



Case Study

Project	Commercial
Company	British Telecom
Product	SNX-64x48
Location	Stockport, UK



Smart-e SNX-64x48 distribution matrix

Smart-e equipment is central to BT's new demonstration suite

Smart-e's SNX-64x48 multi-format video matrix switch is the key driver for a new BT demonstration suite that delivers events and demonstrations to BT customers and stakeholders.

The facility, based in Stockport, is one of four BT Showcase suites in the UK and includes a data suite, network monitoring room and auditorium, which can all be reconfigured to accommodate different needs. A 'breakout cafe' and 40 WLAN points allowing laptops and other devices, including Wii, to be plugged in throughout the building, are further features of the facility.

Complex specification

The specification given for the project required anything to run to everything in the building, and for an AV resource to be available in every room. Smart-e equipment was chosen to meet this complicated specification, which required a matrix which is both robust and expandable.

The Smart-e SNX-64x48 is the central controlling matrix providing an AV resource to every room in the building, receiving and transmitting from a wide range of sources to displays across eight different zones. The BT Showcase includes a curved Christie display wall manager, seven wall-mounted 42 inch plasma screens, six LCD monitors and a Tandberg video conference system. It is controlled using AMX NetLinx, a hand-held touch screen as well as the Smart-e equipment.

Media used in the suite is stored locally on the BT network and delivered from a 40 PC server farm, 10 of which are dedicated to delivering networked presentations. The facility is also linked to BT's Research and Development Centre.

Smart-e matrix features

The Smart-e SNX-64-48 matrix features 64 inputs and 48 outputs, is HDTV compatible and combines high bandwidth (400MHz) video and high quality stereo audio switching with integral CAT 5* distribution. As with all Smart-e matrices, the SNX-64-48 used in the BT suite supports UXGA, RGBS, YPrPb, Y/C and CVBS, features Infrared control options on both switch and device, inline power and Dolby 5.1 distribution. The switch is just one of several 'high-end' matrices available off-the-shelf from Smart-e, and was chosen for the BT suite because of its ability to be expanded on site as well as the extremely high quality video and audio switching it provides. Smart-e's matrices are unique in their 'one cable feature' that allows the transmission of HD compatible signals (up to 1080p), digital audio and power, all to be transmitted down one CAT 5* cable.

CAT 5* - refers to CAT5, 5e, 6, 7 and 8 structured cabling.

