

# Crestron Participates in HDBaseT™ Whole-Home Network Demonstration at '11 CES

**Demonstration Features Full HD Video, Audio, Internet, Power and Controls Delivered Through a Single Cable to a Multi-Room Home Setting**

FOR IMMEDIATE RELEASE

PRLog (Press Release) – Jan 06, 2011 – Crestron DigitalMedia™, the industry's only complete integrated solution for the digital age, will be showcased at the HDBaseT™ Whole-Home Demonstration at the 2011 Consumer Electronics Show (CES) in Las Vegas, January 6-9, 2011. Crestron is a proud member of HDBaseT Alliance, the cross-industry alliance formed to promote and standardize HDBaseT™ technology for whole-home distribution of uncompressed high-definition multimedia content.

"We are excited to showcase the capabilities of DigitalMedia at the 2011 Consumer Electronics Show," noted Crestron Director of Marketing, Vincent Bruno. "DigitalMedia makes it easy for homeowners to experience reliable, high performance HD home entertainment."

The demonstration will showcase an HDBaseT network, connecting several devices between a living room, bedroom and home office setting using a single LAN cable. Using a Smart Phone, visitors will push content from a 3D Blu-ray player, game console and personal computer to strategically placed displays. HDBaseT will also power a 3D HDTV with a single LAN cable, requiring no additional power supply to the TV and freeing the display from outlet placement restrictions.

"HDBaseT is an all-in-one technology that capitalizes on an inexpensive, familiar cable and connector already installed in many homes, and is an ideal solution for the whole-home network of today," said President of the HDBaseT Alliance, Ariel Sobelman. "This technology cuts down the bundle of cables and brings together a home's CE devices into a feature-rich, yet efficient, network. HDBaseT enables a whole-home experience with the flexibility and features consumers demand."

Homeowners place electronics devices in many locations throughout the home and demand the flexibility to easily distribute and consume entertainment content anytime, anywhere. Although this networked experience is possible with current wired technologies, most are not conducive to saving money, space or time, and require several cables with unique connectors.

With the help of Crestron DigitalMedia, a whole-home setting can be accomplished over a high performance, single-cable wiring solution. DigitalMedia even processes all the embedded data, including HDCP, EDID and CEC, for fast, reliable system performance.

To meet with the HDBaseT Alliance at CES and experience the HDBaseT-connected home, contact Joyce Essig ([jessig@crestron.com](mailto:jessig@crestron.com)).

For more information on Crestron DigitalMedia™, visit [www.crestron.com/digitalmedia](http://www.crestron.com/digitalmedia)

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Home automation systems that simplify and enhance the technology lifestyle by controlling audio/video, thermostats, lighting, shades and security from touchpanels, keypads, remotes and mobile devices. Crestron manufactures all products from its World Headquarters in New Jersey, with 57 regional offices throughout North America, Europe, Middle East, Asia, Latin America and Australia.