



PRESS RELEASE

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IOGEAR AVIOR 4x4 HDMI 1.3 MATRIX EASES SOURCE SPLITTING AND HD CROSS SWITCHING

Whether switching between multiple sources on a single display or displaying the content from a single source on multiple displays, IOGEAR's 4x4 matrix does the job.

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Today at the International Consumer Electronics Show (CES), [IOGEAR](#) announced a new addition to the [AVIOR family](#) of PRO A/V distribution products, the 4x4 HD Audio Video Matrix Switch (GHMS8044). With support for Full HD 1080p, HDCP compliance and Dolby TrueHD and DTS Master Audio, the product sets a performance benchmark for total matrix switching.

As more entertainment devices find their way into living rooms, consumers want the ability to access source component material from all over the home, without missing a beat, explosion or word of dialogue. The IOGEAR™ 4x4 HD Audio Video Matrix makes this possible by routing up to four full HD 1080p source devices to any of four connected HD displays. The four HDMI® inputs allow devices such as Blu-ray / DVD players, DVR / set-top boxes and media servers to cross switch between devices or split a single source in a mirror mode to up to four HDMI equipped HD displays.

Individual sources are accessible for switching, cross switching or setting to mirror mode by convenient front panel pushbutton, IR remote, or by the RS232 port for total professional control. The GHMS8044 is also rack-mountable, aiding in discrete installations.

“With a multitude of source component and digital storage options, consumers want the ability access content from any display device, no matter where they are in the home,” says Bill Nguyen, senior marketing manager for IOGEAR. *“Our 4x4 HD Audio Video Matrix Switch is a cost-effective and professional-grade solution for source splitting and HD cross switching in the home or office.”*

The AVIOR Series is a comprehensive product suite that enables convergence through connectivity in today's digital homes, custom installs and specialty resellers.

The AVIOR Series includes IOGEAR's collection of switches, splitters, matrixes, cables and wireless solutions, which easily connect and distribute a multitude of home theater devices.

For further information on IOGEAR and its AVIOR family of products, please visit: avior.iogear.com/. Follow IOGEAR on [Twitter](#), the [company blog](#), and become a fan on [Facebook](#) for additional industry, company and product details.

About IOGEAR

IOGEAR, headquartered in Foothill Ranch, Calif., manufactures innovative Home Electronics and Information Technology solutions that enable convergence through connectivity. Founded in 1999, the company develops products that help integrate technologies, share resources, decrease clutter and energy consumption, and reduce electronic waste. IOGEAR distributes throughout North and South America, Europe and Asia.

The company emphasizes the conservation of natural resources to both employees and customers through its GREEN initiatives program and “Road to a Million Trees” campaign. In partnership with Trees for the Future, one tree is planted for every product purchased on the IOGEAR site or through an IOGEAR GREEN initiative partner.

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