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FOR IMMEDIATE RELEASE**Magenta Research Launches New Brand Image at InfoComm 2012**

LAS VEGAS, NV USA, June 13, 2012 -- Magenta Research, for fifteen years a leader in Pro AV switching, extension and distribution, has chosen the InfoComm tradeshow as the venue to introduce its new logo design and brand message. Highlighted by the company's vivid magenta signature color, the logo is an evolution of the company's original, more subdued design. Magenta's booth (#N921) featuring the new logo is located in a prime spot just inside the main entrance to the show floor, adjacent to the booths of its Nortek Technology Group sister companies, TV One and Gefen.

Magenta Director of Marketing Patricia Booher said, "In recent months, our company has undergone a remarkable revitalization in every key area of its business. Our President, John Dace, has assembled an impressive team of industry veterans who have been drawn to the company by the opportunity to build on its foundation of success. With a stronger alignment of sales, marketing, engineering and support united in pursuit of customer satisfaction, it's fair to say that Magenta as a company has truly grown up. So we felt it was the perfect time to update our brand image with a look that references the past while looking to the future."

Most notably, the new, bolder Magenta logo sports an equally bold brand promise. Booher says that this statement solidifies for its customers and its employees Magenta's legacy of innovative technology and rock-solid reliability. "In a world of increasingly complex AV systems, Magenta engineers more than great technology. We Engineer Confidence."

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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.