

IP-Based IR, RS-232 and Relay Controller with PoE

16 Macros, 4× IR Output with Learning, 4× Relay, RS-232/422/485, 8 Trigger Inputs — WebGUI & Telnet

MPN: CR-3XCONTROL



1 PRODUCT OVERVIEW

DESIGNED FOR

AV integrators and facilities managers who need to control legacy IR devices, serial equipment, and relay-triggered hardware — projectors, screens, amplifiers, switchers — from a single PoE-powered box without purchasing a full control processor.

THE CHALLENGE

Rooms with mixed IR, RS-232, and relay devices require a central controller that speaks all three protocols. Full control processors (Crestron, AMX) are over-specified and expensive for most mid-market installs. Simpler IP keypads lack serial and IR outputs. Integrators need something in between.

THE KANEXPRO ADVANTAGE

The CR-3XCONTROL bridges TCP/IP, IR (with learning), RS-232/422/485, and relay control in one PoE-powered unit at \$399.95 MSRP. Eight hardware trigger inputs enable contact-closure automation — a feature missing from most competing units at this price point. No licensing, no proprietary ecosystem, no programming software required.

2 PRODUCT POSITIONING

The CR-3XCONTROL is the all-protocol AV controller for integrators who need IR, RS-232, relay, and trigger-input control from a single PoE-powered unit without the cost or complexity of a full control processor.

3 SALES ANALYSIS

CHANNEL FIT

Distribution (Snap AV, Exertis) and direct to integrators. Strong fit for commercial AV integrators, education technology dealers, and hospitality AV firms needing multi-protocol device control.

DEAL SIZE & SALES CYCLE

\$400–\$1,200 per room (often 1–2 units per space); typical project 3–15 rooms. Sales cycle 2–6 weeks tied to room AV build.

COMMON OBJECTIONS

1. No per-room software license or programming fee. 2. LAN-only, no cloud dependency. 3. DC adapter included when PoE switch unavailable. 4. IR learning eliminates need for IR code databases.

WIN / LOSS THEMES

Wins: all-protocol (IR+RS-232+relay+TCP/IP), trigger inputs, IR learning, PoE, metal chassis, 3-year warranty. Losses to units with more IR ports (>4) or when HDMI control (CEC) is also required.

TOP USE CASES TO CLOSE

- 1 Classroom automation — door-open trigger lowers projector screen (relay), sends RS-232 power-on to projector, IR to set TV input; all automated on contact closure.
- 2 Conference room AV control — single TCP/IP macro from a room scheduler powers display, selects input, and raises blinds via relay; triggered by calendar event or wall button.

4 APPLICATIONS



Conference Rooms

Single macro via TCP/IP or trigger input powers displays, selects inputs on serial-controlled switchers, and sends IR to legacy AV equipment — all from one command.



Classrooms

Door-open trigger lowers screen (relay), sends RS-232 to power projector, and transmits IR to set amplifier volume — fully automated on student/teacher entry.



Hospitality

Macro-based room scene control — IR commands set TV channel and input, relay triggers blinds and lighting, RS-232 adjusts audio processor. All from a single button press.



Smart Home / Residential

Motion detector triggers morning routine: IR powers TV, relay opens blinds, RS-232 commands AV receiver to preset volume. Fully automated on occupancy with no app required.



Product Showrooms

Trigger inputs from floor sensors or door switches activate demo sequences. Each trigger fires a macro that powers the display, plays back media via IR, and resets after a timed delay.



Government & Secure Facilities

License-free, no cloud dependency — all control stays on the local LAN. Contact-closure triggers from access control systems fire macros to configure rooms for briefings or secure display modes.

5 WHO THIS IS FOR

Commercial AV Integrator

Education Technology

Hospitality AV

Corporate IT / Facilities

Residential / Smart Home

Ideal User

Mid-market AV integrator (1–20 techs) designing multi-protocol room control systems where IR, serial, and relay devices all coexist and need a cost-effective central hub.

Project Types

Corporate conference rooms, K–12 and higher-ed classrooms, hotel rooms and suites, government briefing rooms, residential smart home, product showrooms.

Typical Buyer

AV system designer or lead integrator on the design side; AV/IT manager or facilities director on the client side. Procurement via distribution PO or direct dealer quote.

6 KANEXPRO PRODUCT COMPARISON

The CR-3XCONTROL complements WP-IPKEYPAD8 — the keypad handles wall-plate button presses for TCP/IP and relay control, while the CR-3XCONTROL adds IR and serial control plus hardware trigger inputs. Together they cover the full control stack for a room.

MODEL	BEST FOR	KEY CAPABILITY	HOW IT DIFFERS
CR-3XCONTROL	Multi-protocol AV control hub	IR×4, Relay×4, RS-232/422/485, 8 triggers, PoE	This product — all-protocol standalone controller
WP-IPKEYPAD8	Wall-plate IP macro keypad	TCP/IP macros, relay×1, PoE	Keypads for button-press control — no IR or serial; pair with CR-3XCONTROL for full protocol coverage
MMX-8X8AUD	8×8 HDMI matrix	RS-232 / IP control port	Matrix switcher — not a standalone controller; CR-3XCONTROL can send RS-232 commands to it

✓ CR-3XCONTROL is KanexPro's only multi-protocol IR/serial/relay controller. Pair with WP-IPKEYPAD8 for full room control coverage.

7 FREQUENTLY ASKED QUESTIONS

Q: Does it require an internet connection?

No. All control operates over the local LAN only. No internet or cloud service is used.

Q: Can it control RS-232 devices directly?

Yes. The COM port supports RS-232, RS-422, and RS-485 up to 115200bps. Connect to the 5-pin terminal block and configure port parameters in the WebGUI.

Q: How does IR learning work?

Connect the IR Learner cable to IR IN. In WebGUI Command Settings, click IR Learn and point your remote at the learner within 5 seconds. The captured code is stored and assignable to any macro.

Q: Is PoE required?

No. The included 5V/2.6A DC adapter powers the unit fully without a PoE switch.

Q: What devices work with the trigger inputs?

Any contact-closure device providing minimum 5V DC: door switches, motion detectors, window alarms, PIR sensors, keypad triggers.

Q: How does CR-3XCONTROL compare to WP-IPKEYPAD8?

CR-3XCONTROL adds RS-232/422/485, 4 IR outputs with learning, and 8 trigger inputs for full multi-protocol control. WP-IPKEYPAD8 is a wall-plate keypad for TCP/IP and relay only. Use CR-3XCONTROL when IR or serial device control is required.

Q: How do I update firmware?

Connect a USB drive with the firmware file to the SERVICE port on the rear panel. The unit detects and applies the update automatically — no tools or software required.