

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

Extend and Distribute 1080p HDMI over Any IP Network up to 394 ft with Dual PoE Power

MPN: EXT-AVIPH264TX



1 PRODUCT OVERVIEW

DESIGNED FOR

Commercial AV integrators deploying digital signage, corporate display networks, and multi-zone systems across existing Ethernet infrastructure.

THE CHALLENGE

HDBaseT and traditional matrix extenders require dedicated point-to-point cabling from a central rack to each display — cost-prohibitive in retrofits. Consumer IP extenders lack RS-232, PoE, and scalable Group ID management needed for professional deployments.

THE KANEXPRO ADVANTAGE

3-year KanexPro warranty vs. 1-year industry standard; bidirectional RS-232 pass-through (omitted by most budget competitors); dual PoE+DC 5V on both TX and RX; Group ID 00–63 for 64 independent sources; up to 255 RX nodes per TX.

2 PRODUCT POSITIONING

The EXT-AVIPH264TX is the scalable H.264 IP encoder for commercial AV integrators who need RS-232 control and PoE-powered distribution without dedicated AV cabling infrastructure.

3 SALES ANALYSIS

CHANNEL FIT

Online resellers (Amazon, B&H); rep/distribution for integrators; B2B direct for larger accounts.

DEAL SIZE & SALES CYCLE

\$400–\$2,000 for small deployments (2–10 units); \$5,000+ for large digital signage rollouts.

COMMON OBJECTIONS

1) "This is only 1080p — I need 4K" — for 4K, redirect to 4K AVoIP solution. 2) "Why not HDBaseT?" — IP reuses existing infrastructure; no dedicated runs. 3) "Generic kits cost \$60 on Amazon" — RS-232, PoE, 3-yr warranty, 255 RX nodes.

WIN / LOSS THEMES

Win: PoE simplifies install; RS-232 enables control system integration; 3-yr warranty; 255-RX scalability. Loss: When 4K is required; when customer buys on price alone.

TOP USE CASES TO CLOSE

- 1 Digital signage rollouts with existing Ethernet switch infrastructure
- 2 Corporate multi-room display systems requiring RS-232 display control integration

4 APPLICATIONS



Digital Signage Networks

Distribute content from a single media player to unlimited screens across a facility using the existing Ethernet backbone — no dedicated AV cabling required.



Corporate Conference Rooms

Extend presentation sources to multiple meeting rooms simultaneously, with RS-232 display control and IR pass-through over the same CAT5e/6 run.



Hospitality & Hotels

Route property content to guest room TVs and lobby displays over the property's existing IP network, with PoE-powered receivers at every screen location.



Campus & Classroom AV

Connect instructor workstations to projectors across a campus LAN, with IR control back to the source and zero additional cabling infrastructure.



Retail Display Distribution

Push promotional content to unlimited storefront displays over existing store Ethernet, switchable by source at any time via Group ID.



House of Worship

Distribute stage and presentation video to overflow rooms and lobby monitors from a single PoE-powered encoder over the venue's network.

5 WHO THIS IS FOR

Corporate AV

digital signage

education

hospitality

retail

houses of worship.

Ideal User

Commercial AV integrator or systems integrator; AV project manager or IT director at mid-to-large enterprise, education institution, or hospitality property.

Project Types

Corporate AV, digital signage, education, hospitality, retail, houses of worship.

Typical Buyer

AV project manager, IT director, or facilities manager. Often specified by AV consultant or systems integrator.

6 KANEXPRO PRODUCT COMPARISON

How EXT-AVIPH264TX fits within the KanexPro NetworkAV lineup:

MODEL	BEST FOR	KEY CAPABILITY	HOW IT DIFFERS
EXT-AVIPH264RX	Extenders : NetworkAV	Partner RX decoder	Decoder-only add-on; no HDMI loopthrough; designed to pair with this TX
EXT-AVIP120M	Extenders : NetworkAV	IP extension, 120m	MJPEG vs H.264; lacks RS-232 and PoE; no Group ID remote; entry-level
EXT-AVIP120MRX	Extenders : NetworkAV	IP decoder add-on	RX-only for EXT-AVIP120M system; no RS-232; no PoE; lowest price tier
EXT-HD4KEARC-70M	Extenders : HDMI Pro	HDBaseT 4K extension	HDBaseT over CAT6A; 4K60; 70m point-to-point only; single TX-RX pair

► For this application, specify EXT-AVIPH264TX

7 FREQUENTLY ASKED QUESTIONS

Q: Why choose H.264 over the 120M MJPEG kit at the same price?

A: The H.264 kit adds RS-232 bidirectional pass-through, 802.3af PoE on both TX and RX, and Group ID remote-controller switching — critical for multi-source professional installations.

Q: Does this support 4K?

A: No. Maximum resolution is 1080p@60Hz. For 4K over IP distribution, a 4K-capable AVoIP system is required.

Q: Can I buy TX and RX in separate quantities?

A: Yes. EXT-AVIPH264TX ships as a kit (TX+RX) for initial deployment; EXT-AVIPH264RX is the standalone add-on receiver for expanding to additional displays.

Q: What network switch do I need?

A: A Gigabit switch with IGMP snooping and DHCP is recommended for multi-unit deployments. A PoE switch eliminates the need for DC power adapters at each TX and RX.

Q: What is the video latency?

A: H.264 compression introduces approximately 100–200ms of latency. This is suitable for digital signage and display distribution but not for video conferencing or low-latency applications.

Q: Does it integrate with Crestron or AMX control systems?

A: Yes. Bidirectional RS-232 pass-through at configurable baud rates (2400–115200) supports integration with Crestron, AMX, and other serial control systems.

Q: What is the warranty?

A: 3-year limited warranty from KanexPro, covering defects in materials and workmanship from the date the product ships from warehouse.

sales@kanexpro.com | www.kanexpro.com