

FLEX Series 4K60 HDBaseT CAT Receiver

PoC-Powered 4K60 4:4:4 Receiver for Modular FLEX Matrix Switcher Systems

MPN: FLEX-CATRX



1 PRODUCT OVERVIEW

DESIGNED FOR

AV integrators serving hospitality venues — sports bars, restaurants, hotels, entertainment spaces — who need scalable, multi-zone 4K video distribution without enterprise-grade complexity or cost.

THE CHALLENGE

Existing modular matrix receivers either cap at 4K60 4:2:0 (Kramer, older Atlona) or require separate power runs to every display location, adding labor and electrical costs. Enterprise solutions (Crestron DM-MD) are overbuilt and over-budget for mid-market hospitality.

THE KANEXPRO ADVANTAGE

Native 4K60 4:4:4 signal path without compression + Power over Cable eliminates remote power requirements. 12-port card density scales from 8×10 to 24×60 in a single chassis family — no competing modular system matches this output density per card.

2 PRODUCT POSITIONING

FLEX-CATRX is the modular HDBaseT receiver for hospitality integrators who need to extend 4K60 4:4:4 video to every display endpoint without running power to each location or compromising signal quality.

3 APPLICATIONS

Sports Bar Multi-Zone

Route live sports and entertainment to dozens of displays across bar areas, dining rooms, and patios. PoC eliminates power outlets behind every mounted TV.

Restaurant Digital Signage

Deliver 4K menu boards, mood visuals, and branded content throughout the venue from a single source rack. Scales from 8 to 60 endpoints.

Hotel & Conference

Distribute signage, event schedules, and wayfinding across lobbies, ballrooms, and meeting rooms. 165ft 4K reach covers typical hotel floor plans.

Casino & Gaming

Feed sports odds, promotional loops, and live events to displays across large gaming floors. Up to 60 endpoints from a single chassis.

4 WHO THIS IS FOR

US Online Resellers

B&H Photo, Amazon Pro AV, Adorama, AVLGEAR. Current gap: FLEX-CATRX is listed on AVLGEAR but not yet on B&H or Amazon as a standalone SKU. Competitors like WyreStorm and Atlona have established product pages on all three major platforms with reviews and Q&A.

KEY FINDING

Getting FLEX-CATRX listed as a standalone accessory SKU on B&H and Amazon would capture integrators searching for replacement/expansion receivers who may currently default to WyreStorm or Atlona.

US CEDIA / Top Integrators

AVI-SPL, Whitlock (now AVI-SPL), Diversified, Ford AV, CompView. These firms specify modular matrix systems for hospitality and entertainment venues. Crestron and Extron dominate their current spec libraries; KanexPro FLEX needs technical training sessions and demo units to break into their bid processes.

KEY FINDING

Mid-market integrators (regional firms under \$50M revenue) are the sweet spot — they need modular matrix capability but resist Crestron's pricing and ecosystem lock-in. Position FLEX as the cost-effective modular alternative.

India Integrators & Distributors

Actis Technologies, Harman Professional (distribution), Sennheiser India (AV integration arm), Optoma India channel. India's hospitality AV market is growing rapidly with new hotel and entertainment venue construction. HDBaseT adoption is accelerating as venues move from analog to digital distribution.

KEY FINDING

Price sensitivity is high in India; the FLEX system's scalable card architecture (start with 8×10, expand to 24×60) aligns with the phased deployment model preferred by Indian hospitality chains.

Europe Distributors

Midwich Group, Maverick AV Solutions, Prase Engineering (Italy), Comm-Tec (Germany). European hospitality venues — especially UK pub chains, German beer halls, and Mediterranean resort complexes — represent a natural market for modular matrix systems with PoC installation simplicity.

KEY FINDING

European integrators value CE certification and PoC for retrofit installations in older buildings where running new power lines is expensive. Lead with the "no electrician needed at the display" message.

>Project Types

Sports bars, restaurants, hotels, casinos, houses of worship, corporate common areas, education facilities.

Typical Buyer

AV project manager who writes the BOM. Final approval from venue owner (hospitality) or facilities director (corporate). Brand preference set by integrator.

5 KANEXPRO PRODUCT COMPARISON

How the FLEX-CATRX fits within the KanexPro product ecosystem:

MODEL	BEST FOR	KEY CAPABILITY	HOW IT DIFFERS
FLEX-CATRX	Remote 4K display endpoints	4K60 4:4:4 HDBaseT + PoC	Receiver unit — extends signals up to 165ft from FLEX chassis
FLEX-CAT12OUT	HDBaseT output expansion	12-port CAT output card	Chassis-side card that drives FLEX-CATRX receivers
FLEX-HDMI12OUT	Local HDMI displays	12-port HDMI output	Direct HDMI out — no extension, use when displays are nearby
EXT-HD4KEARC-70M	Point-to-point 4K extension	4K HDBaseT TX+RX pair	Standalone extender — not part of modular FLEX matrix

Choose FLEX-CATRX when you need modular, scalable 4K distribution to remote displays with zero power infrastructure at endpoints.

6 FREQUENTLY ASKED QUESTIONS

Q: Does the receiver need a separate power supply?

No. Power over Cable (PoC) delivers power from the FLEX-CAT12OUT card through the CAT cable. No outlet, adapter, or PoE switch needed at the display.

Q: What cable type is required?

CAT5e/CAT6 for 1080p (up to 197ft/60m). CAT6 or CAT6a recommended for 4K60 at full 165ft (50m) distance. Shielded (STP) preferred in high-EMI environments.

Q: Can I mix output card types in the same chassis?

Yes. Install any combination of FLEX-HDMI12OUT, FLEX-CAT12OUT, and FLEX-DP12OUT cards (up to 5 total) in a single FLEX chassis.

Q: How many displays can the FLEX system support?

Up to 60 output endpoints on the FLEX-MF24X60 chassis (5 cards × 12 ports). Smaller chassis: 8×10, 16×20, 24×36.

Q: Does this support HDR content?

Yes. HDR pass-through with 8, 10, and 12-bit deep color from streaming devices, Blu-ray players, and cable boxes — no conversion or quality loss.

Q: How does pricing compare to Crestron?

A comparable FLEX system typically costs 2–3× less than Crestron DM-MD, with no proprietary programming required for setup.

Q: Why choose FLEX over WyreStorm?

Native 4K60 4:4:4 without compression (WyreStorm uses proprietary lossless compression). FLEX also scales to 60 endpoints vs. WyreStorm's typical 8×8.

