

## **AURORA MULTIMEDIA & HUAWEI TO INTRODUCE WORLD'S FIRST 10G POE SOLUTION AT INFOCOMM 2017**

ORLANDO, FL June 14<sup>th</sup> 2017, (InfoComm 2017, Booth 2561) — Aurora Multimedia Corporation, a leader in A/V over IP is pleased to announce the world's first long awaited network switch by Huawei that will allow the 10G PoE of Aurora's IPX transceiver to receive PoE directly from the network switch. This follows the initial introduction of Aurora's award winning IPBaseT technology and the IPX Series 10G with zero compression/zero latency, 4K streaming boxes and wall plates over two years ago.

Aurora's IPX Series is the first 10G streaming product to utilize PoE but has been waiting for a 10G network switch to complement the capability. The IPX Series comprises of six products; 3 of which are 10G copper (IPX-TC1-C, IPX-TC2-C & IPX-TCW3-C). Huawei will be releasing a 24 (S6720-32C-PWH-SI) and 48 (S6720-52X-PWH-SI) port 10G PoE/PoE+/PoE++ switch in Q2. Simultaneously the products will exhibit the effectiveness of 10G PoE in real world applications and rush in a new era of 10G products.

"Aurora designed the IPX Series with the intent of changing the topology of A/V industry and is the first to introduce many new capabilities never previously accomplished on a streaming platform," stated Paul Harris CEO of Aurora. "PoE over 10G is one of the capabilities, but requires the industry to provide the other half. Huawei is an Aurora IPBaseT<sup>®</sup> partner and I am pleased to collaborate and show the way to a new era of streaming content over 10G networks with no power supplies at the end points."

"We are glad to work with Aurora on this innovative solution," said Kevin Hu, President of Switch & Enterprise Gateway Product Line, Huawei. "This is an up and coming use case in the industry requiring 10G speed and PoE function."

"It is truly exciting to see the low latency, non-compressed 4K video transmitted through our new S6720 series switches," continued Hu. "We look forward to future collaboration with Aurora to provide the most advanced solutions to the A/V Industry."

For further information e-mail [sales@auroramm.com](mailto:sales@auroramm.com) or call 732-591-5800.

### About Aurora Multimedia:

Aurora Multimedia products incorporate state-of-the-art technologies that surpass typical specifications and features. From the introduction of the industry's first non-proprietary, Web-standards-based IP control systems and touch panels, to today's advanced HDBaseT<sup>™</sup> and IPBaseT<sup>®</sup> IP video distribution solutions – has made Aurora a dominant force in the AV industry. Advanced AV processors with scaling, multi-image rotation, and dual/quad display processing only add to our highly adaptive, diversified product line. Aurora provides solutions for a variety of global markets, including government, education, security, hospitality, corporate, and house of worship. [www.auroramm.com](http://www.auroramm.com)

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### About Huawei:

Huawei is a leading global information and communications technology (ICT) solutions provider. Driven by responsible operations, ongoing innovation, and open collaboration, we have established a competitive ICT portfolio of end-to-end solutions in telecom and enterprise networks, devices, and cloud computing. Our ICT solutions, products, and services are used in more than 170 countries and regions, serving over one-third of the world's population. With more than 170,000 employees, Huawei is committed to enabling the future information society, and building a Better Connected World.

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