

NetworkAV™ H.264 HDMI Receiver over IP with PoE & RS-232

Add Displays Anywhere on Your IP Network — Scalable 1080p Distribution up to 394 ft

MPN: EXT-AVIPH264RX



1 PRODUCT OVERVIEW

DESIGNED FOR

Commercial AV integrators expanding existing H.264 over IP deployments; IT managers adding display endpoints to corporate or digital signage networks.

THE CHALLENGE

Adding a new display to an existing point-to-point AV system typically requires a new cable run. IP-based decoders allow any existing network drop to become a display endpoint — but most budget options lack RS-232 for display control.

THE KANEXPRO ADVANTAGE

Pairs natively with EXT-AVIPH264TX; RS-232 pass-through for display control at the RX location; PoE eliminates local power; Group ID source switching without reconfiguring the TX; 3-year warranty.

2 PRODUCT POSITIONING

The EXT-AVIPH264RX is the scalable H.264 IP decoder for commercial AV integrators who need to add 1080p display endpoints to any existing NetworkAV system without rewiring.

3 SALES ANALYSIS

CHANNEL FIT

Online resellers (Amazon, B&H) as add-on to TX kit; rep/distribution for integrators ordering in quantity.

DEAL SIZE & SALES CYCLE

\$300–\$1,500 for 2–10 RX add-ons per project; \$5,000+ for large rollouts.

COMMON OBJECTIONS

1) “Generic RX is \$60 on Amazon” — RS-232 control, PoE, and 3-yr warranty. 2) “Is it compatible with other encoders?” — Designed for EXT-AVIPH264TX; third-party compatibility not guaranteed. 3) “Why separate TX and RX SKUs?” — Flexible BOM for multi-display projects.

WIN / LOSS THEMES

Win: PoE; RS-232 at the display; native compatibility with TX; 3-yr warranty. Loss: When customer selects all-from-one-brand competitive kit.

TOP USE CASES TO CLOSE

- 1 Add-on display endpoints to existing EXT-AVIPH264TX digital signage deployments
- 2 Multi-zone corporate display expansions requiring RS-232 display control at each screen

4 APPLICATIONS



Multi-Display Scale-Out

Add display endpoints to any existing NetworkAV H.264 system — plug into the PoE switch, set the Group ID, and the screen is live without changes at the source.



Multi-Zone Source Switching

Each receiver independently tunes to any transmitter via Group ID, enabling zone-by-zone source assignment across an entire facility.



Conference Room Expansion

Add displays to meeting rooms as needs grow — one RX per room, no dedicated AV cabling, powered by the existing PoE switch infrastructure.



Classroom Display Scaling

Add RX units to new classrooms without network reconfiguration, each tuned to the appropriate instructor source via Group ID.



Hospitality Zone Expansion

Deploy additional decoder units in bars, restaurants, and event spaces, each independently selectable to any content source.



Corporate AV Distribution

Expand corporate display and signage to new floors or departments by adding RX units to the network without AV contractor involvement.

5 WHO THIS IS FOR

Corporate AV

digital signage

education

hospitality

retail.

Ideal User

Commercial AV integrator, IT manager, or low-voltage contractor adding display endpoints to an existing or new multi-display IP system.

Project Types

Corporate AV, digital signage, education, hospitality, retail.

Typical Buyer

AV project manager or IT director. Often specified by the same integrator who selected the TX kit.

6 KANEXPRO PRODUCT COMPARISON

How EXT-AVIPH264RX fits within the KanexPro NetworkAV lineup:

MODEL	BEST FOR	KEY CAPABILITY	HOW IT DIFFERS
EXT-AVIPH264TX	Extenders : NetworkAV	Partner TX encoder	Encoder with HDMI input, loopthrough, Group ID LED; required as source
EXT-AVIP120M	Extenders : NetworkAV	IP extension kit	MJPEG kit; TX+RX together; no RS-232; no PoE; entry-level price
EXT-AVIP120MRX	Extenders : NetworkAV	MJPEG decoder add-on	No RS-232; no PoE; lower MSRP (\$99.95); 120M MJPEG ecosystem only
EXT-HD4KEARC-70M	Extenders : HDMI Pro	HDBaseT 4K	Point-to-point only; 4K60; HDBaseT over CAT6A; no IP distribution

► For this application, specify EXT-AVIPH264RX

7 FREQUENTLY ASKED QUESTIONS

Q: Is this compatible with any H.264 encoder, or only the KanexPro TX?

A: Designed and tested with the EXT-AVIPH264TX. Compatibility with third-party encoders depends on protocol implementation; contact technical support for guidance.

Q: Do I need a PoE switch, or can I use the included power adapter?

A: Both options work. A PoE switch eliminates the power adapter at each RX location, simplifying installs in ceiling mounts and hard-to-reach spaces.

Q: How many RX units can I connect to one TX?

A: Up to 255 RX units per TX, with a total network limit of 256 nodes (TX + RX + switches combined). A managed Gigabit switch with IGMP snooping is recommended.

Q: Can the RX tune to different TX sources over time?

A: Yes. Group ID can be changed at any time via remote controller or web browser without any configuration changes at the TX or switch.

Q: What is the video latency on the RX output?

A: H.264 decompression latency is approximately 100–200ms. Suitable for display and signage applications; not recommended for video conferencing or interactive use.

Q: Does the RS-232 port on the RX support Crestron or AMX?

A: Yes. Bidirectional RS-232 at configurable baud rates (2400–115200) is compatible with Crestron, AMX, and other serial control protocols.

Q: What is the warranty?

A: 3-year limited warranty from KanexPro.

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