

10-Button LAN & RS-232 Controller with PoE

# PureLink™

Connect. Control. Complete.



## iCON-10W

*10-Button LAN & RS-232 Controller with PoE*

User Manual V1.0

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## Overview

iCON-10W provides a compact, powerful 10-button control solution for LAN and RS-232-enabled devices. With a built-in web UI programming interface, it allows integrators to configure macros of up to six commands per button, enabling precise, efficient control in any environment. The iCON-10W also offers optional pre-programming for PureLink products, delivering a plug-and-play experience right out of the box. Multiple units can be combined for larger control panels, while preconfigured or custom button labels streamline installation, making iCON-10W ideal for conference rooms, classrooms, or any AV system requiring reliable tactile control..



## Features

- 10-button control panel with integrated LAN and RS-232 control
- Built-in web UI programming interface for fast configuration
- Macros allow up to 6 commands per button
- PoE (IEEE 802.3af) for simplified installation
- Optional pre-programming services for plug-and-play setup
- Multiple units can be combined for larger panels
- Optional preconfigured or custom button labels.

## Specifications

iCON-10W		
<b>Standards &amp; Compliance</b>	Compliance	TAA
	Regulatory Certifications	N/A
<b>Communications &amp; Control</b>	Programming	iCON EZControl IDE
	Control Protocol	RS-232 (bi-directional), Telnet, LAN (TCP/IP)
	Control Ports	LAN, RS-232
	Control Connector Type	RJ45, Mini Phoenix (3.81mm)
<b>Power</b>	Network Port	LAN (RJ45)
	RS-232/485 Port	1 × 3.81mm Phoenix Connector (3-pin)
	Debug	N/A
	ESD Protection	Human Body Model (±8 kV)
	Power Input	PoE (IEEE 802.3af), DC 12-24V/1A via 2-pin Phoenix
	Power Supply	DC 12V/0.5A
	Power Consumption	1.3W (max)
<b>Environment</b>	Operating Temperature	32 to 113°F / 0 to 45°C
	Storage Temperature	-4 to 158°F / -20 to 70°C
	Relative Humidity	10 to 90% RH (no condensation)
<b>Enclosure</b>	Mounting Option	Wall
	Product Dimensions (W × D × H)	1.77 in × 1.42 in × 4.16 in (45mm × 36mm × 105.6mm)
	Weight	0.40 lbs (181.44g)
<b>Warranty</b>	Parts	5 year
	Labor	5 year

## Front and Rear View



## Installation

The iCON-10W can be powered from a network switch or PoE injector that satisfies the 802.3af PoE standard. Alternately, the iCON-10W also accepts 12 VDC power at the rear panel Phoenix connector with the supplied AC adapter.

The iCON-10W occupies a one gang box and is compatible with decora wallplates.

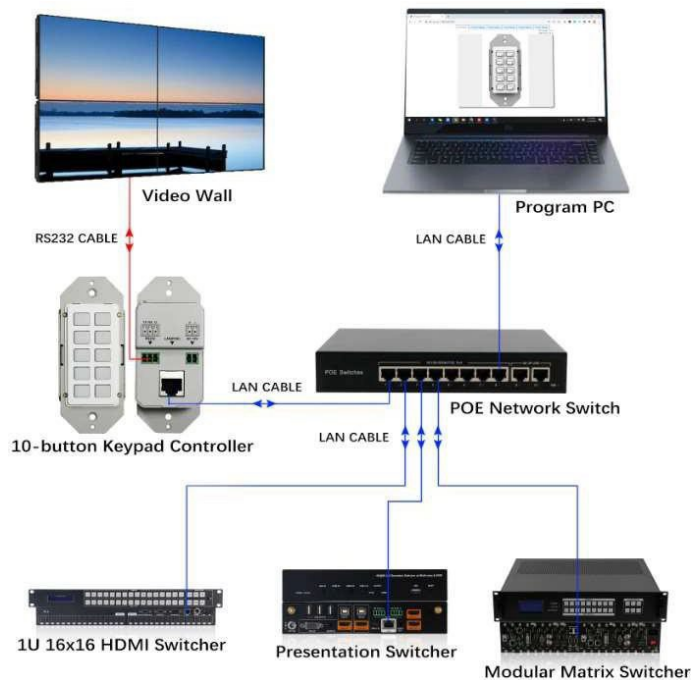
With a power draw of 1.3 watts, thermal performance is negligible at ~ 4.4 btu.

## Programming

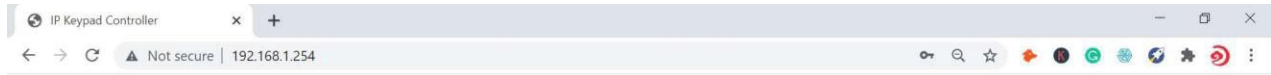
The **default address** of the iCON-10W is 192.168.1.254.

The keypad provides a built-in web UI to setup devices and configure commands, as well as configure network settings of the keypad and acquire system information. The web UI is accessible through browsers such as Chrome, Firefox, Safari, Opera, IE10+, etc.

Once the keypad is powered via Poe or local power adapter, connected to the network, and your programming laptop/tablet is in the same subnet and connected to the same network.



Using your device's browser, access the built-in web page of the iCON-10W.

A login form with two input fields and a "Login" button. The first field is labeled with a person icon and contains the text "admin". The second field is labeled with a lock icon and contains six dots. The "Login" button is located to the right of the password field.

Username 'admin'

Password 'admin'

**Reset to factory default.**

Press the two lowest buttons on the keypad until all of the button backlights blink 3 times.

## Programming interface

### Key Settings

*Prerequisite: Device settings and Command settings*

Displays graphical interface of front panel. Here you can:

- View commands assigned to each button when hovering over key:



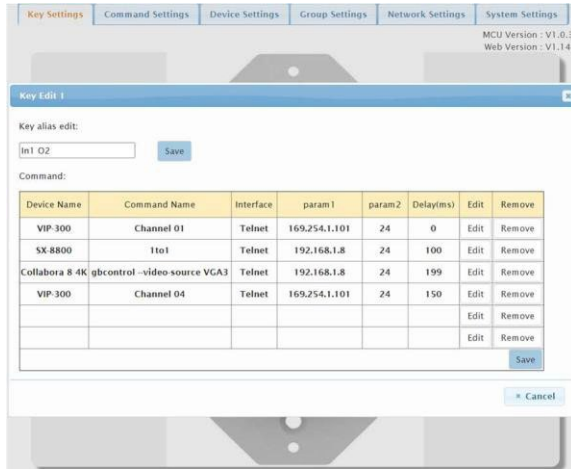
### Assigning commands to a button

- Assign commands to the button, and change button name in web UI
  - Hover over the edit symbol and click

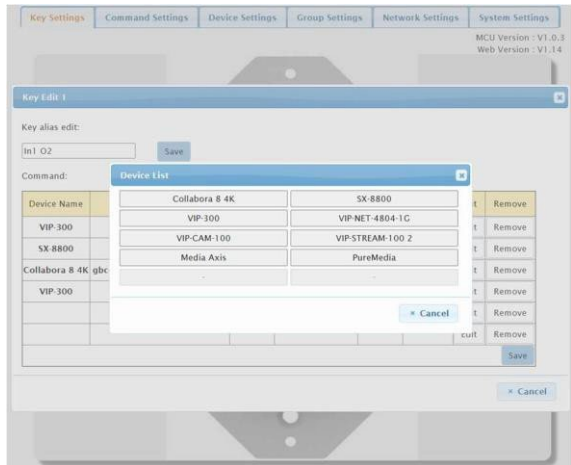


- A popup window will open for changing the button name in web UI and assigning commands that you have previously defined.

Note\* This device does not respond to controlled feedback.

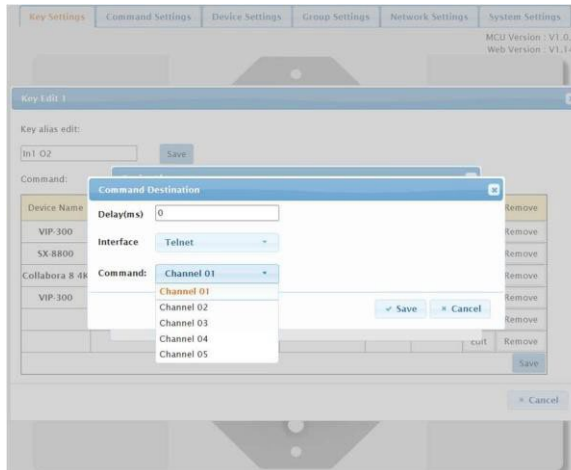


- To assign a command, you must first select the device you want to send the command to. Click the Edit button; this will open the Device List popup

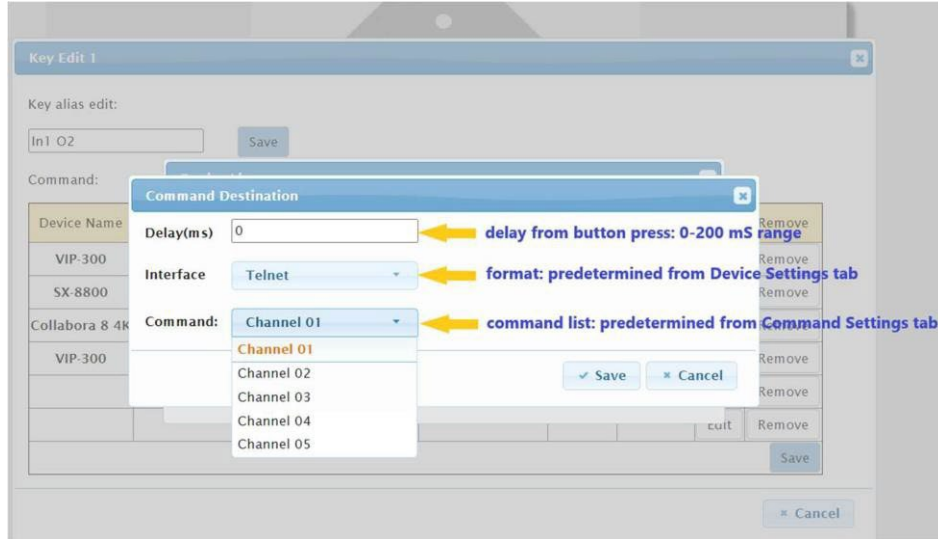


window.

- Select a device; this will open a popup window to select commands available for that device.



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## Command Settings

*Prerequisite: Device Settings*

This section allows you to enter up to 10 commands for a device. Keep in mind you can create a device more than once if you need more than 10 commands for that device.

MCU Version : V1.0.3  
Web Version : V1.14

Device	Command Name	Command Value	Edit	Remove
SX-8800	-		Edit	Remove
	1to1	*999ci01o01!	Edit	Remove
	2to2	*999ci02o02!	Edit	Remove
	3to3	*999ci03o03!	Edit	Remove
	4to4	*999ci04o04!	Edit	Remove
	-		Edit	Remove
	-		Edit	Remove
	-		Edit	Remove
	-		Edit	Remove
	-		Edit	Remove
VIP-300	Channel 01	e e_reconnect:0001	Edit	Remove
	Channel 02	e e_reconnect:0002	Edit	Remove
	Channel 03	e e_reconnect:0003	Edit	Remove
	Channel 04	e e_reconnect:0004	Edit	Remove
	Channel 05	e e_reconnect:0005	Edit	Remove
	-		Edit	Remove
	-		Edit	Remove

To add a command for a device, select the 'Edit' button where the fields are empty. A popup window will appear allowing you to enter the command syntax, and identify whether it is an ASCII or HEX style string.

MCU Version : V1.0.3  
Web Version : V1.14

Device	Command Name	Command Value	Edit	Remove
SX-8800	-		Edit	Remove
	1to1	*999ci01o01!	Edit	Remove
	2to2	*999ci02o02!	Edit	Remove
	3to3	*999ci03o03!	Edit	Remove
	4to4	*999ci04o04!	Edit	Remove
	-		Edit	Remove
	-		Edit	Remove
	-		Edit	Remove
	-		Edit	Remove
	-		Edit	Remove
VIP-300	Channel 04	e e_reconnect:0004	Edit	Remove
	Channel 05	e e_reconnect:0005	Edit	Remove
	-		Edit	Remove
	-		Edit	Remove

**Command Edit 15**

Command Name:

HEX String Enable:  String  HEX

Command:

End Flag:  \r\n  \r  \n  None

You may also provide a name for the command, and what set of delimiters if any are needed. Press Save to complete the process.

Example: Controlling the SX-4400 with the iCON-10W

\*Please use \$0D as the return character after entering the command, then select the appropriate option for End Flag. For this example, \r\n was selected\*

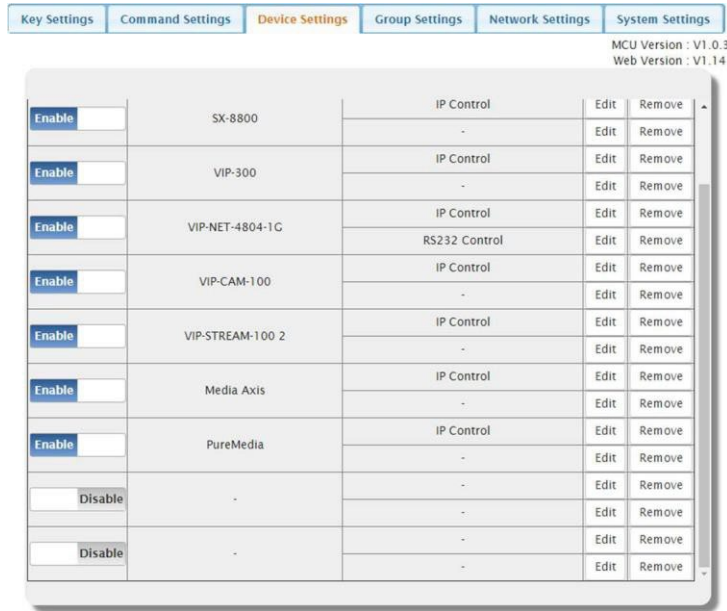
The screenshot shows the 'Command Settings' page for device 'SX-4400'. The page has navigation tabs: Key Settings, Command Settings (active), Device Settings, Group Settings, Network Settings, and System Settings. The MCU Version is V1.0.6 and the Web Version is V1.21. A table lists commands with columns for Device Name, Command Name, Command, Edit, and Remove. A 'Command Edit 1' dialog box is open over the table, showing the following details:

- Command Name:** 1 to 4
- HEX String Enable:**  String,  HEX
- Command:** \*255CI01O04!\$0D
- End Flag:**  \r\n,  \r,  \n,  None

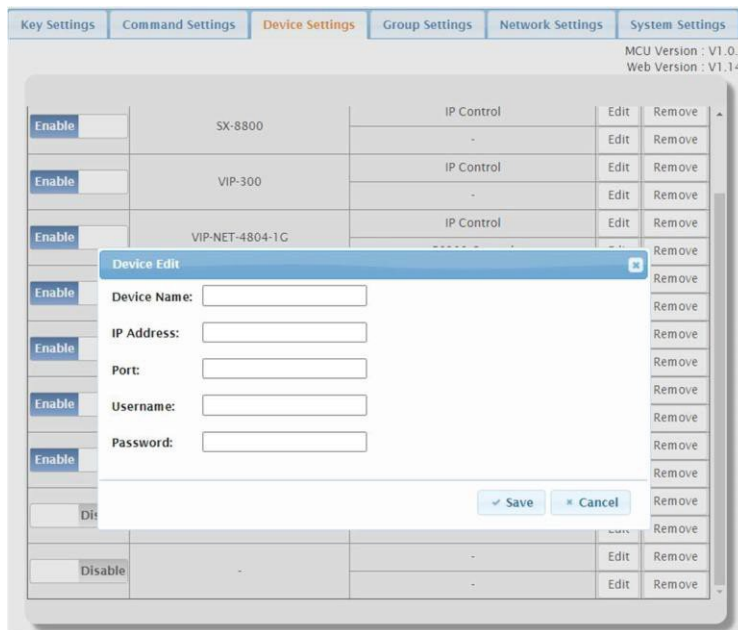
At the bottom of the dialog are 'Save' and 'Cancel' buttons. The table behind the dialog has 'Remove' buttons for each row.

## Device Settings

Allows you to enter up to ten controllable devices and set up their communication parameters.



To Add a device, select the 'Edit' button. A popup window will appear allowing you to enter the name of the device, and the communication parameters.

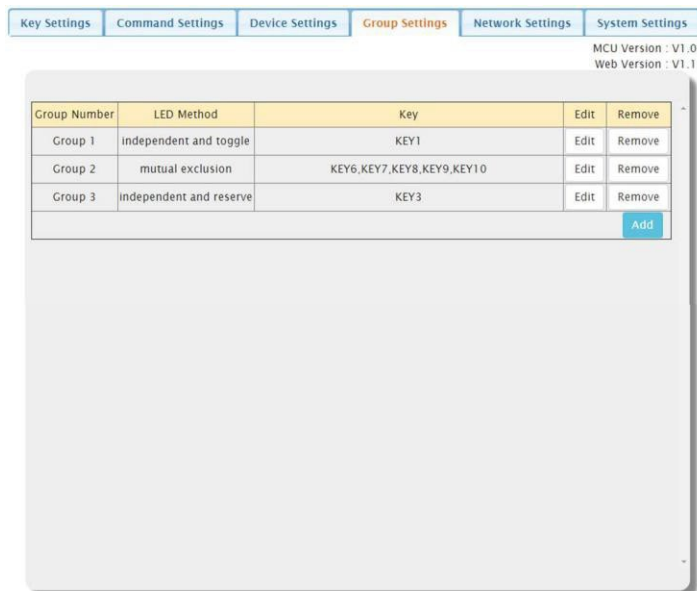


Once you have completed the settings for the device, press 'Save'. To remove a device, use the 'Remove' button.

## Group Settings

This function allows you to set the behavior of button LEDs in groups and individually. There are the LED behaviors:

- Independent/Reserve: default behavior. Works for individual buttons.
  - LED flashes twice with any button press
  - Note: as this is the default behavior, you do not have to assign buttons this functionality unless you want it clearly defined in the web UI.
- Independent/Toggle. Works for individual buttons.
  - LED flashes, then remains lit. Next button press, LED flashes then remains off. Cycle repeats.
- Mutual Exclusion. Works for groups of buttons.
  - Last button pressed within a group of buttons becomes the only one illuminated.



## Network Settings

Allows settings of the network parameters for the iCON-10W.

Key Settings Command Settings Device Settings Group Settings **Network Settings** System Settings

MCU Version : V1.0.3  
Web Version : V1.14

**Network Setting**

IP Mode: Static

IP Address: 169.254.1.7

Netmask: 255.255.0.0

Gateway: 169.254.1.1

Save

### Reset to factory default.

Press the two lowest buttons on the keypad until all of the button backlights blink 3 times. Factory default network settings:

- IP Mode                      Static
- IP Address                 192.168.1.254
- Netmask                    255.255.255.0
- Gateway                    192.168.1.1

## System Settings

Allows settings of the following system parameters:

- Username and Password
- Language Setting
  - English or Chinese
- UI timeout
  - Between 5 to 60 minutes, in ten-minute increments.
- Configuration Download
  - Downloads as 'config.ini' file
- Configurations restore from file.
  - From 'config.ini' file type
- Reset to Factory Default
- Reboot device
- Upgrade web UI
- Upgrade MCU firmware

The screenshot shows the 'System Settings' page of a web interface. At the top, there is a navigation bar with tabs for 'Key Settings', 'Command Settings', 'Device Settings', 'Group Settings', 'Network Settings', and 'System Settings' (which is highlighted). Below the navigation bar, the page title is 'System Setting'. The settings are organized into several sections:

- Username and Password:** Four input fields labeled 'Username', 'Old Password', 'New Password', and 'Confirm Password'. A 'Save' button is located below these fields.
- Language Setting:** A dropdown menu currently set to 'English'.
- Web Login Timeout(Minutes):** A dropdown menu currently set to '60 min'.
- Download Current Configuration:** A 'Download' button.
- Restore Configuration:** 'Select a File' and 'Restore' buttons.
- Reset to Default:** A 'Reset' button.
- Reboot the Unit:** A 'Reboot' button.
- Web Upgrade:** 'Select a File' and 'Upgrade' buttons.
- MCU Upgrade:** 'Select a File' and 'Upgrade' buttons.

At the top right of the page, the version information is displayed: 'MCU Version : V1.0.3' and 'Web Version : V1.14'.

## Product Configuration Services

PureLink provides Product Configuration Services for the iCON-10W when used with a PureLink product, such as Media Axis, PureMedia, PureStream, HDTools products, and more. Please contact [sales@purelinkav.com](mailto:sales@purelinkav.com) or 201-488-3232, or try our Live Chat at [www.purelinkav.com](http://www.purelinkav.com)

For additional support, please contact [support@purelinkav.com](mailto:support@purelinkav.com) or 201-488-3232 or try our Live Chat at [www.purelinkav.com](http://www.purelinkav.com)

## Warranty

PureLink Five (5) Year Limited Warranty for PureStream™ Branded Products Only

Dtrovision, LLC. (hereinafter “PureLink”) warrants its HDTools and PureStream™ branded products (hereinafter “Product”) purchased directly from PureLink or Dealer shall be free from defects in workmanship and materials, under normal use and service, for a period of five (5) years on parts and five (5) years on labor. Any repaired or replaced equipment related to Product shall be covered only under the remaining portion of the warranty. This warranty has no relationship to and exists independently of any warranty offered by Dealer. This warranty is a limited warranty and gives you specific legal rights. You may also have other rights which vary from state to state.

## TERMS & CONDITIONS

PureLink shall repair or replace the Product if it develops a material fault during the period of warranty, on condition that i) the Product has only been subject to normal use in a domestic or commercial environment in a manner consistent with its specification and functionality, ii) the Product has been cared for reasonably and only subjected to reasonable wear and tear, iii)

the defect has not been caused by willful or negligent abuse or neglect, or any accident or improper installation procedure, iv) the serial number of the Product has not been altered or removed. This warranty only applies to the original purchaser, and shall be the exclusive remedy to the original purchaser. PureLink shall not be liable for any damages whatsoever caused by Product or the failure of Product to perform, including incidental or consequential damages. PureLink shall not be liable for any claim made by a third party or made by the purchaser for a third party. Except as expressly set forth in this warranty, PureLink makes no other warranties, expressed or implied, including any implied warranties of merchantability and fitness for a particular purpose. PureLink expressly disclaims all warranties not satisfied in this

limited warranty. Any implied warranties that may be imposed by law are limited to the terms of this limited warranty. This warranty statement supersedes all previous warranties.

## WARRANTY RETURNS/REPAIRS/EXCHANGES

No merchandise may be returned without prior authorization from PureLink, and a Return Materials Authorization (RMA) number. Failure to comply with these conditions will result in rejection of the returned merchandise. Any warranty service on Products must be arranged through Dealer. Authorized returns must be shipped freight prepaid and fully insured to PureLink, Fair Lawn, NJ USA, with the RMA number clearly marked on the outside of all shipping boxes and containers. PureLink reserves the right at its sole discretion to refuse any shipments arriving freight collect or without an RMA number. Any authorized returned merchandise must be accompanied by a note describing the reason for return, along with contact information including name, phone number, return mailing and shipping addresses, e-mail address, and RMA number. On any products returned and accepted with an RMA number, return freight charges following repair of items under warranty shall be paid by PureLink, shipping by the standard ground carrier of its choice.

## ADVANCE WARRANTY REPLACEMENTS

PureLink's advance replacement service offers a Replacement Unit upon request - free of charge for eligible products purchased less than one (1) year of the warranty claim. Products purchased more than one (1) year prior to the warranty claim do not qualify for advance replacement services. Advance replacement requests must be validated by a member of PureLink's Technical Support Team. Replacement units may be new or refurbished and are subject to availability. PureLink is responsible for shipping the Replacement Unit to your designated location by standard ground service. All other shipping methods will be the responsibility of the Dealer. Original Unit Return – the Original Unit must be returned within thirty (30) calendar days of the return authorization date. Failure to return the Original Unit within this period will be subject to a minimum 15% re-stocking fee. Dealer is solely responsible for the shipping of the Original Unit to PureLink.

## TO MAKE A WARRANTY CLAIM

To make a warranty claim, promptly notify PureLink within the warranty periods described above by calling PureLink's Technical Support Department at 1-201-488-3232. PureLink, in its sole discretion, will determine what action, if any, is required under this warranty. Most problems can be corrected over the phone through close cooperation between Customer and a PureLink technician. To better enable PureLink to address a warranty claim, please have the Product's serial and model numbers. If PureLink, in its sole discretion, determines that an on-site visit or other remedial action is necessary, PureLink may send a representative to Customer's site.

## CUSTOMER SERVICE

Technical support inquiries can be submitted electronically through the PureLink website at [www.purelinkav.com](http://www.purelinkav.com). For immediate assistance please contact PureLink's Customer Care Team at +1 (201) 488-3232.



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