

Neutrik: Make Room on Stage for Cat. 6

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Seventy years after the invention of the electric guitar, a new revolution is breaking out on the stages of the world. Music now turns digital where it is produced – and no longer has to wait until it gets to the computer. The first digital electric guitar came onto the scene in 2007. What use would it be without direct network access? So, Ethernet and RJ45 connectors also have to take to the stage. Neutrik, the embodiment of connectivity technology in the entertainment world, anticipated the trend and together with R&M developed the Cat. 6 solution.

Digitalization in the entertainment industry is making continuous progress. Now it is replacing the analog technology on show and concert stages. Experts are expecting big things from the first digital electric guitar, which was introduced onto the market a few months ago. We will experience new sounds. The sound of every single string can now be transferred digitally and unaltered to computers via RJ45 connectors and Ethernet protocol, and be controlled selectively. Interference frequencies can be completely eliminated. Audio quality will no longer suffer, even with a 100-meter long stage cable and wild, acrobatic movements of the musicians.



050.1229

An attractive motif from the advertising campaign.



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Beautiful architecture: the headquarters of Neutrik in Liechtenstein.

RJ45 enters audio, video and stage technology

Neutrik AG in Schaan in the principality of Liechtenstein is one of those companies which foresaw such developments well in advance. Neutrik, as the leading manufacturer of connectivity technology for the studio, stage and entertainment world, is not just known to insiders. It considers itself obliged to always think a few technology steps ahead and to develop functional, top-quality connector solutions with value added.

Customer-focused thinking, which also characterizes product development at Reichle & De-Massari, was the logical basis for Neutrik and De-Massari to get together and start joint developments. The result is the Cat. 6 EtherCon®, the first Cat. 6 / RJ45 connector for broadband applications up to 10 Gigabit Ethernet via copper cabling in the area of audio, stage and light technology.

In the Cat. 6 EtherCon®, a modified RJ45 module from R&M performs reliable transmission work. With its sturdy metal housing, the new connector is just the right thing for the rough show and concert business, for digital audio, video and data transmission during studio and open-air events of any kind. It is dust tight and splash water tight, provides a push-pull lock unique on the market, automatic shield contact, grounding jumpers with selectable mass option as well as the patented chuck-type strain relief from Neutrik.

With the proven insulation displacement contact from R&M in the wiring block, installation cables can be wired tool-free. This means stage technicians can individually install, adapt or repair a connection in just a few steps on site. The insulation displacement contact from R&M guarantees a gas tight, dust tight and watertight, robust and vibration resistant wire contacting – regardless of whether it involves stranded wires or solid wires. Even violently rocking musicians cannot disturb Cat. 6 EtherCon® when it comes to transferring music and singing brilliantly and digitally from its origin to the data network.

Parallels: foresight, quality, corporate culture

The three-year old collaboration actually started with a completely different innovation. Neutrik had heard about the multi-talented RCC45®, which R&M had developed as a hybrid solution for combining Cat. 5 and POF connections. For Neutrik, POF (Plastic Optical Fiber) was a medium that had to be checked in terms of its suitability for signal and data transmission on stage.

Neutrik asked for details from R&M and discovered that both companies had the same philosophy in technology, quality and business, while serving very different markets. Neutrik was convincingly impressed by the visit to the R&M manufacturing plant in Bubikon and immediately recognized the potential benefits to be realized by a high-end Category 6 connector for audio and stage technology.



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Herbert Stoffel, R&M Regional Sales Manager Eastern Switzerland (left); Norbert Nachbauer, Marketing Director Neutrik.



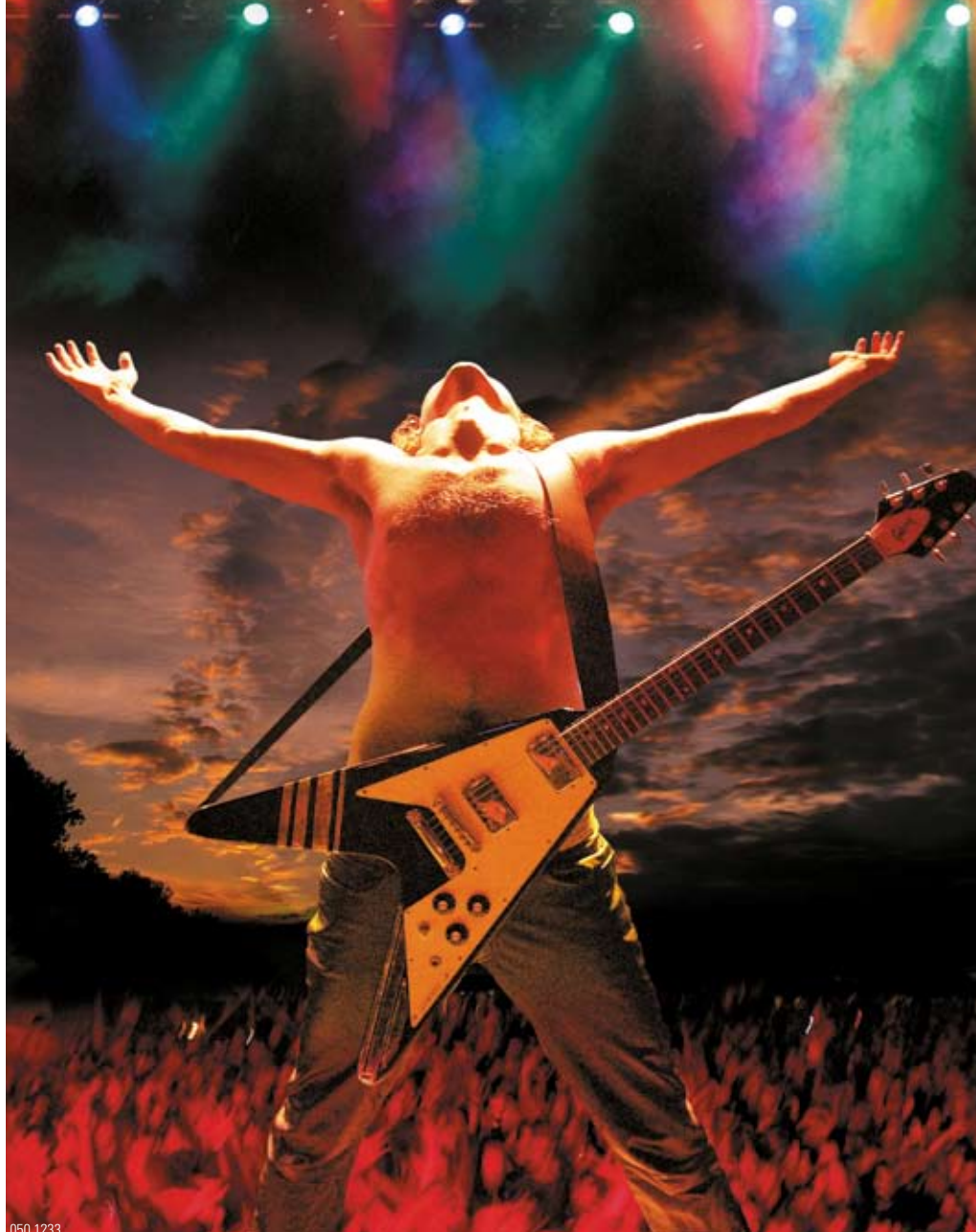
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Cat. 6 EtherCon® cable.



050.1232

Cat. 6 EtherCon® installation socket.



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Neutrik is a safe bet at open-air concerts.

Neutrik Marketing Director, Norbert Nachbauer, says: "Our market might be relatively conservative. It will take time until users and manufacturers recognize the advantages of Cat. 6. But sales are steadily increasing. The collaboration with R&M is thus a very definite safe bet for the future."

Get more

- Quality
- Customer-focused development
- Sustainable solutions
- The same corporate culture

Neutrik connects the entertainment world

Similar to R&M, Neutrik started out as a two-man company aiming to develop innovative products at the interface of mechanics and electronics. That was in 1975. Today, the Liechtenstein company Neutrik AG is a worldwide concern with 750 employees and an incredibly good reputation – particularly in the media and entertainment sector. Neutrik develops, assembles and sells audio, coaxial, power and round connectors and handles copper as well as fiber optic connec-

tivity technology. Speakon, on the market since 1987 as a connector system for loudspeakers, has become a generic term. With forward-looking product development, Neutrik has set standards and obtained over 50 patents. Annually, 60 million connectors are marketed under the Neutrik trademark. All of them are assembled at the home location in Schaan. Production takes place 24 hours a day. Neutrik has a market share of 50 percent. Seven subsidiaries and exclusive distributors in over 80 countries supply OEM partners, installers, customers and

users. Continuity, technically competent management, distinctive quality thinking, constant innovations, customer-oriented and viable product development focusing on value added as well as extraordinary flexibility are features of the corporate culture. If you take all the parallels into consideration, Neutrik AG really is a good partner for R&M.