

NetworkAV™ HDMI over IP Encoder/Decoder Kit — 120M 1080p

Cost-Effective Point-to-Point and One-to-Many HDMI Distribution over Standard IP Networks

MPN: EXT-AVIP120M



1 PRODUCT OVERVIEW

DESIGNED FOR

Cost-conscious AV integrators and IT managers in education, corporate, and small commercial deployments needing 1080p distribution over existing LAN.

THE CHALLENGE

Budget-constrained projects can't justify the complexity or price of H.264 systems with RS-232 and PoE infrastructure. A complete kit is needed that works point-to-point out of the box without remotes, separate power infrastructure, or complex IP configuration.

THE KANEXPRO ADVANTAGE

Complete TX+RX kit at a single price; mounting ears included; MJPEG offers lower latency than H.264 for still-heavy content; embedded web server on both units; metal enclosure; 3-year KanexPro warranty vs. 1-year for most generic competitors.

2 PRODUCT POSITIONING

The EXT-AVIP120M is the entry-level HDMI over IP kit for cost-conscious integrators who need simple 1080p distribution over existing network cabling without RS-232 or PoE complexity.

3 SALES ANALYSIS

CHANNEL FIT

Online resellers (B2B), small AV dealers, B2B direct.

DEAL SIZE & SALES CYCLE

\$200–\$600 for kit + add-on RX units; small project scale.

COMMON OBJECTIONS

1) "Generic kits are \$60 on Amazon" — mounting ears, 5V adapters, 3-yr warranty, KanexPro support. 2) "Why not H.264 at the same price?" — MJPEG lower latency; simpler configuration; no remote needed for P2P. 3) "Does it support many-to-many?" — Yes, with VLAN and 10G switch.

WIN / LOSS THEMES

Win: Complete kit; mounting hardware; 3-year warranty; simpler setup than H.264 for P2P. Loss: When RS-232 or PoE is required; when buyer selects on price alone.

TOP USE CASES TO CLOSE

- 1 Simple point-to-point classroom or conference room HDMI extension over existing CAT6
- 2 Cost-effective one-to-many digital signage in budget-constrained education or small commercial deployments

4 APPLICATIONS



Digital Signage & Lobby

Extend content to lobby and wayfinding displays over existing CAT6 — cost-effective kit with no proprietary matrix hardware required.



Classroom Projection

Connect instructor HDMI sources to projectors across classrooms using the school's existing network cabling.



Conference Room AV

Connect presentation sources to in-room displays without long HDMI cable runs, using simple point-to-point IP extension.



Corporate Video Distribution

Share training videos and communications to multiple meeting room displays simultaneously in one-to-many mode.



Commercial AV Systems

Deploy HD video distribution in restaurants, fitness centers, and retail where 1080p over standard network cabling is needed.



Training Room Setups

Connect a trainer workstation to multiple participant displays using the kit's point-to-many network capability.

5 WHO THIS IS FOR

Education

SMB corporate

digital signage

hospitality

retail

small commercial AV.

Ideal User

IT manager, AV coordinator, or small-project integrator in education, SMB corporate, or small commercial environments.

Project Types

Education, SMB corporate, digital signage, hospitality, retail, small commercial AV.

Typical Buyer

IT director, facilities manager, or AV coordinator. Often a direct purchase without integrator involvement.

6 KANEXPRO PRODUCT COMPARISON

How EXT-AVIP120M fits within the KanexPro NetworkAV lineup:

MODEL	BEST FOR	KEY CAPABILITY	HOW IT DIFFERS
EXT-AVIP120MRX	Extenders : NetworkAV	Add-on decoder	Decoder only; no TX; same MJPEG spec; \$99.95 standalone for scale-out
EXT-AVIPH264TX	Extenders : NetworkAV	H.264 TX	H.264 + RS-232 + PoE; sold as TX+RX separately; more complex; same MSRP
EXT-AVIPH264RX	Extenders : NetworkAV	H.264 decoder	H.264 add-on RX; RS-232 + PoE; \$149.95; requires H.264 TX ecosystem
EXT-HD4KEARC-70M	Extenders : HDMI Pro	HDBaseT 4K	HDBaseT; 4K60; 70m P2P only; higher cost; dedicated cabling required

► For this application, specify EXT-AVIP120M

7 FREQUENTLY ASKED QUESTIONS

Q: What's the difference between this and the H.264 kit at the same price?

A: The EXT-AVIP120M uses MJPEG compression and includes a complete TX+RX kit. The H.264 pair adds bidirectional RS-232 pass-through, 802.3af PoE, and Group ID remote switching — better suited for multi-source professional installations.

Q: Can I use this for a one-to-many setup without a special switch?

A: Point-to-many is supported over a standard Gigabit switch. Many-to-many requires VLAN configuration and a compatible 10G switch (such as the GES24).

Q: Is any software required for configuration?

A: No. Both TX and RX include an embedded HTTP server. Configuration is done via web browser by connecting a PC to the same subnet.

Q: How do I add more displays to the system?

A: Purchase standalone EXT-AVIP120MRX decoder units and connect them to the same network. Assign unique IP addresses to each RX via the web server.

Q: Does this support HDCP content?

A: Yes. Both TX and RX are HDCP compliant.

Q: What cable is required?

A: CAT5E or CAT6 cable, 24AWG solid, following EIA-TIA 568B standard. Maximum distance is 120m (394 ft) at 1080p 8-bit.

Q: What is the warranty?

A: 3-year limited warranty from KanexPro.