

2x1 HDMI & USB-C Huddle Room Switcher with USB 3.2 KVM

4K60 4:4:4, 100W USB-C PD, Balanced Audio I/O, Dual 1G Ethernet with 802.1x — Designed for Corporate BYOD Rooms

MPN: COL-HUD-21



1 PRODUCT OVERVIEW

DESIGNED FOR

Corporate AV integrators specifying BYOD huddle rooms, IT managers standardizing room connectivity for multi-campus rollouts, and hospitality AV designers for hotel meeting suites.

THE CHALLENGE

Existing huddle room switchers force a choice: dock-style units lack HDMI input and display control; enterprise switchers deliver only 60W PD and omit 802.1x Ethernet. Neither solves the full room problem in one box.

THE KANEXPRO ADVANTAGE

100W USB-C PD + dual 1G Ethernet with 802.1x/VLAN + balanced audio I/O — all at \$799 MSRP. The only 2x1 huddle switcher that meets IT and AV requirements simultaneously without stepping up to a \$1,500+ unit.

2 PRODUCT POSITIONING

COL-HUD-21 is the huddle room switcher for corporate AV integrators who need enterprise-grade BYOD connectivity — 100W charging, dual 802.1x Ethernet, and USB KVM — without the cost or complexity of a dedicated control system.

3 SALES ANALYSIS

CHANNEL FIT

Distribution (primary) — AVI-SPL, Avidex, Almo, Synnex AV.
Direct (secondary) — IT procurement for campus rollouts.
CEDIA/rep channel for hospitality.

DEAL SIZE & SALES CYCLE

\$800–\$5,000 per room. Multi-room deals: \$50K–\$500K for campus-wide standardization. Sales cycle: 4–8 weeks single room; 3–6 months enterprise.

COMMON OBJECTIONS

1. 'We use Kramer/Extron' — counter with 100W PD + 802.1x at lower cost. 2. 'Control system compatibility?' — RS-232/TCP-IP API + Web GUI covers all systems. 3. 'Need extension?' — upsell COL-HUD-42BT.

WIN / LOSS THEMES

Win: IT spec requirements (802.1x, VLAN, 100W PD) where competition falls short. Win: Price-sensitive multi-room rollouts. Loss: Specs written for Crestron/Extron ecosystem by consultant.

TOP USE CASES TO CLOSE

- Corporate BYOD standardization rollout (50–500 rooms)** — IT mandate drives bulk procurement. 802.1x/VLAN and 100W PD are non-negotiable spec requirements that eliminate Kramer and Extron at this price point.
- Hospitality meeting room refresh** — One-cable guest connectivity with auto display control. No IT staff needed for room setup or reset. Easy upsell to COL-HUD-42 for suites requiring dual-display.

4 APPLICATIONS



BYOD Conference Room

USB-C laptop connects in one cable — video, KVM, 100W charging. Camera and mic switch automatically to the active presenter.



Corporate Classroom

Instructors and guests switch between USB-C and HDMI without interruption. USB KVM maintains room peripheral connection to the active source.



Hospitality Meeting Rooms

One-cable guest connectivity with 100W charging and CEC auto display on/off — no guest interaction with AV equipment required.



Healthcare Spaces

802.1x/VLAN separates clinical devices from guest access. Balanced audio integrates with room paging infrastructure.



Compact Huddle Spaces

0.91" profile fits under any table. Auto switching and GPIO output enable automated room wake/sleep without a control processor.



Campus-Wide Rollouts

COL-HUD-21/42 family shares form factor and API — straightforward deployment and management across hundreds of rooms.

5 WHO THIS IS FOR

Corporate AV Integrator

IT / AV Manager

Hospitality AV Designer

Education Tech Coordinator

Healthcare Facilities AV

Ideal User

Mid-level AV integrator or senior IT AV specialist, 5–15 years experience, specifying 10–200 room deployments annually.

Project Types

Corporate enterprise (primary), education (secondary), hospitality (secondary), healthcare (tertiary).

Typical Buyer

IT Director or VP Corporate Real Estate (budget); AV Integrator / Systems Engineer (specification); Facilities Manager (install sign-off).

6 KANEXPRO PRODUCT COMPARISON

The COL-HUD family scales from entry-level 2×1 to HDBaseT-extended matrix switchers — all sharing the same Web GUI and API for consistent room management.

MODEL	BEST FOR	KEY CAPABILITY	HOW IT DIFFERS
COL-HUD-21	This product — 2×1 entry	USB-C + HDMI, 100W PD, dual Ethernet, balanced audio	Best fit for single-display BYOD rooms
COL-HUD-42	4×2 dual-output rooms	Dual USB-C + dual HDMI, 2× HDMI outputs	Step up for dual-display or 4-source rooms
COL-HUD-42BT	Rooms needing extension	HDBaseT 3.0 100m + USB 3.2	When switcher must be remote from display
SW-4X2PS-70M	Boardrooms & training rooms	Dante, multiview, HDBaseT 70m, KVM	Higher tier — add Dante audio and multiview

Start with COL-HUD-21 for single-display BYOD rooms. Upsell to COL-HUD-42 or COL-HUD-42BT for dual-display or extended rooms.

7 FREQUENTLY ASKED QUESTIONS

Q: Why not just use a USB-C dock instead?

A: A dock needs a dedicated PC. COL-HUD-21 switches two sources, shares USB peripherals, and charges at 100W — it's a room solution, not a personal accessory.

Q: Does 100W charging work with MacBook Pro?

A: Yes. USB-C IN1 delivers up to 100W PD — sufficient to charge and run a 16-inch MacBook Pro simultaneously during a meeting.

Q: How does it compare to Kramer SWT3-31-HU?

A: COL-HUD-21 delivers 100W PD (vs. 60W), dual 1G Ethernet with 802.1x/VLAN, and balanced audio I/O — at \$799 vs. ~\$989.

Q: Can IT manage it remotely?

A: Yes. Web GUI, TCP/IP API, front panel lock, and dual Ethernet with 802.1x/VLAN enable full remote management without physical access.

Q: Does it work with Teams and Zoom?

A: Yes. USB peripherals follow the active host via UVC/UAC — no drivers required. Works with any UC platform.

Q: What if we need extension to a remote display?

A: Pair with EXT-WP-CH100US (1-Gang USB-C/HDMI wall plate, 100m HDBaseT 2.0) or upgrade to COL-HUD-42BT for integrated HDBaseT 3.0 100m.

Q: Is this a good fit for a 200-room campus rollout?

A: Yes. Common form factor, shared Web GUI and API across the COL-HUD family makes large-scale deployment and IT management straightforward.