Case study

New Strategy
Business Design Consulting

Serbia
Firstly, I’m really happy with the speed of switching between video sources for the video wall when using the iPad. Secondly, for our company it is important that the Control System GUI was able to be adapted to our specific needs. Finally, the video content is distributed evenly without any frame sync problems, and even content at 4K resolution is transmitted without any interruptions. Overall, I am very impressed.

Sonja Dragojević,
Business Development Manager at New Startegy

About New Startegy

New Startegy is a consulting firm located in Belgrade, Serbia. In order to improve the way business solution proposals are presented to their clients, they decided to upgrade their video presentation system.

This involved the installation of a 3x3 video wall to provide stunning 4K visual experiences.
Seamless, Tear-free Video Wall
Delivers smooth, synchronized video over long distances and supports zero-delay switching between multiple sources.

High Compatibility
ATEN Control System integrates diverse hardware interfaces for centralized control and easy management of devices.

User-defined Control Interfaces
Intuitive wall-mount and mobile app interfaces provide maximum flexibility for switching among pre-defined scenarios.

Efficient Audio Extraction
The HDMI repeater with built-in audio de-embedder extracts audio from HDMI signals while extending video signals.

Requirements
- High quality 4K video processing for a 3x3 video wall
- Centralized control and easy management of diverse video sources
- Flexible control methods for mobility and convenience
- HDMI audio extraction for separate sound control

Benefits
- Seamless, Tear-free Video Wall
  Delivers smooth, synchronized video over long distances and supports zero-delay switching between multiple sources.
- High Compatibility
  ATEN Control System integrates diverse hardware interfaces for centralized control and easy management of devices.
- User-defined Control Interfaces
  Intuitive wall-mount and mobile app interfaces provide maximum flexibility for switching among pre-defined scenarios.
- Efficient Audio Extraction
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**Products**

**VK2100**
**ATEN Control System - Control Box**
- RS-232
- IR
- Relay
- Ethernet Protocol

**VM6809H**
**8 x 9 4K HDMI Matrix Switch with Scaler**
- Up to 4096 x 2160
- HDCP 2.2
- Seamless Switch™
- Supports FrameSync

**VC880**
**HDMI Repeater Plus Audio De-embedder**
- Optical / Coaxial Digital Audio
- Repeats HDMI signal up to 15 meters

**VK112EU**
**ATEN Control System - 12-Button Keypad (EU, 2 Gang)**
- 125 button layouts with button engraving service
- Redundant Power (PoE, DC)

**VE811**
**HDMI HDBaseT Extender (4K@100m)**
- Up to 4096 x 2160
- HDBaseT Connectivity
- HDCP 2.2