

NetworkAV™ 1080p HDMI over IP Receiver — 120M Add-On

Expand Your NetworkAV IP System — Add Displays Anywhere over Standard CATx up to 394 ft

MPN: EXT-AVIP120MRX



1 PRODUCT OVERVIEW

DESIGNED FOR

Integrators and IT managers scaling out an existing EXT-AVIP120M deployment to additional displays; buyers who already have the TX and only need additional RX decoders.

THE CHALLENGE

After deploying the initial kit, adding a new display to the system requires a complete kit repurchase. A standalone decoder at half the kit price allows cost-effective scale-out without unused TX units.

THE KANEXPRO ADVANTAGE

Same metal enclosure and mounting ears as kit receiver; lowest KanexPro MSRP in the NetworkAV lineup; pull-through from EXT-AVIP120M kit deployments; 3-year warranty; no generic-market equivalent with equivalent support.

2 PRODUCT POSITIONING

The EXT-AVIP120MRX is the low-cost standalone decoder for integrators scaling existing EXT-AVIP120M IP systems to additional displays without purchasing a full kit.

3 SALES ANALYSIS

CHANNEL FIT

Online resellers (add-on to kit); B2B direct; small AV dealers.

DEAL SIZE & SALES CYCLE

\$100–\$500 for 1–5 add-on decoders per project.

COMMON OBJECTIONS

1) “Generic decoder is \$40 online” — mounting ears, 3-yr warranty, KanexPro support, compatibility guarantee with kit. 2) “Why not buy another kit?” — Standalone decoder avoids an unused TX unit. 3) “Is it compatible with other systems?” — Designed for EXT-AVIP120M ecosystem.

WIN / LOSS THEMES

Win: Lowest KanexPro price; clean add-on purchase; mounting hardware; 3-yr warranty. Loss: When buyer selects generic on price; when system requires H.264 or RS-232.

TOP USE CASES TO CLOSE

- 1 Add-on display endpoints to existing EXT-AVIP120M classroom or lobby deployments
- 2 Cost-effective scale-out of multi-display corporate or hospitality IP signage systems

4 APPLICATIONS



Multi-Display Expansion

Add individual display endpoints to any existing EXT-AVIP120M deployment — one RX per display, connected to the network switch, no TX purchase required.



Classroom Display Scaling

Expand a campus 120M system by adding RX units to new classrooms without purchasing additional encoder kits.



Conference Room Add-On

Extend an existing 120M system to a new meeting room with a single RX unit configured via web browser.



Hospitality Zone Expansion

Add viewing zones in bars, lounges, or dining areas without additional encoders or infrastructure changes.



Corporate AV Scale-Out

Scale a corporate signage system to additional floors or departments by adding standalone decoders to the existing IP network.



Lobby & Overflow Displays

Deploy a standalone decoder at a reception desk or overflow room to receive the same content as the main display network.

5 WHO THIS IS FOR

Education

SMB corporate

digital signage

hospitality

retail.

Ideal User

IT manager, AV coordinator, or integrator who already has an EXT-AVIP120M kit deployed and needs additional display endpoints.

Project Types

Education, SMB corporate, digital signage, hospitality, retail.

Typical Buyer

Same decision-maker as the original kit purchase — add-on repeat purchase.

6 KANEXPRO PRODUCT COMPARISON

How EXT-AVIP120MRX fits within the KanexPro NetworkAV lineup:

MODEL	BEST FOR	KEY CAPABILITY	HOW IT DIFFERS
EXT-AVIP120M	Extenders : NetworkAV	Source kit with TX	Includes TX encoder; complete kit; \$199.95; required to start deployment
EXT-AVIPH264RX	Extenders : NetworkAV	H.264 decoder	H.264 + RS-232 + PoE; \$149.95; different ecosystem; more features
EXT-AVIPH264TX	Extenders : NetworkAV	H.264 TX encoder	H.264; RS-232 + PoE; Group ID remote; \$199.95; different ecosystem
EXT-HD4KEARC-70M	Extenders : HDMI Pro	HDBaseT 4K	4K60; HDBaseT; P2P; dedicated cabling; much higher cost tier

► For this application, specify EXT-AVIP120MRX

7 FREQUENTLY ASKED QUESTIONS

Q: Is this compatible with systems other than EXT-AVIP120M?

A: The EXT-AVIP120MRX is designed for the EXT-AVIP120M ecosystem. Compatibility with other MJPEG over IP encoders depends on the encoder's MJPEG stream format and IP address configuration.

Q: How many RX units can I add to one EXT-AVIP120M system?

A: Multiple RX units can be connected to the same network. Each requires a unique IP address configured via the embedded web server. For many-to-many, a VLAN switch (GES24 or equivalent) is required.

Q: Does this include a power adapter?

A: Yes. A 5V/1A DC power adapter is included.

Q: Is there an IR pass-through for remote control?

A: Yes. The IR-RX port connects the included IR receiver cable. Place in line of sight of the remote control to pass commands back to the source device.

Q: Can I mix EXT-AVIP120MRX with the RX unit from the EXT-AVIP120M kit?

A: Yes. Both use the same hardware and firmware. They are interchangeable within the EXT-AVIP120M ecosystem.

Q: What is the reset procedure?

A: Power on the unit, wait for the green LED, then hold the reset button 5–10 seconds until the green LED goes out. This restores the default IP address (192.168.168.56).

Q: What is the warranty?

A: 3-year limited warranty from KanexPro.