution inputs in any format (RGB (VGA), Component, S-Video, Composite) and supports both analog and digital audio on each input port. The 16x UTP connected outputs can choose from any of the available inputs.

UDM RX01 Multi-Format Receiver is phantom powered from the UDM hub so no local power supply is needed. As the hub is switched

from one video/audio source to another, the UDM receiver detects a change in video signal and will automatically switch the Plasma or LCD screen to its new video format.



Distances of 1000 feet/300m are supported at 1280x1024 and higher resolutions are supported at shorter distances. The UDM receiver incorporates the latest chip technology for advanced skew compensation to align the signals on the UTP cable keeping the picture crisp and clear.

Selling Endeleo

All current AMX direct sales and manufacturer's sales representatives may now also sell Endeleo products. For further details about Endeleo, please visit www.amx.com/endeleo.



meet



Who Is AutoPatch?

Founded in 1989, AutoPatch manufactures high performance audio, video, and digital signal switching and routing equipment and accessories. Systems are available in both standard and custom configurations. The company is headquartered and will continue to operate as the AutoPatch Group in Cheney, Washington.

With products currently installed in thousands of installations worldwide, AutoPatch is a trusted cornerstone in a variety of installations including hotel, entertainment, commercial, residential, military and medical applications.

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To learn more about why AMX acquired AutoPatch, Endeleo and Matrix and where this synergy is headed, check out this month's [From The Top with Rashid Skaf, AMX president and CEO](#).

World's Finest Switchers

AutoPatch specializes in professional matrix switchers designed to route any source signal to any combination of destinations while maintaining the original signal quality.

In addition to Matrix Switching, AutoPatch also carries a full line of amplification, digital signal processing and other AV integration products and accessories. Complete details on every AutoPatch product as well as pricing (which remains unaffected) are available at www.autopatch.com.

The AutoPatch Matrix Switching line includes six matrix families from our pre-configured off-the-shelf *Precis Series* switchers to the incredibly customizable, large-scale *Epica Series*. An overview of each family is discussed below.

Precis Series

The *Precis Series* is designed to incorporate the convenience of a fixed matrix switcher with the features, specifications and signal choices of our larger lines.

Our LT models are designed for small to mid-range applications including home theater, boardrooms, sports bars, video conferencing, retail, security and portable command-control centers.

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With robust features like a 10-band graphic equalizer, input gain, volume, tone, and balance control, the new *PrecisLT with DSP* provides the ultimate solution for distributed audio.

The *Precis Series 6x2 CAT-5* model routes and converts six S-video + stereo inputs out to two CAT-5 outputs for distribution up to 1000 feet.

The *Precis HT* is designed to route and distribute composite and component (including Y/Pb/Pr and HDTV) video and analog and digital audio. All *Precis HT* models come standard with volume control.

1Y Series

The 1Y Series is a customizable system allowing for as many as four signal types, up to 16x16 per signal type in the same system.

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Applications include boardrooms, video arraignment systems, security applications, education and residential.

Optima Series

The Optima is designed with a platform base on which more than 15 signal types can be stacked. It can easily handle the signal diversity of an entire installation, replacing multiple small routers.



Ideal for any mid range routing application including sports bars,

meeting rooms, education and government facilities.

Modula Series

With *Modula*, simply build your system in increments of 4 inputs and/or outputs (up to 32x32) in each available signal type. Multiple signal types can be combined in the same enclosure (as space allows) or in the same system via linking enclosures. With routing boards built into the enclosure, I/O boards simply slide into place as needed to increase matrix size at the time of purchase, or in the field.

The *Modula Skewed* enclosures are the most cost-effective solution for systems with very uneven I/O requirements. With routing boards built into the enclosure, I/O boards simply slide into place as needed to increase matrix size at the time of purchase, or in the field. And, as with all *Modula* systems multiple signal types in various I/O ranges can be combined in the same system.



The *Modula Series 4* is designed to route RGBHV over HD-15 connections. A single 4 rack unit enclosure can hold up to 32x32 RGBHV at 1/2 the cost of the traditional BNC model. For even more flexibility audio boards, and video boards using traditional BNC connectors, can be combined in the same enclosure (as space allows), or in the same system via linking enclosures.

The *Modula CatPro* can receive, route, and transmit uncompressed RGBHV + stereo over category cable without worrying about exact cable measurements or readjusting gain, peak, and skew when routing signal paths of various lengths.

8Y-3000 Series

The 8Y-3000 is a dependable, high-performance solution for large signal routing applications.



It is a trusted cornerstone in many sports facilities, entertainment venues and mission critical command-control centers.

Epica Series

The Epica Series is the perfect solution for large scale, high-performance signal routing, or for smaller scale routing that requires large growth capability.



The Epica-128 and Epica-256 are modular, allowing system designers to start as small as 16 inputs/outputs, and scale the system up to a full 256x256 per signal type. The Epica Series is a dependable high performance solution for mission critical applications.

Selling AutoPatch

All current AMX direct sales and manufacturer's sales representatives may now also sell AutoPatch products. For further details about AutoPatch, please visit www.amx.com/autopatch.



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Matrix™

Who Is Matrix Audio Designs?

Located in Barrie, Ontario, Matrix Audio Designs, Inc. is a manufacturer of multi-room distributed audio products, including multi-source controllers, amplifiers, keypads and architectural speakers.

Matrix solutions bring together all of your music needs into one easily integrated system that can be accessed from anywhere in your home or business. With Matrix Distributed Audio solutions, listening to your music has never been simpler.

Matrix products are primarily used in the residential market, although the product line has education and commercial market applicability for

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small groups of rooms (up to 64 zones), where solid distributed audio solutions are a requirement.

To learn more about why AMX acquired Matrix Audio Designs, Endeleo and AutoPatch and where this synergy is headed, check out this month's [From The Top with Rashid Skaf, AMX president and CEO](#).

Distributed Audio Solutions

Matrix has three core product families for distributed audio solutions: Controllers, Keypads & Remotes and Speakers.

Please visit the [Matrix Distributed Audio section of amx.com](#) for complete details on every Matrix product as well as pricing. Matrix products will be available soon in the full AMX Price List.

Controllers

Delta Series

The Matrix Delta controller is a 4 source multi-room audio system. It is so easy to use that all you have to do is push one button and the system and source turns on, the volume ramps up and it immediately begins playing. You are able to control all sources such as changing channels, discs, tracks, and more. You are even able to distribute audio throughout the entire house with the press of a single button.

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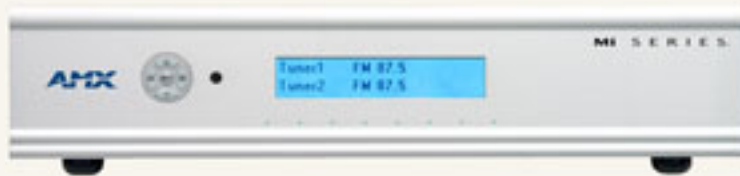


There are two varieties of the Delta controller – the *Delta 4 Amplified Controller* and the *Delta 6 Amplified Controller*. Each controller integrates your control, switch and amplification all in one box. Each is available in black.

Mi Series

The Mi Series Controller is a multi-source, multi-room amplified controller. It is powered by our renowned amplifier technology and is supported by a massive power supply that provides 40 watts per channel.

Controllers are customizable and can be ordered with a minimum of 4 zones to a maximum of 8 zones. If more than 8 zones are required, the system can be expanded by adding Zone Expanders, which allow for a maximum of 64 zones per system.



All Matrix systems are modular in design, allowing for a totally flexible system design, including the addition of single or dual on-board tuners, a Network Interface card offering full IP control, and SRS/WOW® modules.

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Audio Zone Expanders for Mi Series

Available in 2 models (4 & 8 Audio Zone Expanders)

For applications with more than 8 zones, simply add the matching Mi Series Audio Zone Expander to your main Mi Series controller. Audio Zone Expanders do not require any programming and allow you to expand your system up to 64 total zones in 4 zone increments. The Mi Series controllers connect to the Audio Zone Expanders via the RJ-11 expansion port which is the vehicle for data and IR communication.

Keypads & Remotes

All keypads work with both Delta and Mi Series. There are two remotes – one designed specifically for each series. (D-RC Remote goes with DeltaS-RC Remote goes with Mi Series.)

The keypads are shipped customized to the user's specifications. However, buttons are field replaceable and can easily be changed during installation.

KP-6e Keypad

The KP-6e keypad is a push button keypad with navigation controls and offers volume, 6 source control, and whole house on/off.

KP-LCD Touch Screen Keypad

The KP-LCD Touch Screen keypad features the combined control of both the KP-4e/KP-6e and KP-NUM keypads plus the added benefit



of visual feedback, all housed in a wall mounted display about the size of a single light switch. KP-LCD keypads are standard with Mi Series 8 packages.

KP-LCD Flush Mount Touch Screen Keypad

The KP-LCD Flush Mount Touch Screen keypad features the combined control of both the KP-4e/KP-6e and KP-NUM keypads

plus the added benefit of visual feedback, all housed in a flush mounted display about the size of a single light switch.

D-RC Remote

The D-RC remote is engineered of satiny smooth aluminum in a simple to use, portable remote. Provides Direct Access Control and advanced functionality such as setting & recalling Source Presets, setting & recalling Source Favorites, etc. Available in Black and Silver.

S-RC Remote

As part of the Mi Series family of controllers, the S-RC is engineered of satiny smooth aluminum in a simple to use, portable remote. By simply pointing the remote at the local keypad and pushing the appropriate buttons the system will respond as if the keypad buttons had been selected directly. Also available in Black and Silver.



Speakers

Matrix Audio in-ceiling speaker systems provide exceptional acoustical performance using superior components and crossover

design. The architecture of the C-Series enclosure incorporates a floating bridge which houses a unique pivoting tweeter assembly that creates directionality for the user. There are two speaker product categories – the EL and C-Series speakers.



The EL line of speakers offers exceptional acoustical performance at a modest price. The C-Series Speaker Line uses Matrix Audio's proprietary SWT Technology which can eliminate the need for a keypad. When connected to a controller, the optional SWT Stealth Module activates the built in IR receiver and LCD status indicator providing system and zone control by simply using a remote.

Matrix Audio Speaker Models:

C6 Speaker

6.5" Two Way In-Ceiling Mineral-Filled Polypropylene cone and silk dome Neo Tweeter

C6 DT Speaker

6.5" (Dual Voice Coil) In-Ceiling Polypropylene cone and dual silk dome Neo Tweeter

C8 Speaker

8" Two Way In-Ceiling Mineral-Filled Polypropylene cone and silk dome Neo Tweeter

C8 DT Speaker

8" (Dual Voice Coil) In-Ceiling Polypropylene cone and dual silk dome Neo Tweeter

EL 6 Speaker

6.5" Two Way In-Ceiling Polypropylene cone and silk dome Neo Tweeter

EL 8 Speaker

8" Two Way In-Ceiling Polypropylene cone and silk dome Neo Tweeter

More Information on Matrix

For further details about Matrix, please visit www.amx.com/matrix/.



MARKET WATCH

ON GOVERNMENT



Creating a control and automation system for government and military applications that yields tangible, reliable and secure results requires the efficiency, power and simplicity of AMX technology.

With AMX control systems operating behind the scenes, local, state and federal agencies have the means to streamline processes, eliminate inefficiencies, and take action. From municipal courtrooms to military command centers, AMX systems are working right now, around the globe to keep the world safe.

This month in *Market Watch*, we focus on the government vertical to

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provide AMX dealers, integrators and consultants with an overview of



government business opportunities and strategies for being successful. While opportunities to work on government projects exist around the world, our discussion will primarily focus on working with

the U.S. government.

Supporting the Federal Sector

The government market is divided into two sectors; Federal and State/Local. Within Federal, projects requiring control systems are typically awarded by larger federal agencies like the National Institutes of Health or the Department of the Treasury. Within the Military, major commands like the US Army's 82nd Airborne Division often do their own procurements and will work directly with AMX dealers.

However, the Military also gets assistance for project specifications from other government program offices, project management offices and government engineering components – all of which are good sources to develop relationships.



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Working at the State and Local Level

The process for building relationships and working to support state and local governments can vary greatly from state to state and within each municipality but most projects are typically supported by local contractors. Consultants are utilized for help in specifying project



requirements and issuing Statements of Work. Because they are an independent third party, they have become pivotal advisers on selecting the best people to perform the tasks required and ensuring that

projects are completed on time and on budget. Establishing a good rapport with local consultants can be a big plus for dealers in landing government projects.

Strategies For Staying Successful

- **Know Your Guidelines** - The government strives to maintain a high degree of equality and fairness throughout the proposal process. For this reason, the Federal Acquisition Regulations (FAR) and Defense Federal Acquisition Regulations (DFAR) were established to govern the way dealers and contractors interact with government customers, procurement officials, etc.

These guidelines also stipulate how to apply for and submit government Requests for Proposal (RFP). Understanding these regulations will greatly assist dealers in working the process. The government also uses the General Services Administration (GSA) to facilitate contracts and dealers with a

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focus on the federal government would benefit by having and maintaining a GSA schedule to stay on top of procurement opportunities.



- **Keep It Secure** – Because the transfer and sharing of government information is often of a very sensitive nature, the government has different security regulations concerning the use of its IT networks and how they are implemented. In designing information systems for government applications, dealers must be prepared to design systems that are both effective and highly secure.
- **Efficiency Is Key** – While many people assume that projects are always awarded to the lowest bidder, in actuality the government is willing to pay market value for systems they feel meet their needs in the most efficient manner. Their goal is to spend money wisely so that the job is completed correctly the first time and in turn improves the efficiency of the organization. As directed by FAR regulations, the Government’s procurement practices should yield the “best value” for the dollar spent.
- **Stay on Top of Management Trends** - Government is starting to realize that utilizing business best practices, originally adopted in the private sector, are yielding more success than practices used before. So it is very important for dealers to stay on top of the latest trends in management and

business to be successful in government.



- **Convergence, Convergence, Convergence** - Government is also moving towards a network-centric approach and utilizing platform convergence whenever possible. Convergence describes the ability to put several different services onto a single platform. For example, instead of having a separate data and voice service, the government is converging both services onto a single network. Convergence is more efficient and provides more return on investment. Dealers who understand this and can offer the government innovative solutions that move away from the typical serial or analog-based technologies can quickly see results in the government market.
- **Whenever Possible, Use COTS** - The utilization of Commercial Off-The-Shelf (COTS) products and open-standards is very important to the government market. They highly discourage suggesting or using solely proprietary technology unless absolutely necessary. This allows them to scale more effectively and make changes to their infrastructure without being tied to a specific dealer or manufacturer.

The AMX Government Systems Division includes a team of seasoned professionals solely dedicated to supporting AMX dealers with questions and assistance in managing government projects. Please

contact us if we can ever be of further assistance.

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IntelligentManager (part of AMX's exclusive Resource Management Suite) is a comprehensive software solution for IT professionals, facility managers, government officials and military personnel.

Proactively Maintain Equipment

Each piece of equipment residing on the network, is monitored by IntelligentManager 24/7/365 and in real time. The software is programmed to instantly report any disturbances in device functionality by sending a text message, email or page to the appropriate member(s) of your technical support staff.

The software can also be set up to support shift work. Notifications can be set to only notify a user when they are scheduled for duty. Administrators and technicians also have the ability to view system status in real time from any location, at any time, using the secure Web-based console.

Get Help Fast

IntelligentManager will instantly and automatically report any equipment problems to the designated support staff, help desk division or individual technician responsible for handling facility and equipment operation issues. End users and system administrators can also add helpful notations to existing Help



Building a Best-of-Breed Synergy

by Rashid Skaf, AMX
president and CEO



This month, Rashid welcomes the newest members to the AMX Family and discusses why they fit so perfectly into the AMX commitment to deliver Best-of-Breed solutions.

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Requests. This serves as a more comprehensive record of maintenance issues concerning specific devices and will prove valuable in resolving future problems quickly.

Schedule and Configure Rooms and Tasks

This powerful software includes flexible scheduling equipment configuration capabilities to make room preparation effortless. Check a room's daily, weekly or monthly availability and set the necessary reservation and appointment. For added convenience, schedule devices to be running before the start of the meeting or upon the arrival of guests. Tasks can also be scheduled using the IntelligentManager interactive calendar.



Secure Your Assets

Keep valuable equipment secure by implementing the instant notification and programmable action features. Incorporate strict security measures by programming administrative functions designed to protect the network and systems from unauthorized users. With password protected user logins, administrators can further secure the system by assigning individual user system access rights.

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Create Instant Web-Based Reports

Remain organized and efficient by tracking equipment use.

IntelligentManager creates instant reports that can be viewed conveniently on the Web to help directly manage device usage and the necessary maintenance.



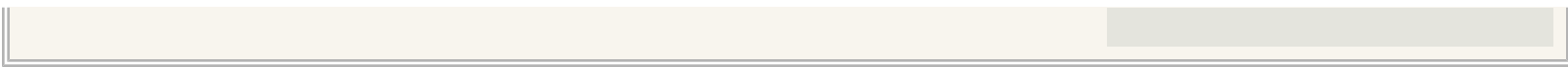
Work Easier

IntelligentManager's flexible and intuitive point-and-click interface provides an extremely easy and efficient solution for locating the desired information. Additionally, using the IntelligentManager Web Interface, any control function of the system can be accessed remotely from anywhere on the Internet.

Order Your Copy!

IntelligentManager is available now to AMX dealers and distributors by purchasing Resource Management Suite 3.0 or upgrading previous IntelligentManager 2.X versions for no additional charge.

For more information and to order, please contact AMX Global Customer Service at 800.222.1093, option 3 in the US, +1.469.624.7400 outside the US or by email at service@amx.com.





CEPro **HIGH** **Impact** '06
PRODUCTS

2006 has been an exciting year for AMX® and AutoPatch™ products and things got even more exciting at EH Expo. The AMX Mio Modero® R-1 and R-2 Remote Controls, and AutoPatch PrecisLT with DSP were awarded honors as High Impact Products of The Year by [CEPro Magazine](#).

AMX Mio Modero

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R-1 and R-2 Remote Controls

The Mio Modero Remotes usher in an exciting era of handheld pushbutton control with forward-thinking functionality, inspirational design and smart price point.

The R-1 is the ideal solution for smaller rooms where only IR control of a specific number of integrated devices is required.

In addition to IR control, the R-2 offers one-way RF signal transmission through walls and ceilings. The R-2 is available in 418 or 433 MHz allowing you to control your system wirelessly.

"With the R-1/R-2, finally a remote that fits that high-end client who doesn't want a touchscreen, but still wants something high-end," says Jason Gillette of Premiere Home Systems of Bend, Oregon.

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AutoPatch PrecisLT with DSP



The PrecisLT with DSP is a flexible true Matrix Switcher that provides the ultimate solution for distributed stereo audio signals. With robust features on each channel like a 10-band graphic equalizer, input gain, volume, tone and balance control. The PrecisLT with DSP provides for exact customization of each output to support the attributes of individual rooms or zones.

"It has filled a gap -- the reasonably priced matrix," says Ro Carter of Home Automation Technologies, Dallas. "This piece brings first-class matrix switching to the residential market, and is flexible enough to meet the needs of really high-end systems. It allows us to focus our budget on other things that used to be largely consumed by our matrices, without comprising quality."

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AMX Launches EpicaDG: New AutoPatch™ Fiber Optic Matrix Switching Line

Within 10 days of acquiring AutoPatch, AMX launched the company's first fiber optic switcher, which converts digital and analog high-resolution video inputs to multiple video formats simultaneously.

Federal, state and local government, along with private sector organizations, are increasingly adopting fiber optic networks because of the significant advantages they offer over other paths of communication.

The new AutoPatch EpicaDG was designed specifically for large audio/video (A/V) installations, such as Command and Control of Network Operations Centers, needing to distribute highly-sensitive, mission-critical information over fiber.

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“A very large federal agency first approached us about a need they had for incredibly-secure, lightning-fast, no fail signal switching. After determining a significant market need for such a product, we developed the underlying digital technology behind the EpicaDG,

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which we believe is unique to our industry,” said Robert Noble, AMX chief technology officer. “The EpicaDG is the only switcher providing common signal transport and conversion for all major video signal standards. This new product family will break all the rules of matrix switching, because it eliminates the need for individual signal paths for each video format – now it’s anything in, anything out.”

The EpicaDG converts digital and analog high-resolution video inputs out to multiple video formats simultaneously. Digital Visual Interface (DVI) and Fiber Input/Output (I/O) boards are available today, while analog video, Standard Definition Serial Digital Interface (SD-SDI), and High Definition Serial Digital Interface (HD-SDI) are scheduled for release in Q1 2007. All the boards will be available in custom configurations from as small as 16x16, all the way up to 144x144.



The EpicaDG offers remote front panel control, along with an RS-232

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port for communicating with an AMX or other manufacturers' control system. Additional features of the EpicaDG include advanced system self-diagnostics, redundant power supplies, groupings, and presets.

AMX offers a full line of compatible fiber transmission modules to complete the installation package.

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Robert Noble Promoted to Chief Technology Officer

AMX recently promoted Robert Noble to Chief Technology Officer (CTO). Noble will set the strategic direction for AMX products and initiatives, direct the



company's R&D portfolio and technology departments, and oversee the integration of technologies derived from acquisitions by AMX.

Noble brings over 20 years of technology expertise and management to AMX. Before being appointed CTO, Noble served as vice president of product management for AMX where he has been responsible for the design, development and management for each of the company's key product lines. During his tenure at AMX, he has led the delivery of over 250 innovative new products to the marketplace.

"AMX is on a tremendous growth track, in large part

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due to the tremendous product innovations brought to market under Robert's leadership," said Rashid Skaf, AMX president and CEO. "Our strong market position will continue to grow through more R&D initiatives and through M&A activity, such as our recent acquisitions of Endeleo, AutoPatch and Matrix. Robert will spearhead these technology integration efforts and many other exciting new R&D initiatives on the horizon."

"AMX is on the leading edge of high demand control system products for the commercial and residential sectors, as well as integrating ground-breaking solutions from Endeleo, AutoPatch and Matrix that expand our presence in key vertical markets," said Noble. "The work of our technology teams over the past five years has created a product line that offers a clear competitive advantage to our customers. I look forward to driving the architectural vision for all of the various AMX technologies developed by our various R&D centers around the world to create more opportunities and advantages for our customers."

Prior to joining AMX, Noble was the director of product management for Broadband Gateways, Inc. where he led a group responsible for development of technologies such as PBX voice services, IP Router

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and Firewall features, cordless and wired telephony instruments, wireless and wired LAN technologies and broadband connectivity.

He has served in a variety of engineering capacities at ProNet Tracking Systems, Pinpoint Communications, Compaq Computer Corporation and Texas Instruments. Noble holds a Bachelor of Science degree in Electrical Engineering from Texas Tech University.

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For The



The [InAVation Awards](#) were developed to recognize, celebrate and encourage professional excellence within the Commercial and Residential AV integration industries.

AMX and our newest product family member, AutoPatch, are honored to have three products nominated for awards this year and descriptions of each are included below.

Voting is quick, simple, online and free but your vote must be cast by **Tuesday, January 9th, 2007.**

[**VOTE NOW**](#)

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[AMX Mio Modero® R-4 Remote Control](#)

–
"Most Innovative Control Product for Residential Use"

The Mio Modero R-4 combines the features and functionality of a larger format touch panel in a handheld remote. It includes a 2.4-inch full-color LCD touch screen as well as ZigBee two-way wireless communications for unlimited device control and coverage.



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[AutoPatch PrecisLT Matrix Switcher](#)

"Most InAVative Audio product for Commercial Use
(Non Loudspeaker)"

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[VisualArchitect Version 1.1](#)

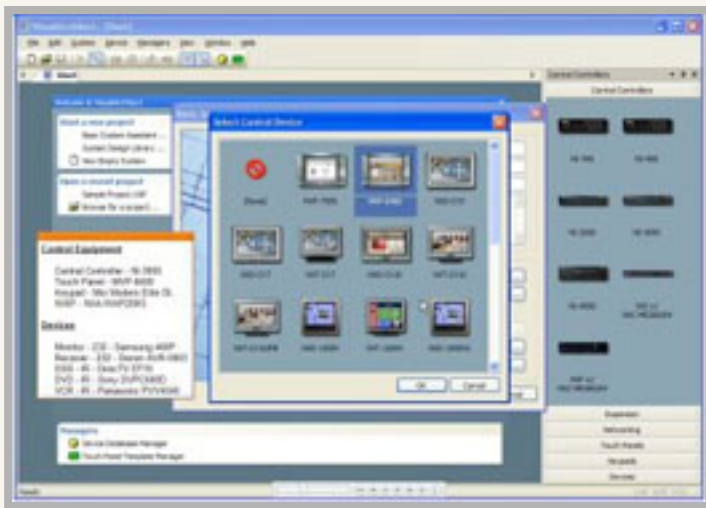
"Most Innovative Control Product for
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VisualArchitect, the comprehensive system design platform increases the productivity and efficiency of your organization by simplifying generation of programming, touch panel files, IR codes and system documentation for an integrated control system.

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[Thanks for casting your vote!](#)



Rashid Skaf Elected to InfoComm Board of Governors

Rashid Skaf, AMX president and CEO, was recently elected to InfoComm International's Board of Governors. Additionally, Spencer Bullins, AMX territory manager and former InfoComm president, has been appointed chairperson of the organization's new Certification Committee.



"The members of InfoComm have made a wise decision in electing Rashid to the Board of Governors. As an organization we will benefit from his business acumen, industry knowledge and consummate professionalism." said Randal A. Lemke, Ph.D., executive director, InfoComm. "I am also pleased to appoint Spencer as the chair of InfoComm's new Certification Committee. His extensive knowledge of the A/V industry and strong management skills provide InfoComm with the talent needed to elevate

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its robust certification program.”

“Over the years, InfoComm has provided significant value to the commercial A/V industry by uniting its members behind common goals and objectives,” said Skaf. “Spencer and I are excited to serve in our new roles, and we look forward to working with the association to advance the industry even farther.”

InfoComm is an international trade association for the professional audiovisual and information communications industries. Established in 1939, the organization has 4,000 members, including manufacturers, systems integrators, dealers and distributors, independent consultants, programmers, rental and staging companies, end-users and multimedia professionals from more than 70 countries.

InfoComm is organized with an elected board of nine volunteer governors and hired staff. Board members are responsible for determining association policy in finance, human resources, member relations, organizational operations and planning.

Skaf and Bullins will both serve two-year terms beginning in 2007.

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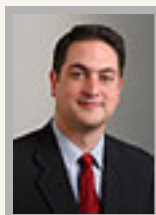
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Building a Best-of-Breed Synergy



by Rashid Skaf,

AMX President and CEO

Well it's been a while since my last article but, as you might have heard, I've been finalizing a few small changes to our company infrastructure .

In the past 45 days, we welcomed not one, not two, but three new companies to the AMX Family. I'm back this month to explain what it's all about, why we did it and why this is such an exciting move for AMX, Endeleo, AutoPatch and our latest arrival, Matrix.

Committed To Being The Best

One of the philosophies that defines this company and continues to drive my passion for it today is the mission to offer "best-of-breed" solutions. Best-of-breed means one thing – committing yourself and your company to be the best at one thing. For AMX it has always been about creating the world's best control and automation solutions. Control systems, user interfaces and the accessories and

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software that support them are the products that we've consciously chosen to design, build, perfect, and be the best at for nearly 25 years.

Welcome
to the
AMX
Family!



Specializing In Greatness or Mild Satisfaction

What we *ARE NOT* is a company that attempts to be the best at building *many* things but more often than not spreads their focus, energy and resources too thin. This usually results in having many mildly satisfactory products. It's just like being able to choose a restaurant that specializes in a region or style of cuisine like Italian, Seafood or Thai or a restaurant that says they specialize in all three. We all know which restaurant we'd prefer to eat at and which one we might not feel so good from eating there.

Being the best at what you do presents a quandary for companies that want to grow and capture a larger share of the market without sacrificing their mantra. But it can be done through acquisitions of other best-of-breed companies that you believe can join your

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company and, together, you can be the best at serving the market.

The acquisition of these companies allowed us to be able to offer (for the most part from day one) our dealers three entirely new families of products and solutions to market and our end users, one-stop shopping in control, automation, matrix switching, distributed media and distributed audio.

Meet The Family

I invite you to meet and learn about each of our new companies in this month's newsletter by checking out "[Meet Endeleo](#)", "[Meet AutoPatch](#)" and "[Meet Matrix](#)". Each of these articles provides an overview of the company, its history and an in-depth look at its core product families. But let's discuss the strategies behind these acquisitions.

endeleo

Endeleo is a young, amazingly progressive company that has become a real trailblazer in the

Content Control sector in just the past few years. They are made up of a non-traditional group of forward-thinkers. We knew that they were poised for big things and we wanted to be a part of it. By acquiring Endeleo, we could expand our capabilities in Content Control by providing a way to distribute multimedia content from a central location to many



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displays.

Additionally, Endeleo's solutions are a value-add to today's institutions because they use easily-installed, dedicated and cost-effective Cat5 cable, which is becoming more and more pervasive throughout the industry. Their products will further broaden our penetration into the financial, education, entertainment and digital signage markets, which require both the integration of video distribution technology and traditional control solutions produced by AMX.

The largest of the three acquisitions was undoubtedly AutoPatch, which has become an industry leader, household name and best-of-



breed standard in switching. For a long time now, when asked if there were any companies I'd

something special with,

AutoPatch has always been at

the top of the list. Their employee knowledge base, talent and

experience in the areas of product design, implementation and

support of intelligent switching platforms has always been second to

none and will now move AMX to the forefront of this very critical area

for overall systems operation.



like to partner and do

AutoPatch products are used in the majority of installations where AMX control systems are also used. By combining the advanced capabilities and product lines of two industry leaders, we are providing customers with greater flexibility, more options for their installations, and easier integration.

And most recently, we acquired Matrix Audio, an impressively talented and innovative group of individuals. Matrix diversifies the AMX product portfolio by adding distributed audio products that strengthen our content and device control segments.

Matrix

DISTRIBUTED AUDIO

With Matrix products in our portfolio, we will be able to further simplify integration for our customers by making it easier to program distributed

audio using our control products. And Matrix products are perfectly suited for our new Residential Builder Program and our MDU and Residential Markets because they offer the complete audio solution for multi-zone audio – from as little as 4 zones and up to 64 zones.



Best of All Worlds

From our one R & D Center in Richardson, Texas, we have now expanded to four centers around the world. Each group is focused on expanding their product line and expertise while leveraging the others for theirs. Yet again, this proves to be the best of all worlds.

Having teams that engineer one type of product today such as a touch panel and another type tomorrow such as a switcher makes you lose your focus and expertise. But having a team of engineers focused on touch panels and another team focused on switchers, *but sharing their knowledge and expertise to make the other products even better* allows you to get the best of all worlds and indeed be best in breed.

A Very Bright Future Indeed

The future for our newly formed synergy is extremely bright and I am thrilled to be a part of it. I want to thank everyone for their dedication in making these acquisitions a reality.

On behalf of everyone at AMX, I would like to welcome our new additions' employees, dealers, distributors and end users – we appreciate your continued support in making the integration of these companies successful.

For our customers, we will work to earn your business everyday. We are always looking to do more and in the coming years you will certainly see more activity than ever from AMX. As we continue to grow not only our company but the industry as a whole.



AMX® Products Join the Fight In The War On Terrorism

Fighting the war on terrorism requires smart weaponry of all shapes, sizes and applications. AMX NetLinx® Control Systems and Modero® Touch Panels were recently called in to action to support U.S. Army combat operations in Iraq. Previously, AMX equipment was also dispatched to support other Army deployments to Iraq as well as Bosnia and Afghanistan.



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 - [Spotlight on IntelligentManager](#)
- [AMX and AutoPatch Awarded CEPro's High Impact Products of the Year](#)
- [New Product! AutoPatch EpicaDG Matrix Switcher](#)
- [Robert Noble Promoted to Chief Technology Officer](#)
- [Cast Your Vote: 2007 InAVation Awards!](#)
- [Rashid Skaf Elected to InfoComm Board of Directors](#)

ViewPoints

Most recently, [Azbell Electronics](#) of Waco, Texas was selected to outfit and provide specialized technology support to the 13th Sustainment Command (Expeditionary) – a Major Subordinate Command of the US Army III Corps - one of only three units in the Army to provide top level logistical support. In addition to three deployments to Iraq, Azbell was also needed for recovery operation support in New Orleans during the aftermath of Hurricane Katrina.

"Because lives are on the line, we need to provide gear that the team can count on to work and work impeccably at a moment's notice. That's why AMX equipment was specified."

- Barry Crum, Vice President of Business Development, Azbell Electronics

AMX Controllers and Touch Panels were among the elite components chosen to support the mission. Barry Crum, Azbell's Vice President of Business Development explains why, "We chose AMX products for their extreme versatility, durability and reliability. These systems are used in combat operations, where life and death decisions are made. Nothing could be more mission critical."

AMX equipment was used in Iraq to seamlessly integrate all of the

Building a Best-of-Breed Synergy

by Rashid Skaf, AMX president and CEO



This month, Rashid welcomes the newest members to the AMX Family and discusses why they fit so perfectly into the AMX commitment to deliver Best-of-Breed solutions.

Installation Of The Month

- [Government: AMX Products Join The Fight In the War on Terrorism](#)
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In The News

- [ProAV, System Contractor News, Live Design](#)
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Technical Toolbox

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audio, video and videoconferencing components within the respective Army Command Posts. The system also provided the operations team with a simplified user interface to allow them to view and select these video sources for projection.



For the most recent deployment, the control system was commanded by an AMX NetLinx NI-3000 Integrated Controller, which was used to bring together computer video outputs, satellite feeds, military radios, VTC cameras, audio/video switchers, microphones and CODECS, digital projectors, intercom and video windowing units.

Mr. Crum explains, “The NetLinx system was a critical support component because it allowed the war fighter and his staff to pull many disparate audio and video sources into one location. Making the operation run as efficiently as possible was vital to our success.”

- [Firmware Updates – Get The Latest](#)
- [Application Files – Demo AMX Software](#)

Upcoming Events

- [Educause Mid-Atlantic Regional](#)
Baltimore, MD: January 17 - 19
- [FETC](#)
Orlando, FL: January 24 - 26
- [Legal Tech New York](#)
New York, NY: January 29 - 31
- [Integrated Systems Europe](#)
Amsterdam, Netherlands: Jan 30 - Feb 1
- [CEDIA Management Conference](#)
Jacksonville, FL: February 7 - 10
- [National Religious Broadcasters](#)
Orlando, FL: February 16 - 21
- [Educause Southwest Regional](#)
Austin, TX: February 21 - 23

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Having a user interface that was both highly customizable, yet simple to operate was a defining factor in the selection of both the AMX 7" and 12" Modero Touch Panels, which were used to support a variety of onscreen video requirements. The team needed an interface that would give them the ability to view up to 12 images onscreen simultaneously and quickly be able to select from any of those images for projection.

Mr. Crum commented on the results, “The Moderos performed exceedingly well, providing a simple and easy-to-maneuver interface to allow the war fighter to select what feeds to project and in what configuration – we couldn’t have asked for a more user-friendly resource.”



When asked whether AMX would be considered for future deployments, Mr. Crum added, “Absolutely. Selection of the components that make up our systems is a very serious matter. Because lives are on the line, we need to send gear that the team can count on to work and work impeccably at a moment’s notice. That’s why AMX equipment was specified.”

Learn more about Azbell Electronics at www.azbellelectronics.com



In The News

Institutional Install: AV System Improves Sightlines ProAV

Tampa, Florida based Audio Video Innovations (AVI) recently designed and integrated a new display system to address tough viewing angles in two Northeastern Ohio University medical school lecture halls.



Read about the AMX

NetLinx® control system that was used to facilitate display control.

Featured Articles

- Welcome to the AMX Family!
 - Meet Endeleo
 - Meet AutoPatch
 - Meet Matrix
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ViewPoints

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Proctor's Gamble *Live Design*

Renovating Proctor's Theater in Schenectady, New York



meant knocking down almost everything with a promise of restoring its historic design. The theater has played host to entertainers through the years from Duke Ellington to Mariah Carey so careful thought and planning

went into every aspect of the \$22M renovation. An AMX NetLinx Integrated Control System was called in to handle architectural control.

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Community Building *System Contractor News*

In Altamonte Springs, Florida, a 25-acre, master-planned development bordering on Crane's Roost Lake recently implemented a networked audio and video system to support

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Upcoming Events

live performances within the community. The system would allow a performer to plug into the system just about anywhere and then AMX Touch Panels



would provide the interface for engineers to distribute the sound throughout the community.

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Improving Classroom Boot-Up Time ProAV

Michigan's Lakeview School District spent about \$3.5 million to outfit each of its 53 high school and 59 middle-school



classrooms with AMX-controlled AV systems.

AMX NetLinx

Controllers, Modero

Touch Panels and

ClassroomManager

Resource Management

Software (RMS) were brought in to make the job of managing, maintaining and scheduling technology in the classroom a much simpler process for teachers.

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