

Press Release

Feb-15-2018

PureLink Joins the SDVoE Alliance

Moving AV distribution to IP offers the possibility to create dramatically new architectures and entirely new user experiences

"AV over IP solutions replace traditional point-to-point connectivity. With our PureTools product portfolio and world first IPAV PRO product, SDVoE membership now is the right strategical and technical step at the right time."

Stephan Sloot, Sales Director of PureLink GmbH and Robin Cullen, PureLink R&D Engineer, look forward to the technical possibilities which will open up with the combination of PureLink products and SDVoE technology.

At the ISE, PureLink presented a product world premiere. IPAV PRO is the world's first product promoted by AptoVision's award-winning BlueRiver NT + chipset. The innovation meets all the requirements of the professional rental and staging market as efficiently as cost-effectively.

"The SDVoE Alliance members bring a variety of perspectives that span the entire AV / IT spectrum. We are delighted that PureLink will now bring in its great expertise," said Charles Dobson, SDVoE Alliance's Director of Development.

System integrators, planning offices and installers will profit from using products from the potent, complete product range of PureLink cables and adapters, media technology, AV electronics and optical fiber solutions in their SDVoE systems. AV over IP network installations are characterized by reliability, performance and low costs.

SDVoE network architectures are based on low-cost standard Ethernet switches. It can be expected that AV applications that require latency-free video will soon preferably be realized with SDVoE technology.



Software Defined Video Over Ethernet

IPAV PRO First Aptovision powered product with both, copper and fiber port

Company Information

PureLink GmbH develops, produces and markets products for professional presentation and media technology.

Since 2006 PureLink has been one of the international branch leaders for digital connectivity solutions, e.g. HDMI cables and adapters, wireless HD, or optical glass fiber products.

As manufacturer and distributor, PureLink is partner of wholesalers, mail order companies, industry, electronics stores, and installers. The product portfolio comprises consumer equipment, as well as individual customer solutions. Professional products from leading international manufacturers complete the wide range of own-brand products.

At present, PureLink has 28 employees who take care of customers' demands worldwide. The company's distribution and logistics centre is located at Rheine, Germany.

Press Contact

Contact person	Barbara Tsihlis
Company	PureLink GmbH
Address	Von-Liebig-Str. 10 48432 Rheine / Germany
Email address	tsihlis@purelink.de
Telephone	0049 5971 800 299 25
Website	https://www.purelink.de/