



Press Release

Aug 21, 2010

Crestron Releases New Generation DigitalMedia™ 8G: The Fastest, Most Powerful AV Network

First Ever 8 Gigabit AV and Control Network Distributes Full HD with Single Wire Technology

Crestron today announced the release of its revolutionary new DigitalMedia™ 8G technology, the first true one-wire, high-output network. DigitalMedia 8G delivers unprecedented ultra-high speed and long distance transmission of all data, Ethernet and control, plus analog and digital AV signals. All signals and communications are managed over a single shielded CAT5 wire or multimode fiber strand; no compression or repeaters required. Installation is now faster, cheaper and easier than ever.



DigitalMedia 8G far surpasses the 1 gigabit throughput of standard Ethernet networks. 8G is the world's first AV distribution and control transport solution that delivers an eight gigabit pipeline for each input and each output. DigitalMedia 8G preserves the native video resolution and audio format of every signal, ensuring a pure, lossless signal path. The result is the highest quality and most reliable HD digital entertainment experience available.

"DigitalMedia 8G is the fastest and most powerful AV network ever developed," says Vincent Bruno, Crestron Director of Marketing. "As a true one-wire platform with a single RJ45 connection, 8G also saves integrators a lot of time and money, significantly reducing material and labor costs of cabling and the number of terminations."

DigitalMedia 8G makes it easy to enjoy all the rich media benefits of digital content, including razor-sharp HD video, 3D content, video games including Xbox 360®, streaming Internet content, Blu-ray Disc™, Apple® Mac and MacBook®, as well as the latest high-performance surround sound audio formats.

Without signal scaling or compression, DigitalMedia 8G manages all the different digital and analog signals throughout the home, matching each source's output to the selected displays, providing the optimal output. Uncompressed digital signals, HDMI, DVI, DisplayPort, Ethernet and USB keyboard/mouse control are seamlessly distributed up to 330 feet over shielded CAT5 or up to 1000 feet via fiber.