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Zektor Announces New Line Of Switching Products For Large Scale Connectivity

Clarity Elite and Liquid Series switching products address large residential and commercial demands

Poway, California – July 1, 2008 – Zektor is pleased to announce the production release of their new Clarity Elite and Liquid Series professional audio visual switches. The initial offerings in these two new lines include the most popular 8X4 and 8X8 configurations. Both series include TCP/IP control in addition to Zektor's KISS™ serial protocol as well as a dedicated 3.5mm IR jack. The new product lines were designed with features that are typically found in higher priced matrix switchers.

“Zektor has spent countless hours listening to integrators during our design phase. After receiving input from our loyal base of knowledgeable integrators, it was evident that there is significant demand in the space we are entering for a premium quality product with full features at a competitive price. Zektor is now manufacturing one of the best 8X8 audio visual matrix switches on the market today. We will put our specifications up to the challenge of any manufacturer at any price”, states Zonn Moore, CTO and co-founder of Zektor. “When you evaluate the performance, features and value benefits of the Clarity Elite and the Liquid Series, we are the clear leader in the marketplace” adds Jeff Haynes, VP of Sales and Marketing at Zektor.

“Zektor has always been known for our unique, highly featured, premium quality products in the current and legacy lineup. The expansion of our product line introduces us to an entirely new customer base that will be impressed with the level of features and quality for the money” stated Jeff Hanson, co-founder and CEO of Zektor.

About Zektor

Zektor is a designer and manufacturer of prosumer and professional passive, matrix and Pro A/V switches for the commercial and residential marketplace. Zektor proudly designs, manufactures and supports all of our products in the USA. Zektor was founded in 2003 and is a privately held corporation. For more information please visit our website at www.zektor.com.