



# The Purebred 21<sup>st</sup> Century Matrix



Media Axis is the world's first large-scale matrix switching and extension system supporting Ultra HD/4K60 4:4:4 via Native and IP architectures. With its dynamic, proprietary design features and technologies, Media Axis provides a truly adaptive solution that works where and how you need it.

Media Axis' design comes together to deliver the most adaptable, forward-thinking solution to date:

#### ■ Flexibility

Fully modular and scalable system with frame sizes from 20x20 to 216x216

#### ■ Reliability

Field upgradeable, hot-swappable I/O cards, MCU, cooling modules, and power supplies

#### ■ Media Processing

Supports 4K/60 4:4:4, HDR10, Dolby Vision, HDMI 2.0, HDCP 2.2

#### ■ Conversion

Any input, any frame rate, and any format can be converted to any output variation desired - Native or IP

No other matrix system provides a more comprehensive set of features to support scaling, routing, and processing of high bandwidth content. Media Axis is the revolutionary new breed of matrix switchers.



With its flexible, scalable, and modular design, Media Axis can adapt to changes on demand in virtually any market:

- **Corporate Enterprise**
- **Education**
- **Healthcare**
- **Military**
- **Government & Emergency**
- **Entertainment & Broadcast**
- **Information Technology**
- **House of Worship**
- **Digital Signage**
- **Utilities & Transportation**
- **Hospitality & Luxury Transportation**
- **Rental & Staging**

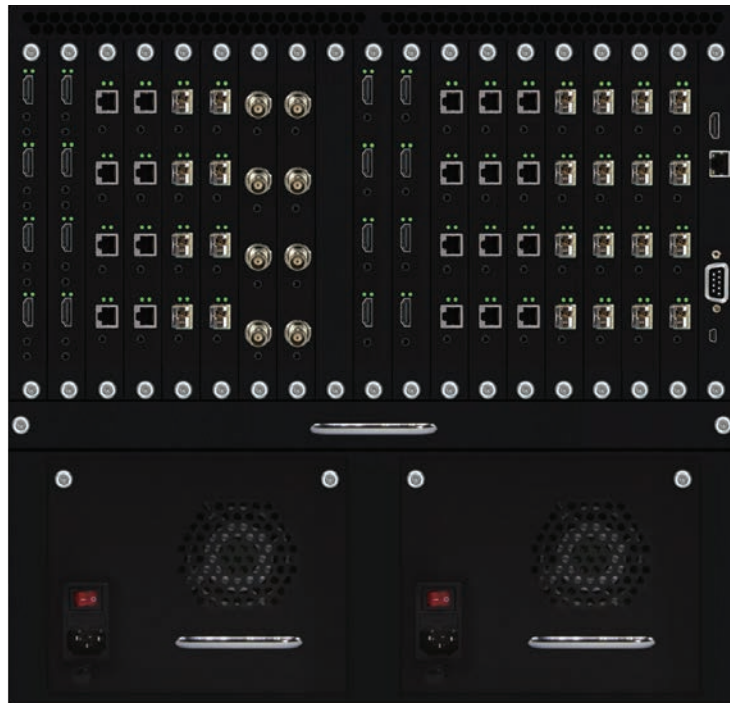


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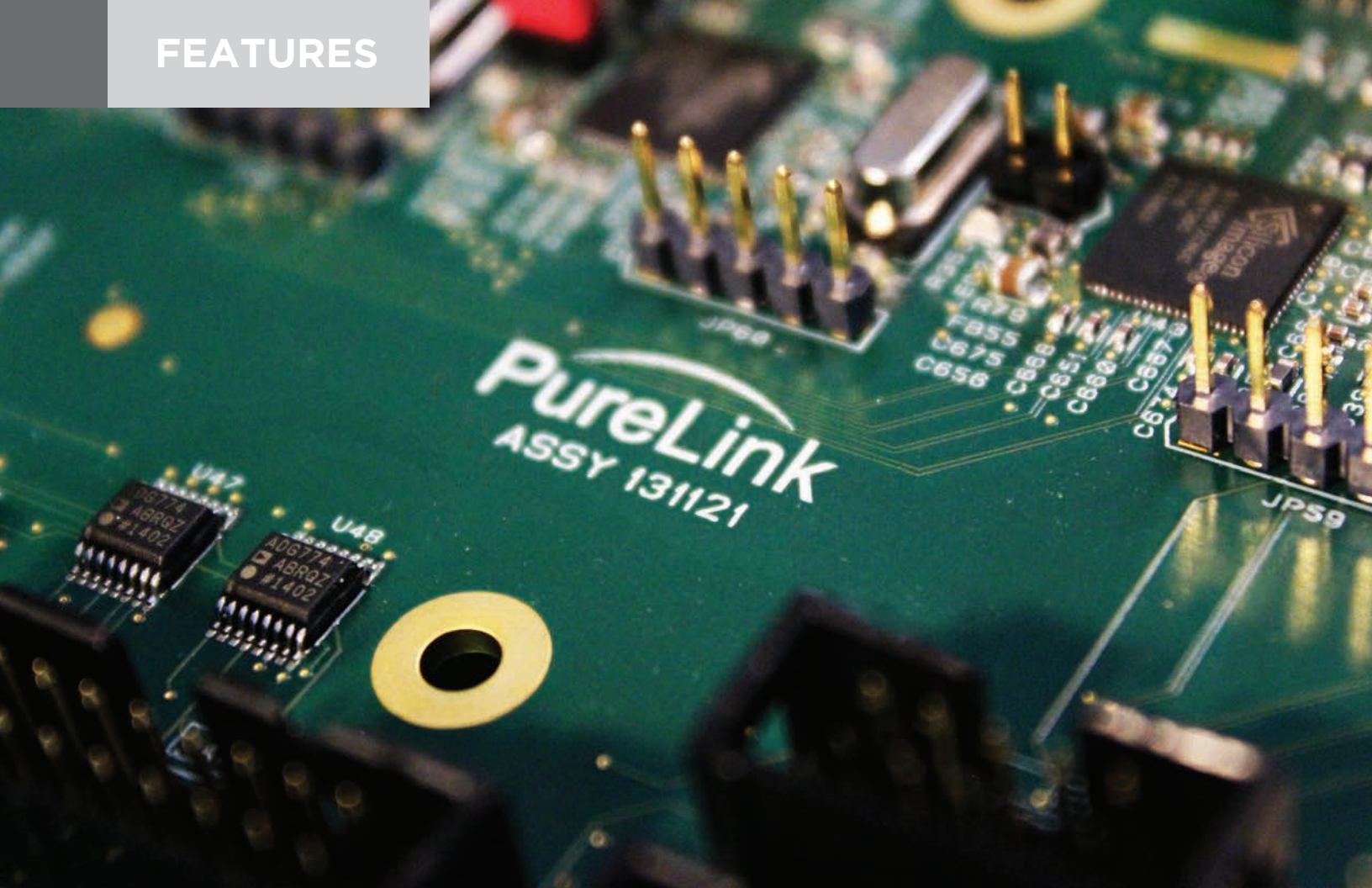




## PureBred Design

A wholly transformative platform that distributes Ultra HD via both native and IP architectures interchangeably

Media Axis is the first matrix switcher of its kind to provide both IP and native inputs and outputs in the same chassis. Any input can be routed to any or all outputs, no matter what the format is. This gives the end user ultimate flexibility and room for expansion.

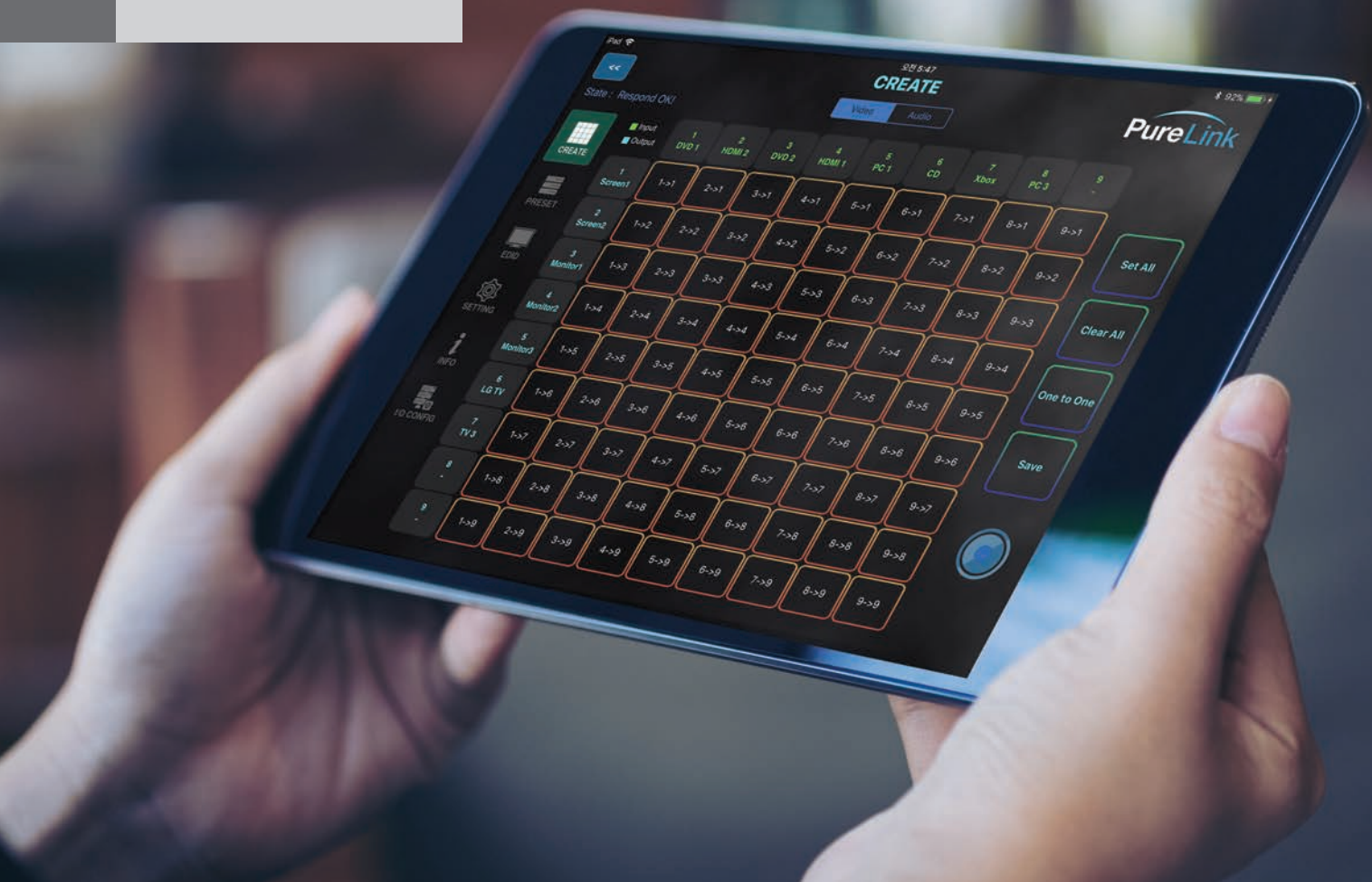


## Motore 2.0

Full featured 4K/60 4:4:4 media processing and auto-scaling with frame rate conversion available at every output

Motore 2.0 gives the user the ability to maintain seamless image reproduction on every display in their system, no matter the source. HDR10, Dolby Vision, HDMI 2.0, & HDCP 2.2 are also fully supported.



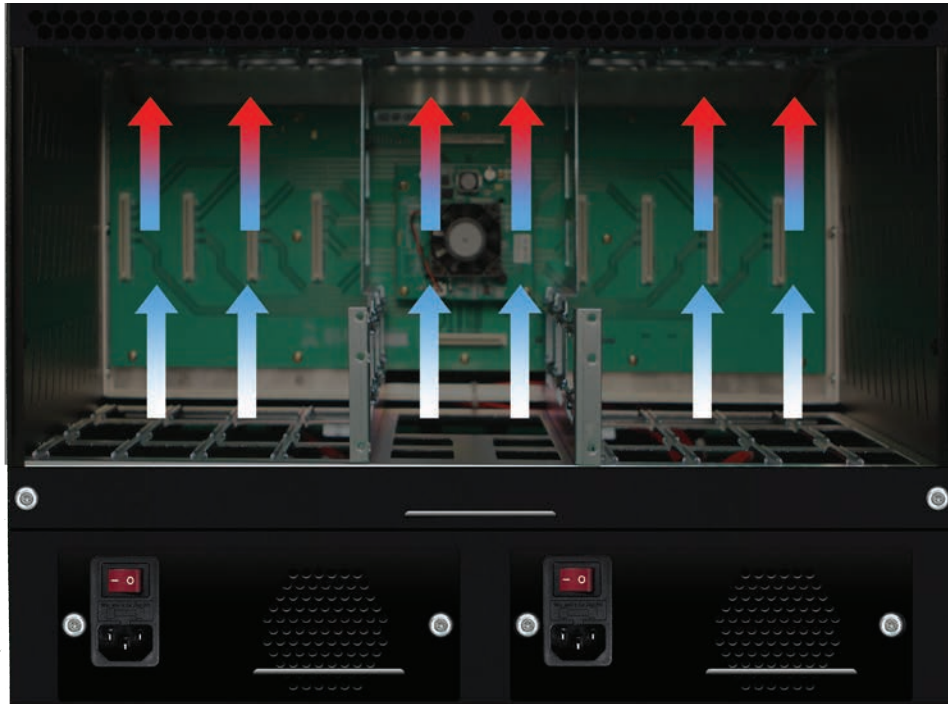


## iAxis

Detachable, front panel tablet control allowing mobile/wireless command of Media Axis' switching capabilities

Ease of use is paramount in today's technologically driven world, so PureLink™ developed iAxis™. The iAxis™ tablet and Media Axis have a dedicated connection between the two and allows the user to have wireless command of the Media Axis' switching capabilities from anywhere at any time. Media Axis also supports bi-directional, RS-232 and LAN control.





## AirLift

Modular blade units each composed of eight fans provide lateral air flow for direct-cooling of matrix components

PureLink™ has developed our AirLift™ technology to keep Media Axis running at peak efficiency. The AirLift™ blades are completely modular and hot-swappable, and users can monitor their status using the front panel or iAxis™ display.



## Omni-Flex

A fully modular, adaptive, and scalable design that offers field upgradeable components including hot-swappable I/O cards, MCU, AirLift cooling units, and power supplies

Omni-Flex™ provides Media Axis with ultra-flexible, platform agnostic functionalities and allows Media Axis the flexibility to adapt to virtually any environment and use case.

With chassis configurations ranging from 20x20 to 216x216, Media Axis is ready for any-sized project.

# SPECIFICATIONS

HDMI 2.0, Ultra HD/4K 60Hz 4:4:4, HDCP 2.2
High Dynamic Range (HDR) 10-bit, Dolby Vision
HDMI I/Os with Motore 2.0 Scaling and 5V processing
HDBaseT I/Os with Precis 4K60 4:4:4 processing
12G-SDI Input card for Interoperation between 4K60 AV and 4K60 Broadcast signals
Fiber I/Os with Adaptive Multi-mode/Single-mode Processing, Signal Transmission up to 1.24 miles/2 kilometers
IP I/Os with PureStreamX Codec and 10G infrastructure
Dedicated Dante™ Audio input and output cards
PureBread™ Adaptive Ultra HD Distribution Platform with Bi-Directional Native-IP Conversion
All Frames Support All Input/Output Card Options
Omni-Flex™ Modular Design with Hot-Swappable PSU, MCU, I/O Cards, and Fans
Redundant Power Supply (standard)
Motore 2.0 Scaling with Don't Blink™ Switching
Power of Ethernet (PoE)*
Airlift™ Cooling System
Multiview and Videowall Processing
iAxis™ Detachable Wireless Tablet Control (optional)
Audio Breakaway for Independent Audio and Video Matrix Switching
Dolby Digital/DTS/PCM pass-through, Stereo Audio Insertion and Extraction
Bi-directional, RS-232 and LAN Control to Endpoints
Fiber, HDBaseT, and IP Stand-Alone and Wall Plate Extenders
Auto-EDID (EDID Library and Emulation)
SNMP Remote Monitoring
Input/Output System Diagnostics
HDCP-Compliance Notification
Available in I/O sizes from 20x20 to 216x216

*\*Additional power supply required*





## Frame Options:

- **MAX-20**  
Media Axis 20x20  
Cross-Platform Switcher Frame
- **MAX-36**  
Media Axis 36x36  
Cross-Platform Switcher Frame
- **MAX-72**  
Media Axis 72x72  
Cross-Platform Switcher Frame
- **MAX-144**  
Media Axis 144x144  
Cross-Platform Switcher Frame
- **MAX-216**  
Media Axis 216x216  
Cross-Platform Switcher Frame



## Input Card Options:

- **MAX-HI**  
Media Axis (4) HDMI 2.0 Input Card  
Ultra HD
- **MAX-CI**  
Media Axis (4) HDBaseT Input Card  
Ultra HD
- **MAX-FI**  
Media Axis (4) Fiber Input Card  
Ultra HD
- **MAX-SI-12G**  
Media Axis (4) 12G-SDI Input Card  
Ultra HD
- **MAX-IPI**  
Media Axis (4) IP Input Card  
Ultra HD
- **MAX-AI-DA**  
Media Axis Dante™ Audio Input Card

## Output Card Options:

- **MAX-HO**  
Media Axis (4) HDMI Output Card w/ Motore 2.0 Scaling  
Ultra HD
- **MAX-CO**  
Media Axis (4) HDBaseT Output Card  
Ultra HD
- **MAX-FO**  
Media Axis (4) Fiber Output Card  
Ultra HD
- **MAX-IPO**  
Media Axis (4) IP Output Card  
Ultra HD
- **MAX-AO-DA**  
Media Axis Dante™ Audio Output Card



## Transmitters:

- **MAX-CT101**  
Media Axis 4K60 HDMI to HDBaseT Transmitter
- **MAX-CT101-IP**  
Media Axis HDMI to CAT IP Encoder/Transmitter
- **MAX-FT101**  
Media Axis 4K60 HDMI to 1LC Fiber Transmitter
- **MAX-FT101-IP**  
Media Axis HDMI to 1LC Fiber IP Encoder/Transmitter
- **MAX-12G-HDMI**  
Media Axis 12G to HDMI Transmitter/Converter

## Receivers:

- **MAX-CR102**  
Media Axis HDBaseT to HDMI Receiver w/Scaling
- **MAX-CR102-IP**  
Media Axis CAT to HDMI Decoder w/Scaling
- **MAX-FR102**  
Media Axis 1LC Fiber to HDMI Receiver w/Scaling
- **MAX-FR102-IP**  
Media Axis 1LC Fiber to HDMI Decoder w/Scaling
- **MAX-FH-12G**  
Media Axis Fiber/HDMI to 12G-SDI Receiver