



PRESS RELEASE

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IOGEAR Adds a New Dimension to HDMI Switching with 4-Port Super Switcher

The 4-Port Super Switcher with Advanced 2D/3D Video Processor cleans up messy digital videos and photos, upscales any 480p content to HD, and boasts sophisticated 2D-to-3D conversion capabilities.

Las Vegas, NV – International CES 2011 – January 10-13 – Central Hall #7917 – [IOGEAR](#), a leader in convergence through connectivity products, announces the 4-Port Super Switcher with Advanced 2D/3D Video Processor (GHDSSW4), which allows the connection of four HDMI source devices to the HDMI input of a 3D HDTV or 3D-ready HD video projector.

More than merely a simple 3D-capable 4x1 HDMI switcher, the remote-controlled 4-Port Super Switcher with Advanced 2D/3D Video Processor, as its name implies, features sophisticated upscaling and video processing designed to deliver the most from your photos and videos, no matter the source. Even the dingiest of camera-phone-captured photos benefit from the GHDSSW4's bad light correction and adaptive sharpening, and its ability to clean up video block noise and MPEG compression artifacts—as well as de-interlace and upscale standard definition video to stunning high-definition—go a long way toward taking the pain out of watching imperfect internet-sourced videos on your HD display.

What's more, the GHDSSW4 also converts all of your flat DVDs, HD videos, and photos to eye-popping 3D, with user controls that allow you to adjust the pop-out and depth effects for the optimal three-dimensional experience. Full support for frame packing ensures complete compatibility with the newest 3D Blu-ray players and displays, but the GHDSSW4 also features "Page-Flip" and "Frame Sequential" 3D format functionality for full backward compatibility with older 3D-ready projectors that lack HDMI 1.4a connectivity.

“For most consumers, the road from 2D to 3D isn’t traveled all at once. Often the 3D TV and perhaps one 3D source component come first, and the customers quickly discover that their older receiver isn’t up to the task of switching video sources,” said Bill Nguyen, senior marketing manager for IOGEAR. “There are also those early adopters who purchased 3D-ready projectors, and now find them incompatible with the 3D format of the latest sources. The 4-Port Super Switcher with Advanced 2D/3D Video Processor is a wonderful solution to both of these problems, and more.”

The IOGEAR 4-Port Super Switcher with Advanced 2D/3D Video Processor (GHDSSW4) will be available April 2012 for a suggested retail price of \$229.95.

For more information on IOGEAR and its connectivity solutions, please visit: www.iogear.com. Follow IOGEAR on [Twitter](#), the [company blog](#), and become a fan on [Facebook](#) for additional industry, company and product details.

About IOGEAR

IOGEAR, headquartered in Foothill Ranch, Calif., manufactures innovative Home Electronics and Information Technology solutions that enable convergence through connectivity. Founded in 1999, the company develops products that help integrate technologies, share resources, decrease clutter and energy consumption, and reduce electronic waste. IOGEAR distributes throughout North and South America, Europe and Asia.

The company emphasizes the conservation of natural resources to both employees and customers through its GREEN initiatives program and “Road to a Million Trees” campaign. In partnership with Trees for the Future, one tree is planted for every product purchased on the IOGEAR site or through an IOGEAR GREEN initiative partner.

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