



VISUAL IMAGE SELECTS LIGHTWARE EXTENDERS FOR HIGH-PROFILE INSTALLATION

Case Study

Lightware Visual Engineering

Visual Image Selects Lightware Extenders for High-Profile Installations

Market

Home and Residential

Country

USA

Lightware Equipment Used in Project

HDMI-TPS-TX95 and RX95 twisted pair HDBaseT extenders



Visual Image, a global technology build company based in Englewood, New Jersey, relies exclusively on Lightware USA's TPS extenders for single CATx cable to transmit and receive signals across great distances. Visual Image builds and integrates consumer engagement technology for partners in verticals focused in retail, automotive, hospitality and high end residential, for brands such as The Estee Lauder Companies, Michael Kors, Virgin Hotels, Hershey's Chocolate.

"We follow a project through the entire process in house, something that's unique in our industry. We work with clients to develop their creative visions, build the hardware they need, deploy it and support it," explains Visual Image president Shivam Parikh. "We are a full turnkey technology build shop."

Visual Image exclusively uses Lightware HDMI-TPS-TX95 and RX95 TPS extenders and DVI-HDCP-TPS-TX95 and RX95 long-distance DVI signal extenders in its installations.

"As systems have grown in size and complexity the signal has to travel longer distances to the rack rooms than traditional cable will allow," Parikh explains. "We saw Lightware extenders used in another installation where they were getting rave reviews. So we decided to try them."

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Lightware HDMI-TPS-TX95 and RX95 twisted pair HDBaseT extenders and Lightware DVI-HDCP-TPS-TX95 and RX95 twisted pair extenders provide extension of uncompressed Full-HD video for long distances over a single CATx cable. The units offer bi-directional RS-232, IR, and Ethernet pass-through all on the same CATx cable that carries the video signal.

“Lightware offers a great deal of reliability compared to the competition,” says Parikh. “It’s true professional-grade equipment, not prosumer equipment. And it’s very robust, too.”

In 2014 Visual Image completed an elevator lobby display for a leading Chicago hotel. “We needed to get a signal to a massive 84-inch LCD TV, which was displaying 4K video and graphical content creating mood and ambiance,” Parikh explains. “But this was a historic building. We couldn’t place the computer where we wanted to; it had to be located two floors down. We thought that would be a big problem. “We initially specified another name brand transmitter-receiver,” he admits. “But it was such low quality. So we swapped it for Lightware, and Lightware has performed flawlessly for a year.” Parikh says, “The entire Lightware team is very responsive. When you call them, it’s like dealing with people who reside in the same office as you do. That’s unique in this industry.”

He notes that Visual Image tends to do projects for clients who are leaders in their fields. “These are high-stress jobs with tight deadlines,” he says. “We only use Lightware extenders now. We can’t afford not to.”

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