

8-Button Programmable IP Wall Plate Keypad with PoE

TCP/IP Macro Control for AV Systems — 128 Commands, Relay Output, WebGUI & Telnet Programming

MPN: WP-IPKEYPAD8



1 PRODUCT OVERVIEW

DESIGNED FOR

AV integrators and IT managers deploying fixed-room AV control in corporate, education, hospitality, and government spaces who need reliable push-button macro execution without purchasing or programming a dedicated control processor.

THE CHALLENGE

Most rooms require only simple macro control yet existing solutions force a choice between expensive control processors or unreliable IR blasters with no scheduling. Mid-market integrators need a wall-plate solution that handles TCP/IP commands, relay triggers, and time-based scheduling without licensing overhead.

THE KANEXPRO ADVANTAGE

The WP-IPKEYPAD8 delivers standalone TCP/IP macro control from a single-gang wall plate with no external controller, no software license, and no per-project programming fee. At \$399.95 MSRP it undercuts Key Digital and Hall Research while including PoE, relay output, 48-hour clock backup, and a full WebGUI.

2 PRODUCT POSITIONING

The WP-IPKEYPAD8 is the standalone IP control keypad for AV integrators who need reliable macro scheduling and relay control from a standard wall plate without the cost or complexity of a dedicated control processor.

3 SALES ANALYSIS

CHANNEL FIT

Distribution (Snap AV, Exertis, D&H) and direct to integrators. Best suited for reps calling on commercial AV integrators, mid-market corporate AV dealers, and education technology resellers.

DEAL SIZE & SALES CYCLE

\$400–\$2,000 per room (1–5 keypads); typical project 4–20 rooms. Sales cycle 2–6 weeks, often tied to a larger room build.

COMMON OBJECTIONS

1. No programming fee or license needed — ships with full WebGUI. 2. LAN-only operation, no internet or cloud dependency. 3. DC adapter included when PoE switch unavailable.

WIN / LOSS THEMES

Wins: price vs. Key Digital, PoE + DC flexibility, relay output, no-license setup, 3-year warranty. Losses to units with RS-232/IR when serial or IR device control is required.

TOP USE CASES TO CLOSE

- 1 Conference room AV automation — single button powers on display, selects HDMI input, and unmutes audio via TCP to a matrix switcher; scheduled reset at end of business.
- 2 Classroom projector/screen control — relay raises screen, TCP powers projector; scheduled off at 5 PM daily without teacher intervention.

4 APPLICATIONS



Conference Rooms

Single-button macro triggers display power-on, input selection, and audio unmute via TCP/IP. Scheduled auto-off at day end eliminates forgotten equipment.



Classrooms

Relay-controlled screens raise/lower at bell schedules. One button starts class mode — projector on, screen down — without tech support.



Hospitality & Hotels

Ballroom and suite AV presets via one button. Housekeeping mode resets all room AV devices automatically at checkout time.



Control Rooms

Operators trigger display wall presets, matrix input routing, and alarm relay outputs. Toggle mode switches between two operational states on one button.



Product Showrooms

Each button demos a different configuration. Labels guide visitors; scheduled reset ensures consistent demo state at open and close without staff intervention.



Government & Boardrooms

License-free, no cloud dependency — all commands stay on local LAN. Scheduled macros enforce room policy without relying on end-user compliance or IT-managed software.

5 WHO THIS IS FOR

Commercial AV Integrator

Corporate IT / AV Manager

Education Technology

Hospitality AV

Government Facilities

Ideal User

Mid-market AV integrator (1–20 techs) designing fixed-room AV systems who needs reliable, low-maintenance control that clients can hand off to facilities staff.

Project Types

Corporate conference rooms, K–12 and higher-ed classrooms, hotel ballrooms and suites, government briefing rooms, product showrooms, control centers.

Typical Buyer

AV system designer or lead integrator on the design side; AV/IT manager or facilities director on the client side. Procurement via distribution PO or direct dealer quote.

6 KANEXPRO PRODUCT COMPARISON

The WP-IPKEYPAD8 is KanexPro's dedicated standalone IP keypad. No other current KanexPro product directly overlaps — the nearest products are matrix switchers that include control ports but are not wall-plate keypads.

MODEL	BEST FOR	KEY CAPABILITY	HOW IT DIFFERS
WP-IPKEYPAD8	Standalone IP keypad control	8 buttons, 128 cmds, relay, scheduler, PoE	This product — wall-plate first design
MMX-8X8AUD	8×8 HDMI matrix switching	RS-232 / IP control port built in	Matrix — not a keypad; requires separate controller for button macros
SW-4X2PS-70M	Presentation switching	WebGUI + TCP control	Switcher — source-driven, not wall-button macros

✓ WP-IPKEYPAD8 is the only KanexPro product purpose-built for wall-plate macro control.

7 FREQUENTLY ASKED QUESTIONS

Q: Does the keypad require an active internet connection?

No. All control operates over the local LAN only. No internet or cloud service is used.

Q: Can it control RS-232 or IR devices?

Not natively. For RS-232 or IR control, pair with a network-connected RS-232/IR gateway on the same LAN.

Q: What happens to schedules during a power outage?

The internal clock is battery-backed for 48 hours. Schedules resume automatically when power is restored within that window.

Q: Is PoE required?

No. The included 5V/2.6A DC adapter fully powers the unit when a PoE switch is not available.

Q: How are buttons programmed?

Through the built-in WebGUI via any browser on the same network. No proprietary software or license required.

Q: How does it compare to Key Digital KD-WP8-3?

The KD-WP8-3 adds RS-232 and IR but requires the KD ecosystem for those features and costs more. WP-IPKEYPAD8 covers TCP/IP and relay at lower cost with no ecosystem lock-in.

Q: Can multiple keypads run in the same installation?

Yes. Each keypad gets its own IP address and configuration. No limit on keypad count per system.