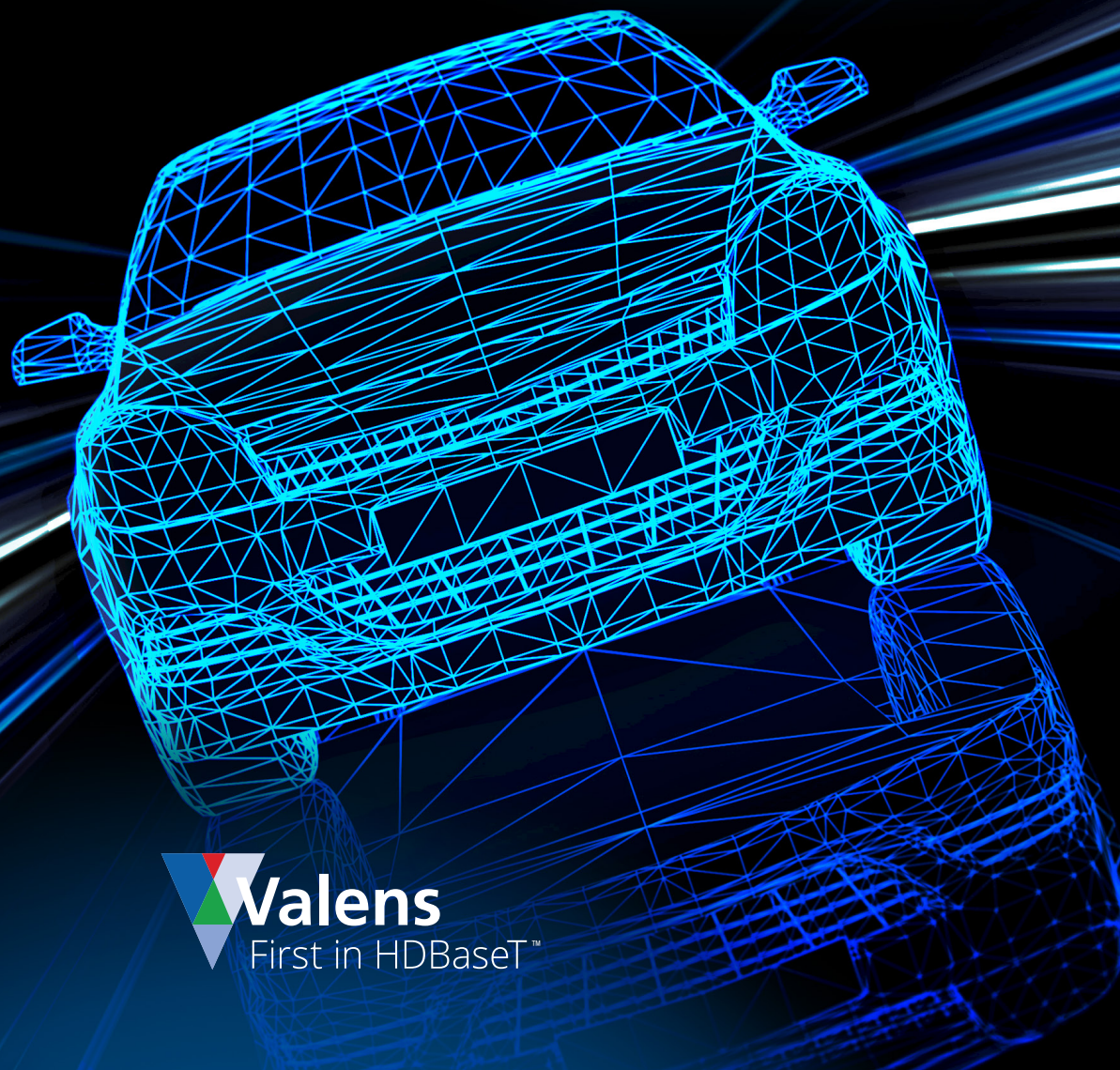


About the HDBaseT Alliance

The HDBaseT Alliance advances and promotes the adoption of HDBaseT technology as the global standard for ultra-high-definition, digital connectivity. Since its founding in 2010 by LG Electronics, Samsung Electronics, Sony Pictures Entertainment, and Valens, the Alliance has brought together the leading names in the consumer electronics, professional AV, industrial and automotive sectors, and it counts today with more than 150 members and thousands of products.



The Ultimate Highway for
In-vehicle Connectivity



HDBaseT Automotive: The Ultimate Highway for In-vehicle Connectivity

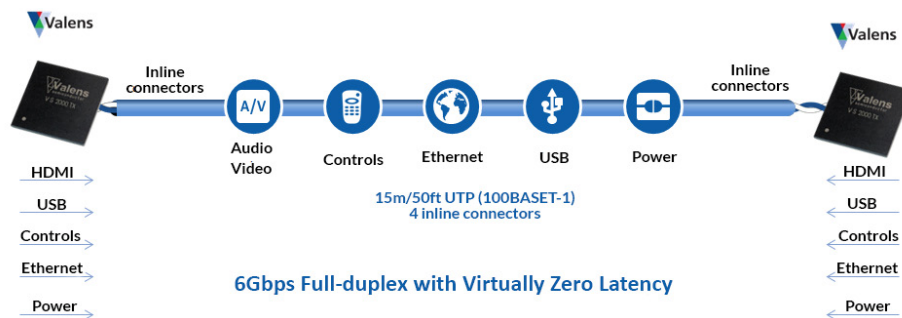
HDBaseT Automotive: The Ultimate Highway for In-vehicle Connectivity

Our cars have become an extension of our ever-connected lives: cameras, sensors, controls, and entertainment are all part of today's driving experience.

Behind these systems lies a technology aimed at simplifying content delivery.

Introducing HDBaseT Automotive: From Consumer Electronics to Vehicles

HDBaseT Automotive is the solution to today's challenges in in-vehicle connectivity. It enables simultaneous tunneling of high-throughput video and data streams, over a single, low-cost unshielded cable, while guaranteeing top performance and low latency.



HDBaseT Automotive is a derivative of HDBaseT, a mature, proven and standardized technology for the transmission of ultra-high-definition audio & video, controls, Ethernet, USB and power in the consumer electronics and professional audiovisual markets. Millions of chips have been deployed worldwide, empowering thousands of HDBaseT products.

Future-proofing our Vehicles' Infrastructure

HDBaseT Automotive combines the best of existing technologies in one, simple solution for in-vehicle connectivity. HDBaseT is the only technology today that enables up to 6Gbps tunneling of video & data, with native networking capabilities over 15m (50ft) of a single unshielded twisted-pair (UTP) cable, targeting the existing 100BASE-T-1 channel utilized today in the automotive sector.

This combination of high bandwidth, top performance, feature-rich capabilities and low-cost, existing infrastructure makes HDBaseT the definite solution for in-vehicle connectivity.

Technology Highlights

- Tunneling of up to 6Gbps of simultaneous streams of high-definition video & audio, data, USB and power
- Long distance transmission over a 15 meter (50ft) single pair, unshielded cable with no need for grounding
- Low-cost, easy-to-install single pair UTP cable (targeting current automotive 100BASE-T-1 channel), to four standard inline connectors, such as MQS
- Zero latency (less than 10 μ sec) for real-time applications
- Native networking capabilities, supporting multi-hop, multistreaming packet switching
- Highly robust solution with adaptive mechanism to deal with EMC, cable aging, temperature changes etc.