AURORA MULTIMEDIA Introduces ReAX the industry's first non-proprietary IP Control based on AV/IT industry standards

MORGANVILLE, NJ June 6, 2018, (InfoComm 2018, Booth C2146) — Aurora Multimedia is pleased to announce ReAX™, the industry's first non-proprietary IP Control based on AV/IT industry standards. The name ReAX™ represents action/reaction which is the essence of control automation. ReAX™ is unique since it is not limited to a single manufacturer but to all who qualify. This is the first-time, interoperability of not just protocols and structure, but the actual code itself. It is not limited there as IR libraries, macros, and more can all be shared and organized in a single location at the organizations' website www.reax.org.

ReAX™ server-side operations is based on JavaScript™. This language standard is taught in schools and commonly used on most websites. Client-side operations for touch panels and web interfaces can be HTML, JavaScript, etc. To the end user, it will appear and operate as any other control system and much more. As a result, a variety of manufacturers can offer their *flavor* of ReAX™. This will open new product and choices that all work in harmony. For the first time, integrators will not have to rely on proprietary training courses and the required investment of time and money. Being part of ReAX™ will allow integrators and end users to have choices; what makes sense for their installation and to choose from of a variety of manufacturers.

ReAX™ is creating healthy competition that will lead to innovation and much faster progress of technology. Aurora's QX Series control system and touch panel line up will support ReAX™ running in Linux secured OS.

A new small ARM processor option board (IPE-REAX-1) has been created to add ReAX™ to Aurora's new HT Series HDBaseT product line, VLX Series 1G AV over IP, and IPX Series 10G AV over IP. This compact powerful board (1.84" x .784") will add full automation to HDBaseT and AV over IP eliminating the need for an external control processor. It can run as a single unit for the entire system, or multiple can be installed to segment or make the system redundant. The IPE-REAX-1 board will be made available for other manufacturers to utilize for faster deployment.

A strong control core needs strong tools. Aurora's Core Creator™ tools (Core-I™ & Core-C™), will allow drag and drop creation of interfaces and control code. Since the generated code is based on JavaScript™ it can be modified after generation. Currently in proprietary systems, if the tool has a bug, it cannot be resolved until the manufacturer issues a software update. With ReAX™ since it is JavaScript™, even if the code generator does something wrong, a user can correct the code in a simple text editor or add code to enhance features. Think of all the great things across the web that can now be quickly and easily done with ReAX™.

While Aurora created ReAX™, we want to share to make the AV/IT industry stronger, more flexible, and unified. We want to bring choices back to end users and integrators alike. In time, we hope ReAX™ will become part of everyone's vision. Take back control with us and make a difference!

For further information e-mail 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™ and IPBaseT® 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

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