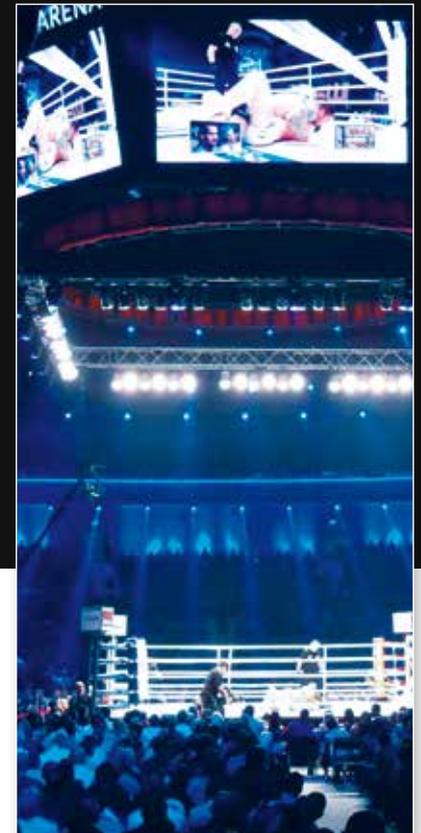


PureLink
digital solutions



THE ULTIMATE
4K media and data distribution
management solution.





What is PureMedia?

PureMedia™ (PM) is a complete media and data distribution management solution, proven to work consistently and seamlessly to provide a scalable, configurable, controllable, and reliable HD ecosystem. PureMedia's design is the embodiment of four core principles that come together to deliver the most adaptable, forward-thinking solutions:

- FLEXIBILITY** Modular, slot card build of PM matrix switchers, combined with a comprehensive selection of input and output cards, provide endless combinations of connectivity and formats.
- CONVERSION** Any input, any frame rate, and any format can be converted to any output variation desired.
- RELIABILITY** Featuring redundant power supplies, 100,000 MTBF electronics, dynamic diagnostics, and rugged framework, PM solutions are worry-free.
- 4K** PM is built on the future of 4K. No other cross-platform matrix switching system provides a more comprehensive set of features to support scaling, routing, and processing of high bandwidth content.

With its core framework and exclusive technologies, PureMedia delivers the most flexible, hybrid signal management solutions built for the convenience of the user – now and in the future.

Pure Assurance - A new era in the art of building A/V systems

PureAssurance is PureLink's proprietary installation resource ensuring successful design and operation of PureMedia solutions. PureAssurance, through in-house testing and certification, guarantees optimal performance of display, source, and control devices with PureMedia (PM) systems and components. Devices that are certified through PureAssurance are continuously tested to determine the ability to conform to technical standards or specifications of the PM line. PureAssurance provides system integrators and designers with the assurance that PureMedia solutions will perform accurately and consistently for a seamless user experience.

Free System Design - Your Supplier for Success

Delivering the best in HD video connectivity requires much more than great products. Whether building a state-of-the-art video communication network or upgrading an existing system, PureLink's Free System Design service is the A/V professional's best and only resource. PureLink's technical team is here to help our clients from start to finish, providing diagrams, quotations, and comprehensive diagnostics, and creating solutions that are tailored to meet each project's unique needs.

Features

Cross-Platform - Nothing guarantees like a PM



Convert anything to anything else. HDMI, Fiber, DVI, UltraHD, 3G HD-SDI, and more. PureMedia provides cross-platform conversion, making installation easier and more manageable than ever before.

Ultra HD 4K - More Choices, More Features, More 4K



PureMedia offers a complete catalog of UltraHD/4K distribution and extension solutions that can be customized for any application. From 4K matrix switcher frames to 4K extenders, all with TOTALWIRE™ (HDMI, HDBaseT, and Fiber) cabling, PureMedia solutions deliver a more seamless transition to 4K connectivity than any other provider.

Cross-Platform - Nothing guarantees like a PM Auto-Scaling with Seamless Switching - Ready for whatever the future brings

Including 4K Auto-scaling is offered as a feature both within the matrix switcher and the remote extender receivers, making PureMedia the most intuitive switching system available. Select from a comprehensive line of output slot card and remote extender options to create a custom solution fit for any auto-scaling and UltraHD/4K scaling need.



Touch Screen - LCD Touch-Screen Display w/ Security Lock-Out

In today's digital world, where time is money, ease of operation is a must. With an intuitive touch screen interface, users can quickly understand the features and operational functions of the PureMedia line. A lockout option and password protection, disables any unauthorized changes made from the touch screen controls, offering secure and reliable operation.

Diagnostics - The Tools you need

Testing and analyzing a system's health can significantly minimize inaccuracies, save time, and prevent errors. PureMedia matrix switching systems provide diagnostic information of input signals, displays, slot cards, and connectivity. An assortment of test patterns is available to confirm output connections and display/image verification at various resolutions.



EDID Management at Every Output

The PM product line is the only matrix switching system that automatically scales each output to match the EDID from the attached displays. The result is a quick, clean switch from source to display without any disparities in the image size, position, or aspect ratio. PureMedia matrix switchers provide the most comprehensive EDID management system available, ensuring proper image display without the need for additional emulation devices. Combined with the industry's fastest switching speeds powered by PureLink's "Don't Blink" Technology, PM matrix switching systems with EDID management offer an ultra-fast, glitch-free signal distribution solution.

FPGA chip - Fasten Your Everything

Off the shelf scaling chips simply do not offer the flexibility and domain of functions required with today's evolving signal formats such as UltraHD/4K. The PureMedia line is built on the solid foundation of FPGA chip technology, allowing PureLink to engineer future-proof scaling solutions to cover ever resolution, frame rate, and up/down scaling for 4K and wherever else the future of video migrates. PureMedia offers worry-free scaling solutions that fit now and with what is to come.

Control - Open up the possibilities



With intuitive touch screen menus and a complete external control command set, PureMedia provides the features and functions that meet the unique requirements of each application. Third party control modules allow remote operation and automation of PM matrix switchers, providing a fully customizable solution that delivers a seamless user experience.

