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News:
For Immediate Release

AVAtrix™ Control Options Now Include MainLobby

LEXINGTON, KY., May 10, 2007 - Audio Authority® and Cinemar™ announced the release of an AVAtrix™ plugin for MainLobby. MainLobby is Cinemar's flagship automation and media management software for Windows. The new plugin module will allow the AVAtrix to be controlled by MainLobby software via RS-232, making it easier than ever to distribute HD content around the home or business.

MainLobby is a leader in the market for both integrators and Do-It-Yourselfers, providing an easy to configure, less expensive alternative to other home automation systems. It provides a drag and drop environment for controlling everything from irrigation systems and DVD changers to whole house audio controllers. The combination of MainLobby and the AVAtrix highlight both companies' focus on ease of installation/use on the one hand, and full featured, professional grade designs on the other. Cinemar has been delivering IP-based entertainment and home/business control solutions since 2002.

The AVAtrix, Audio Authority's HD matrix routing system, routes audio and HD component video source signals to Wallplates via Cat 5. It enables the users to view any source, from any TV, at any time. Differential balanced line technology and cable length compensation circuits allow the remote Wallplates to be located up to 1,000 feet from the source with no degradation in signal quality.

AVAtrix by Audio Authority

• New MainLobby plugin module designed specifically for the AVAtrix
• Routes signals from six sources to six or more remote TV locations
• Delivers component video, digital audio and analog stereo audio
• Wallplates powered through Cat 5 bus cables
• Provides pathway over Cat 5 for IR commands sent from Wallplates back to source equipment

MainLobby by Cinemar

• Controls everything from irrigation systems and DVD changers to whole house audio controllers
• Drag and drop screen design takes complexity out of home automation
• Multiple access points may be located remotely, synchronized by a central server
• Software may be used on any Windows PC, including touch screen and wireless, tablet PCs
• Compatible equipment (now including the AVAtrix) may be controlled by infrared or RS-232 commands
• Download the AVAtrix plugin for $99.99 from www.cinemaronline.com

For more information on Cinemar products, visit www.cinemaronline.com or call 262-859-2666. For more information about Audio Authority, visit www.audioauthority.com or call 800-322-8346.