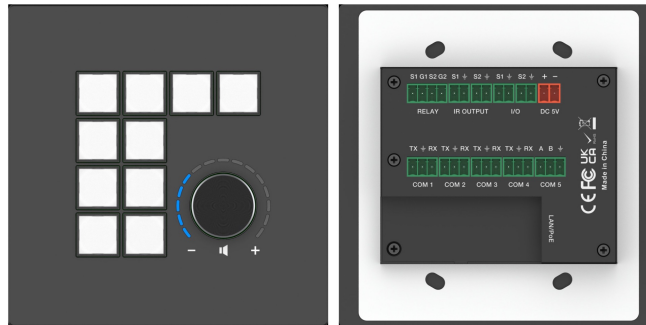


## 10-Button Programmable Wall Keypad with RS232, IR, Relay & PoE

Linux-Based AV Control Panel with 4x RS232, RS485, Programmable Knob &amp; Magnetic Panel — No Processor Required

MPN: CR-KEY10R



## 1 PRODUCT OVERVIEW

## DESIGNED FOR

AV integrators, system designers, and IT managers deploying room-level control for conference rooms, classrooms, training centers, and exhibition spaces — particularly those seeking alternatives to expensive proprietary control systems.

## THE CHALLENGE

Simple AV room control today requires either overpriced proprietary processors (Crestron/AMX at \$2K–\$7K per room) or stripped-down keypads that lack the I/O density to control all room devices from a single panel.

## THE KANEXPRO ADVANTAGE

Only 10-button + knob wall keypad with 4× RS232, RS485, 2× IR, 2× Relay, 2× I/O, and PoE running embedded Linux — standalone web-GUI programmable with no processor or proprietary software required.

## 2 PRODUCT POSITIONING

*The KanexPro CR-KEY10R is the programmable AV control keypad for integrators who need multi-protocol room automation (RS232, RS485, IR, Relay, TCP/IP) from a single US 2-Gang wall panel — without the cost, complexity, or licensing of a full control processor.*

### 3 SALES ANALYSIS

## CHANNEL FIT

Integrator reps (primary), distribution (secondary for volume), direct for online resellers. Best sold as part of a KanexPro room bundle with matrix switchers, extenders, and audio products.

## DEAL SIZE & SALES CYCLE

\$250–\$2,500 per room. Multi-room campus: \$5K–\$25K. Sales cycle: 2–6 weeks (single room), 4–12 weeks (campus rollout).

## COMMON OBJECTIONS

“We use Crestron” — counter with TCO (no processor, no licensing). “Is it enterprise-grade?” — Linux OS, ARM Cortex-A7, ESD-rated, aluminum build.

## WIN / LOSS THEMES

Wins on price/performance, I/O density, standalone operation, PoE simplicity. Loses on brand recognition vs. Crestron in enterprise, no touch screen.

## TOP USE CASES TO CLOSE

- 1 Conference room one-touch presets — immediate ROI vs. Crestron processor + keypad
- 2 Classroom AV control with teacher-friendly knob volume and labeled buttons
- 3 Multi-room campus deployments with 10–50 units per site

#### 4 APPLICATIONS



##### Conference Room

One-touch presets for projectors, screens, lights, and source routing via RS232, relay, and IR simultaneously.



##### Training Center

Toggle between lecture and group modes — switch encoder/decoder routes and audio zones from the wall.



##### Classroom AV

Teachers select inputs and adjust volume with the knob — no IT support needed. Labels swap with the magnetic panel.



##### Exhibition Kiosk

Labeled buttons trigger display content, lighting scenes, and media playback — macros simplify exhibit updates.



##### Boardroom Presets

Recall room presets via TCP/IP commands to matrix switchers and DSP processors on the network.



##### Broadcast Tally

Trigger relay closures for tally lights, send RS232 commands to routers, read sensor states via I/O ports.

#### 5 WHO THIS IS FOR

AV Integrators

System Designers

IT Managers

Corporate AV

Education

Hospitality

##### Ideal User

AV Systems Designer / Integration Engineer at a mid-size integrator (10–50 person firm). Values reliable hardware, easy commissioning, and vendor support.

##### Project Types

Corporate AV, Education, Hospitality, Government, Broadcast

##### Typical Buyer

Project Engineer or AV Design Consultant who writes the equipment spec. Final approval from client's IT Director or Facilities Manager.

#### 6 KANEXPRO PRODUCT COMPARISON

CR-KEY10R is the first product in KanexPro's Controls > Keypads category. It is designed to work alongside these KanexPro products as a room-level user interface:

| MODEL          | BEST FOR               | KEY CAPABILITY        | HOW IT DIFFERS                                                                |
|----------------|------------------------|-----------------------|-------------------------------------------------------------------------------|
| MMX-8X8AUD     | Signal routing         | 8×8 HDMI matrix       | CR-KEY10R provides user-facing buttons to control the matrix via RS232/TCP-IP |
| SW-4X2PS-70M   | Presentation switching | 4×2 HDMI/USB-C switch | CR-KEY10R adds wall-mount one-touch access to switch presets                  |
| AUD-DTE-2CHAMP | Audio amplification    | 150W Dante amplifier  | CR-KEY10R knob sends volume commands; amplifier handles audio power           |

★ Bundle CR-KEY10R with any KanexPro matrix or switcher for a complete room control solution at a fraction of proprietary system cost.

## 7 FREQUENTLY ASKED QUESTIONS

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### **Q: Does this replace a Crestron or AMX control processor?**

For simple single-room AV control (source switching, display power, volume, lighting relay), yes — the CR-KEY10R operates standalone with its own Linux-based web GUI. No separate processor or proprietary software is needed.

### **Q: How is it powered?**

Dual power: PoE via the LAN/PoE RJ45 port (standard 802.3af switch) or DC 5V via the 2-pin phoenix connector.

### **Q: What wall box does it fit?**

US 2-Gang or CN 120 standard cassette boxes. Requires a 2-gang opening. Magnetic aluminum front panel is removable for label customization.

### **Q: How do I program the buttons?**

Programming is done via EASYAccomplish software (downloadable from the product page). Web GUI access is available for network configuration at the default IP 192.168.0.101.

### **Q: Can multiple keypads work together?**

Yes. Multiple CR-KEY10R units on the same network can be coordinated via TCP/IP commands — each unit addressable by its static IP.