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FOR IMMEDIATE RELEASE

**Magenta Research Sponsors Campus Distribution Display
at InfoComm 2012's Digital Signage Application Showcase**

LAS VEGAS, NV USA, June 13, 2012 -- Magenta Research, the recognized leader in Pro AV signal switching, extension and distribution is joining with TV One and Furman, its sister companies in the Technology Group of Nortek, Inc., in supporting this year's Digital Signage Applications Showcase (DSAS), at InfoComm booth #N1969. Magenta's themed area will focus specifically on Campus Distribution and TV One's display will address Signal Processing.

Additionally, on Wednesday, June 13, the three companies will deliver Digital Signage themed presentations that demonstrate how their technology may be deployed to solve large communication challenges. Executives from each will share their expertise in back-to-back seminars on the DSAS Stage, allowing show attendees to sharpen their knowledge about this fast growing area of the Pro AV industry.

The Magenta, TV One and Furman presentations are:

- **10:30 am: "Power & Energy Management for Digital Signage"** presented by Furman's Director of Pro Division Sales, Christos Desalernos
- **11:00 am: "Interactive Performance Monitoring with Large Digital Signage Networks"** presented by Magenta's Director of Sales, Andy Fliss
- **11:30 am: "Eye-Popping Digital Signage Using CORIOmaster Signal Processing"** presented by Lee Dodson, VP of Business Development for Magenta and TV One.

Magenta's Voyager platform will illustrate the Campus Distribution application by showcasing a practical example of how digital signage video and audio signals may be distributed over very large areas to many displays in a University Campus setting. The Fiber optics based Voyager product line

allows the mixing and matching of numerous video formats (including both unprotected and protected HDCP content) with auto format conversion, along with the integration of audio and serial signals. With switching up to 640 total ports, Voyager provides cost-effective extension of all signals over industry-standard fiber optic cabling.

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About Magenta

Serving the Pro AV and digital signage markets, Magenta Research is the industry-recognized leader in the transmission, switching and flexible distribution of multi-format video, audio and auxiliary signals over fiber and Cat-X cabling. Its product range includes AV extenders, distribution amplifiers and matrix switchers for DVI, HDMI, VGA, and component, composite, s-video, audio, USB, and RS-232 signals. Magenta's world renowned MultiView, Infinea and Mondo products are benchmarks in field reliability for 24/7 and mission critical environments, and Magenta's Voyager Series is the world's first all-format fiber optic signal distribution platform. Hundreds of thousands of displays worldwide have been trusted with Magenta in virtually all environments including commercial, industrial, government, military, residential, transport, education, healthcare, retail, hospitality, sports and entertainment.