

Elevating Corporate Communication with MuxLab AV over IP



Jafra Cosmetics sought to create an immersive and modern audiovisual environment for its new corporate facility in Mexico City. At the heart of this vision was the Jafra Experience Center, designed to showcase the brand's identity while supporting corporate events and internal communications. To achieve this, Jafra partnered with Sistemas de Tecnología y Comunicación Audiovisual SA de CV to deliver a high-performance videowall powered by MuxLab's AV over IP solutions.

The client required a solution that could guarantee superior video quality, flexible display options, and reliable day-to-day operation across a commercial 1G Ethernet network. Additionally, the system had to be intuitive enough for non-technical staff while offering advanced capabilities such as Videowall and Multiview configurations. Jafra initially considered alternative providers but needed a platform that was both scalable and future-proof.

The final installation featured eight Samsung commercial-grade displays configured as a videowall, supported by two video sources. MuxLab equipment included:

- 8x 500762-RX Receivers
- 2x 500763-TX Transmitters
- 1x 500812 Network Controller

All components were connected through a Netgear managed switch, ensuring seamless integration and robust performance. Customized video presets were created

“ The client needed an AV system that was not only powerful but also simple enough for non-technical staff to manage effortlessly. ”

Says the Engineering Director of AV PRO - Audiovisual SA de CV

through the MuxLab Network Controller GUI, eliminating the need for third-party hardware. This allowed Jafra to easily manage content distribution, switch between Multiview and Videowall modes, and deliver dynamic, branded visuals with ease.

The installation proved highly successful, delivering exceptional video performance, operational simplicity, and stability. In over a year of operation, only one minor service call was required due to an external factor, underscoring the system's reliability. The intuitive interface empowered Jafra's staff to take full control without requiring technical expertise.

Thanks to the project's success, Jafra is now planning to replicate the solution at its regional office in Guadalajara and its corporate headquarters in California, USA. This expansion highlights the confidence in MuxLab's ability to deliver scalable, future-ready AV infrastructures that grow alongside the organization.

Jafra originally considered Kramer solutions, but MuxLab stood out for its flexibility, user-friendliness, and strong local support. With guidance from the MuxLab LATAM team, the client quickly recognized the advantages of a system engineered to combine performance with simplicity.

By choosing MuxLab, Jafra Cosmetics has transformed its Mexico City headquarters into a state-of-the-art corporate environment. The MuxLab AV over IP system empowers the company to communicate effectively, engage employees and visitors, and build a connected infrastructure ready for the future.

“MuxLab's AV over IP platform proved to be the most reliable and adaptable solution for Jafra's corporate needs.”

AV PRO Engineering Director



Outside view of the Jafra experience center with the AV system fully operating.

AV Pro Sistemas de Tecnología y Comunicación Audiovisual SA de CV

Rooted in Mexico with a future-focused vision, AVPRO delivers immersive audiovisual solutions that enhance business communication. Backed by global certifications and a people-first approach, the company combines technology, service, and attitude to create lasting, impactful experiences.



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**MuxLab offers a complete line of AV over IP solutions.
Visit our website to see the complete line.**

About MuxLab: MuxLab is a leading designer of value-added connectivity solutions for the pro AV and broadcast markets. Since 1984, MuxLab has supported its main mission to provide customers with innovative, dependable and industry leading designs that are engineered in Canada. A forerunner of the AV over IP evolution, MuxLab continues to deliver comprehensive, game changing IP-enabled systems for both commercial and residential installations of all shapes and sizes.

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