



We are excited to announce that the global AMX footprint has just expanded even further with the opening of our New York Showroom in Times Square, our Southeast Regional Office in Tampa, Florida, and the recent purchase of our worldwide headquarters building in Richardson, Texas.

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AMX recently received a tremendous response from system integrators and dealers at EH Expo in Orlando with the debut of AMXhome™. Now dealers can purchase AMXhome licenses to begin selling the industry's most sophisticated home automation and control solution.

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New York Showroom Now Open

We are extremely proud to share that our brand-new facility, located in the heart of Times Square is now open! The New York Showroom provides a platform for showcasing more than 350 AMX products to dealers, consultants, architects,

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designers and end users.



It is a live example of AMX technology at work, including five separate control systems and one redundant control system driving nearly 300 third-party products from AMX manufacturer partners – such as a 65” NEC Display installed in the Conference Room.

Throughout the Showroom, sub-systems such as the IT and phone networks – as well as lighting, motorized shading, security, HVAC and music systems – are fully integrated with RMS to demonstrate real-time equipment monitoring and energy management.

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Extending beyond the demo platform, the facility also includes an AMX University Training Center, which offers courses in Control and Signal Management for every level. The current training schedule is available at www.amx.com/training.

New Southeast Regional Office

The new 3,000 square-foot Southeast office houses sales, technical support and training staff for the Southeast region of the United States. It also includes several classrooms for AMX University and a product showroom, providing a venue for AMX dealers, industry consultants, architects and interior designers to showcase and demonstrate to their customers a variety of AMX control and automation, signal management and software solutions.

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“We are thrilled to open the doors to our beautiful, new regional office and showroom. This new location gives us better proximity to serve the growing Southeast region, as well as a place for our dealers, integrators, consultants and end-users to come and experience our products and solutions first-hand and receive world-class AMX University training,” said Bill Griffin Vice President, U.S. Southeastern Operations.

Richardson Headquarters Building Purchased

AMX Worldwide Headquarters is located in an award-winning, 130,000 square-foot facility situated on 11 acres and conveniently and centrally located in Dallas’ “Telecom Corridor”. This special building reflects the personality and soul of the company in a way that’s almost indescribable. Its

colorful, modern architecture evokes a sense of creativity, vitality and vibrancy – all of which are core character traits of AMX and its employees. If you haven't visited our worldwide headquarters, we invite you to come and experience it first hand.



"Purchasing our headquarters building was both a financial and emotional milestone for AMX. Our employees have always had an immense sense of pride about our facility, and this purchase has only magnified that. We have grown to love this building and what it represents, and we are thrilled that we will be able to call it 'home' for a very long time," said Rashid Skaf, President and CEO.

Suggestions, Questions, Comments? Send an email to: editor@amx.com

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- **Tango Controllers, Expanders and Amplifiers**
- **Metreau™ Audio Keypads**
- **Metreau Keypad Wallplates**
- **Tango/Matrix Wall Mount Speakers**

We are excited to announce that the new Tango Distributed Audio Series is now available. Our Metreau™ Audio Keypads,

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Metreau Wallplates and Tango/Matrix Wall Speakers are also now available for building the perfect Distributed Audio Solution.

Tango Distributed Audio Controllers, Expanders and Amplifiers

Welcome to Tango, the fully-compatible distributed audio solution from AMX that provides audio in any room of your home with style and convenience.



The Tango Audio Controller, Zone Expanders and Amplifiers are uniquely designed to be displayed. They can also be discreetly tucked away to provide a single, central point of audio distribution. Your source equipment co-exists in the same space to provide CD, DVD, iPod audio, AM/FM radio, Sirius satellite radio, and more – to every room/zone.

Keypads, remote controls, or touch panels are located in each room/zone to provide centralized control and can be custom programmed to perform multiple functions all at the press of a button.

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Metreau Keypads: Taking A Closer Look



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Tango offers you a reliable, flexible, expandable, sophisticated and intuitive way to listen to music in your home. From the cool blue glow of the light bar and razor-sharp styling of the Tango Audio Controller to the mirror-matched, aesthetically appealing Metreau Keypads, AMX gives you the best looking sound for your home.

[MORE ▶](#)

Metreau Audio Keypads:

- **Stylish, High-Quality & Cost-Effective**
- **Designed to fit in any decora-style wallplate**

Metreau Audio keypads are a convenient, versatile, cost-effective option for achieving effortless control of AMX Tango

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and Matrix Distributed Audio products. These Keypads offer



easy installation within decora-style wall plates and sleek styling that complements the [NI-3101 Signature Series NetLinx Integrated Controller](#) and Tango Distributed Audio System.

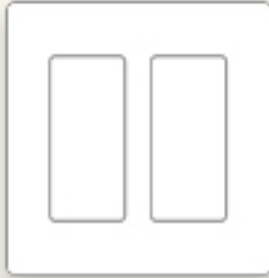
The DAS-MET-6SRC, 6-button configuration features source control, visual volume feedback and a navigation wheel that adjusts volume and provides up, down, left, right and select button options.

NOTE: Keypad wallplates are not included but are now available for all worldwide orders - see below.

MORE 

Metreau Keypad Wallplates Now Available For Worldwide Orders!

The Lutron® Claro® one- and two-gang wallplates, used for installing all Metreau Keypads, were previously only available for domestic orders. Now through a special agreement with Lutron, these wallplates are also available for direct order from AMX to ship anywhere worldwide!



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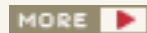
Tango/Matrix 6.5" and 8" Wall-Mount Speakers

Available With or Without Speaker Wire Technology (SWT)

The new Tango/Matrix 6.5" and 8" two-way, wall-mount speakers provide exceptional acoustical performance using superior components and crossover design. The architecture of the W Series enclosure incorporates a floating bridge, which houses a unique pivoting tweeter assembly that creates directionality for the user.



Both 6.5" and 8" versions are also available with Matrix SWT technology. SWT allows both data and audio signals to travel over the same four conductors of speaker wire. When connected to the controller, the versatility of SWT allows you to provide system and single audio zone control from a remote control without the need for a Keypad.



Order Now!

To order any of these products in the US, please contact AMX Global Customer Service at 800.222.0193, option 3. Outside the US, please call +1.469.624.7400 or email service@amx.com.

Suggestions, Questions, Comments? Send an email to: editor@amx.com

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AMX recently received a tremendous response from system integrators and dealers at EH Expo in Orlando with the debut of [AMXhome™](#). We are excited about the high level of interest generated by AMXhome's innovative approach to improving dealer success and profitability.

By simplifying the sales process, system design, and delivery

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of the industry's most sophisticated home automation and control solutions, system integrators and dealers will be able to achieve a higher level of business and customer satisfaction.

What Is AMXhome?

AMXhome is a complete dealer solution consisting of system designs, equipment lists, sales/marketing collateral and programming for the four most popular residential applications: Distributed Audio, Home Theater, Essential Home Control and Whole Home Control.

Demonstrate The Finished Product

AMXhome includes Touch Panel demonstration files that can be loaded on an AMX Touch Panel to demonstrate how each of the four packages works. This allows prospective customers to see, touch and operate a working touch panel, which reacts just like a real system.

Brochures That Are Simple to Understand

AMXhome sales brochures illustrate in non-technical terms the functionality of each system



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and what can be controlled. These brochures are print-ready Adobe PDF files that include space to add dealer contact information so that they can be taken away with the prospective customer at the end of the meeting.

Easily Manage Customer Expectations

The great thing about AMXhome is that customers will know what their system will and won't be capable of depending on the solution they choose. They'll know what types of components are included, and since the system has been pre-configured, customers will also know how their touch panel pages will look and how the system will operate.



**Visit the AMXhome Website,
View and Download the Online Demonstration,
and Download the Brochure**

More details are available about AMXhome are available now in the following locations:

1. Visit the [AMXhome Website](#).
2. [View the Online Demonstration](#) or _

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3. Download the [Dealer Brochure](#).

Start Selling AMXhome Today!

1. AMXhome is available today to all AMX dealers with at least one certified AMX Designer, Installer and Programmer (Programmer 1) on staff. Dealers can also utilize a third-party programming resource familiar with AMXhome that can help them through the process, should they need it after their training. AMX can assist dealers with identifying a third-party programmer if necessary.

2. The dealer license is available for a one-time purchase price, which gives dealers the ability to sell as many AMXhome systems as they choose. It also includes the Dealer CD, full of support tools like the AMXhome sales brochures and touch panel demonstration files. These files are also available to dealers for online download from amx.com.

3. To purchase a dealer license, dealers may contact their AMX Sales Representative or AMX Global Customer Service at 800.222.0193, option 3.

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New Updates For AMX University



•
Preparing Students for Success: Programmer 1 Exam

•
Getting Acquainted With Learn Tracks 2008

•
New Name for AMXU Locations/Travel Information

•
What Everyone Should Know About Ground Loops

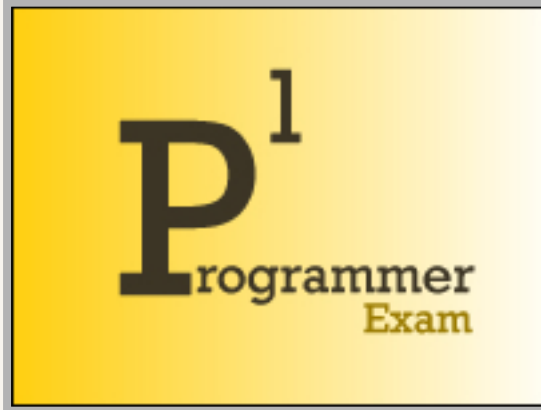
Preparing Students for Success: Programmer 1 Exam Released

AMX University has added a Programmer 1 Exam to the ACE Programmer Certification. This exam is a pre-requisite to Programmer 2 and must be passed prior to registration. Many

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students take Programmer 1 months or even years prior to taking Programmer 2; therefore, the Programmer 1 Exam serves as a "retention check" so that students are prepared for success in the Programmer 2 course.



This new requirement will apply if you took Programmer 1 in 2007 or 2008 but have not yet taken Programmer 2. Once you complete and pass the Programmer 1 Written Exam, the LMS system will allow you to register for a Programmer 2 course.

To find the Programmer 1 Written Exam:

- Visit [the AMX University LMS System](#) and click **Courses & Registration**
- Select **Control System Programming 2008 Learn Track** within your region's AMXpert listing of ACE Certifications
- Click **Register** next to ONL - Programmer 1 Written Exam.
- Once registered for the exam. click **Launch**.
- **NOTE:** As long as you have taken Programmer 1 and it appears in achievements, you will be allowed to register for and take this exam.

If you have any issues or difficulties with your registration for

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this exam, please contact TrainingHelp@amx.com.

Improving Navigation:

Getting Acquainted With *Learn Tracks 2008*

To improve navigation and make it easier to register for certifications and courses, the new *Courses & Registration* screen gives you access to both certification Learn Track and courses. The easiest way to register for all courses is to register for the Learn Track or certification that you wish to pursue from the AMXpert 2008 Track.



This Learn Track includes:

- **Control System Design Expert 2008**
- **Control System Installation Expert 2008**
- **Control System Programming Expert 2008**
- **Audio Expert 2008**
- **RMS Expert 2008**
- **Signal Management Expert 2008**

Once you are registered for any Learn Track, you will be able

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to register and launch our instructor-led and OnDemand courses. Please contact TrainingHelp@amx.com if you have questions regarding these learn tracks or your registration.

Find Travel & Training Center Information

Do you need a hotel recommendation for your next AMX University class? Just follow these simple steps:



- From AMX.com, click **Training**
- Click **Training Locations** from the right-hand menu
- Click **Region**, then select a **Location**
- AMXU information will display

NOTE: Not all locations display travel recommendations. Contact the AMX Training Center for specific travel information.

Travel information may include regional airports, shuttle services, hotel recommendations, negotiated rates and amenities.

How To Avoid and Eliminate Ground Loops

By Gerry Nichols

With the national political season heating up, we hear a lot more press conferences than we usually do. What I notice is the number of these sound systems which have noise related to ground loops. Ground loop noise is the low-frequency hum that is often present in a poorly-prepared system. Ground loops can be present in display systems as well.

How Do Ground Loops Occur?

Ground loops occur when a connection is made between two devices which are connected to electrical power sources with different ground potentials. A very common situation is in hotel ballrooms which have dedicated circuits for each power plug. When we plug an amplifier into one power source and a mixer into another, ground loop “hum” occurs when we connect them with an audio cable.

In displays, the same situation may easily occur, and the “hum” manifests itself as a horizontal bar that moves from bottom to top in the image being displayed.

So How Do We Eliminate Ground Loops?

The best solution is to get all of your devices onto a common ground, with the same ground potential for all equipment. In

well-designed, permanent installations, all devices are on the same power source and ground; if you do not do this, you will have noise problems forever.

One thing you should *never* do is remove the ground pin off of your power cables; this leaves you exposed to an electrical shock hazard. Using the common “ground lift” plug adaptor is potentially dangerous as well. Instead, there are commercially available “ground isolation” devices that do a good job of removing the noise without endangering the users.



Besides being a great multi-format distribution hub, the [AMX Endeleo UDM-0102](#) can also be used to eliminate ground loops as a Balun (balanced to unbalanced) device. Baluns take an analog signal, convert it to a signal that travels over Category 5, 5e or 6, and then reconvert the signal at the far end, thereby eliminating any possibility of a ground loop.

The UDM-0102 can accept up to two VGA, RGB, Composite and S-Video signals, as well as SPDIF and analog audio, and send them to an [Endeleo UDM-RX02 Multi-Format Receiver](#) at the display end.

The UDM-RX02 does not need power connections, and all information is sent via a single Category 5 cable. If you would like more information on our Endeleo products, please look at <http://www.amx.com/products/categoryEndeleo.asp>

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Still Need To Register For Hotel AMX at InfoComm: Registration Ends Friday May 2nd!



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For three days, June 18 - 20, Hotel AMX descends upon Las Vegas and the [Hard Rock Hotel and Casino](#) during InfoComm 2008!

We invite you to stay with us and be the very first to hear about, see and experience all of the new products and announcements launched at InfoComm. By staying at Hotel AMX, you will also receive free passes to the ultra-exclusive AMX Party and a special welcome gift.

[Register now](#) as rooms are going fast and registration ends Friday, May 2nd!

The Five Easy Steps...

1. Register for Hotel AMX

Hurry, Registration Ends Friday, May 2nd!

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You'll not only be in the heart of everything AMX at InfoComm, but you'll also receive free passes to the exclusive AMX Party. But hurry! Rooms are going fast and Registration Ends Friday, May 2nd!

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2. Register for InfoComm 2008



Your free pass to the InfoComm Show floor awaits - simply

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follow the instructions to register online, by fax or by mail.

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3. Training Registration



More than 350 education sessions will be conducted by InfoComm Academy and NSCA University. Get complete details and sign up!

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4. Get More Details on InfoComm 2008



InfoComm 2008 is set to break all records - with more exhibitors, training, workshops and industry association and publication programs than ever before. Get all the details.

[MORE ▶](#)

5. Las Vegas Hot Spots



Las Vegas awaits you, and we've got all the details on where to go and what to do while visiting!



Zero Configuration Is Here! Greatly Simplifying Configuration and Installation of AMX Products

In our ongoing commitment to support our AMX integrators with simplified, timesaving installation and programming technologies, the Zero Configuration Networking Protocol or *Zeroconfig* has been adopted by AMX.

What Is Zeroconfig?

Zeroconfig automatically creates a usable IP network, by leveraging standard IP protocols like Dynamic Host Control Protocol (DHCP), Dynamic Name Server (DNS) and Link-Local Addressing (IPv4LL). In a typical network environment, devices automatically obtain a valid IP address, gateway address and network mask from DHCP/DNS servers. In networks without DHCP/



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DNS, the device can find its own valid address using Link-Local Addressing, a standard technique supported by most PCs and network printers.

The deployment challenge for installers is being able to quickly determine the IP settings that were automatically configured. That's where Bonjour, the final key component to Zeroconfig, excels. Bonjour allows users to easily locate networked computers, printers, and other equipment without knowing their IP address settings and without special serial cables or product-specific PC software.

How Does It Work?

Bonjour-enabled products regularly broadcast a beacon, identifiable by free plug-ins that are available for Internet browsers. In effect, this beacon tells the browser, "I am connected to the network and ready to be utilized." A free downloadable Bonjour plug-in for Internet Explorer (IE) is available through [Apple's website](#).

Why Is This Great News For AMX Integrators?

Now, AMX products that feature Zeroconfig, need only be connected to the network via a standard Ethernet connection. Once the integrator launches a Bonjour-enabled browser, the device can be immediately identified in the browser's Bonjour Window Pane.

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Metreau Keypads: Taking A Closer Look

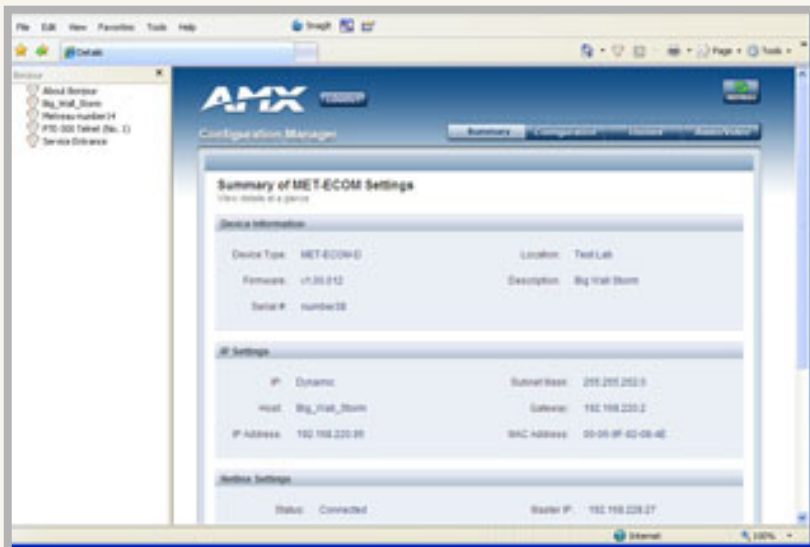


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View of Bonjour Window Pane (at left) on IE Start Page

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View of Bonjour Window Pane (at left) and

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The integrator can then click on that device to launch the device's web server and access its network parameters. That's it - no serial cables required! The time it takes to locate and identify the product has been greatly reduced.

Which AMX Products Feature Zeroconfig?

Currently, the new [Metreau Entry Communicator](#), [KNX Gateway](#) and [PosiTrack Pan/Tilt Head](#) all feature Zeroconfig but many more AMX products will feature the protocol in the future. We will update you as additional Zeroconfig products become available.

Suggestions, Questions, Comments? Send an email to: editor@amx.com

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Tips & Tricks

From Tech Support

AMX Technical Support provides our Dealers and Distributors with the tools they need to sell, design, install and program more installations in less time, freeing up more resources to better understand and support the needs of their customers. We look forward to bringing you more Tips & Tricks in the future.

This Month:

Slaying the Networking Grizzly Bear With Affordable AMX-Endorsed Certifications

Featured Articles

- Expanding the AMX Footprint
 - New York Showroom Opens
 - Southeast Regional Office Opens
 - Worldwide Headquarters Purchased
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 - Tango Zone Expanders and Amps
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We all know that networking is a critical component when designing, installing, and maintaining control systems but did you know that networking is the **Number One** most-often-requested-issue for assistance from Tech Support?

Help Is On The Way

Interestingly, 95% of these calls have no associated AMX equipment issue and could have been avoided with a better understanding of networking by the integrator. With networking complexities, intricacies and the continual addition of new standards, it's no surprise that networks cause integrators so many heartaches and headaches. But help is on the way!

Get Trained at AMX U!

The first step of course, for all AMX Dealers is to certify in our OnDemand and Classroom courses.

[Intro to Networking for AV Professionals](#)

sets the foundation for all networking courses from AMX. It includes key terms as well as critical networking concepts.



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You will be given not only the basic networking tools, but also the understanding of how they relate to an AMX Control System.

AMX Essentials, AMX Control Installer, AMX Control Designer, AMX Control Programmer I, AMX Control Programmer II, AMX Control Programmer III and RMS Configuration and Programming cover more advanced networking concepts and are recommended courses for all AMX Dealers as they progress through the AMX University course catalog.

Wireless# and CWNA:

The Same Wireless Networking Certifications Held by AMX Techs

In addition to AMX University, AMX Tech Support also highly recommends that integrators take their career to the next level with additional wireless networking training and certification.



While there are many good third-party courses available, we suggest [Wireless#](#) and [CWNA](#), both of which are available through [CWNP.com](#) and are extremely affordable.

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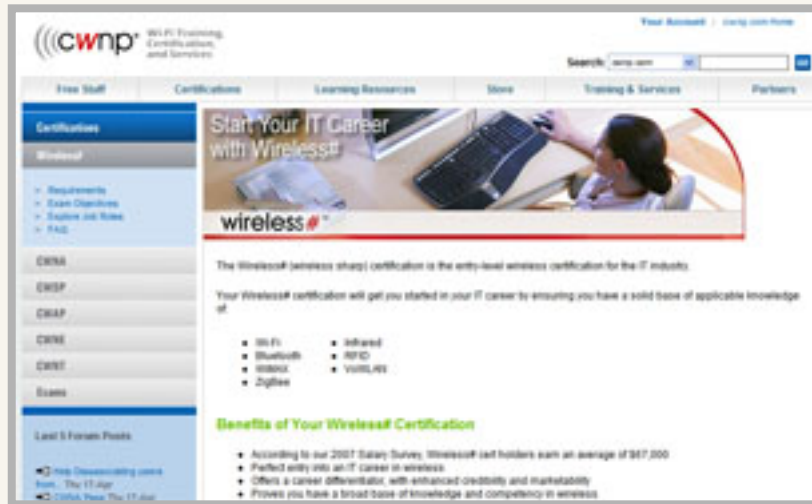
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Wireless Sharp

[Wireless# \(Wireless Sharp\)](#) is an entry-level wireless certification that covers wireless networking technologies like Wi-Fi, ZigBee and RFID, that are being used more and more in today's control systems.



The screenshot shows the CWNP website with a navigation menu at the top: Home, Certifications, Learning Resources, Store, Training & Services, and Partners. The main content area features a banner for 'Start Your IT Career with Wireless#' with a photo of a person at a computer. Below the banner, the text states: 'The Wireless# (wireless sharp) certification is the entry-level wireless certification for the IT industry. Your Wireless# certification will get you started in your IT career by ensuring you have a solid base of applicable knowledge of:

- Wi-Fi
- Bluetooth
- ZigBee
- Infrared
- RFID
- VoIP/Wi-Fi

Benefits of Your Wireless# Certification

- According to our 2007 Salary Survey, Wireless# cert holders earn an average of \$47,000
- Perfect entry into an IT career in wireless
- Offers a career differentiator, with enhanced credibility and marketability
- Proves you have a broad base of knowledge and competency in wireless

CWNA

[CWNA \(Certified Wireless Network Administrator\)](#) is a foundation level wireless LAN certification that ensures integrators have the skills to successfully administer enterprise-class wireless LANs.

While AMX is not affiliated with CWNP.com in any way, we believe that these certifications are so helpful in addressing typical networking issues that all AMX Tech Support technicians have or are in the process, of achieving both of them.



These courses not only assist dealers with avoiding common networking pitfalls, which will keep them on the job and off the phone, but more importantly, they help them complete more jobs in less time. Complete information on both of these certifications is available at CWNP.com.

Tech Support salutes everyone who strives to learn more and as always welcome your questions, comments and suggestions in our goal to support AMX integrators and end users. email

Suggestions, Questions, Comments? Send an email to: editor@amx.com

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Spring 2008 Pocket Guide Now Available!

Direct from EH Expo, the Spring 2008 Pocket Guide - including the new Novara™ ControlPads, Solecis™ Switchers and Distribution Amplifiers, and AMXhome solution - is now available.

The Pocket Guide is a



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compact

brochure

featuring all the

details AMX dealers and distributors are looking for

on the newest and hottest AMX products and

services. Its small size makes it easy to carry in a

pocket or purse, giving dealers the ability to show

customers and prospective clients the latest AMX

gear while on the go.

[Download your Spring 2008 Pocket Guide](#) now.



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AMX In The News

Your Link to AMX Media Coverage

"First AMXhome Dealer Breaks the Mold"

CEPro

Two days after we officially launched our [AMXhome solution](#) at EH Expo, Adam Gershon, Product Manager for AMXhome, and a training crew were in Massachusetts setting up Elite Media Solutions to be the first post-beta



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testing AMXhome dealer. Learn more about the installation and AMXhome.

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"Insuring' Excellence" ***Sound & Communications***

Sound & Communications covers the AV install for the Middletown, CT data center campus of Aetna, a leading nationwide provider of a wide range of insurance and employee benefit products. The Aetna data center campus houses the company's impressive

Computer
Network
Command
Center
(CNCC).
From Moderor
Touch Panels
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AMX was selected to handle a wide range of control, automation and switching duties.

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"One Of A Kind"

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Resource

Management

Suite software

are being

utilized to give

the building a

"green" tint

via smart

energy

management

practices in

assisting designers make it as energy efficient as

possible.



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