



Top 7 things to tell your customers about HDMI 1.4

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1. HDMI 1.4 ALLOWS WEB SUPPORT FOR CAPABLE DEVICES

Your TV, Cable Box, Blu-Ray Player, and Video Game Console can all pull rich content from the web directly through HDMI 1.4 cables. Rather than connecting an additional Ethernet cable to each device, the bi-directional IP data channel allows devices to send and receive data at full Ethernet speeds (i.e. up to 100Mbps). With this feature, your AV receiver or video switch also acts as an internet hub for your entire home theater or video system.



2. HDMI 1.4 FEATURES CONNECTIONS FOR MOBILE AND AUTOMOTIVE DEVICES

Imagine a world where your entertainment and data travel just as easily as you do. HDMI 1.4 is available in two new flavors; "Type D" and Type E. Type D is a micro connector designed to connect to the latest generation of Digital Cameras, Mobile Phones, laptops, and other personal media devices. The Type E connection is designed to give best of HD digital features to automotive installations. HDMI 1.4 type E connection is perfect for custom car AV, and Recreation Vehicle installations.

3. BRING 3D TECHNOLOGIES IN YOUR HOME WITH HDMI 1.4

HDMI 1.4 not only supports, but also defines several 3D formats including Frame Alternative, Line Alternative, Field Alternative, and several other popular formats. 3D formats are driving film makers to create tons of new content, including movies, games, and more. Panasonic and DirecTV have teamed up to create multiple 3D channels available to 3D Display owners, and Discovery Channel recently announced its plans with IMAX and Sony to offer a 3D channel of their own.

4. HDMI 1.4 SUPPORTS LARGER THAN LIFE RESOLUTIONS

HDMI 1.4 Supports 4K or (4096x2160) resolutions, meaning the same images you have seen in the best digital theater is now available for everyone! This huge leap in capabilities will make sure your content is ready for anything.

5. HDMI 1.4 SENDS AUDIO BACK TO YOUR RECEIVER WITH THE AUDIO RETURN CHANNEL

When your TV becomes the content source, such as when watching videos from an SD card reader or from the TV's built-in cable tuner, the Audio Return Channel (ARC) allows audio to be sent over HDMI 1.4 cables to any connected audio receiver or surround sound system. This feature also comes in handy for multi-room AV systems.

6. HDMI 1.3 IS NO LONGER ENOUGH!

HDMI 1.4 offers you a host of amazing new features, but you can't use them with HDMI 1.3. Like previous updates to the HDMI specification the updates to HDMI 1.4 will not work with previously released HDMI 1.3 equipment. To get the most out of your HD content, you'll not only need the latest HDMI 1.4 cables, such as Atlona's Flat HDMI 1.4 Cables, but also HDMI 1.4 equipment.

7. HDMI 1.4 EQUIPMENT IS ALREADY HERE

Every major display manufacturer has already released an HDMI 1.4 HDTV. Panasonic and others, have released HDTV that utilize the 3D content capabilities of HDMI 1.4 to pull the same stunning imagery seen on big screen hits like James Cameron's Avatar 3D onto the home or office. With Sky Channel, DirecTV, ESPN, Canal, 3D Pictures and Discovery Channel all jumping on the bandwagon to provide 3D HD content, the HDMI 1.4 revolution is already on its way.