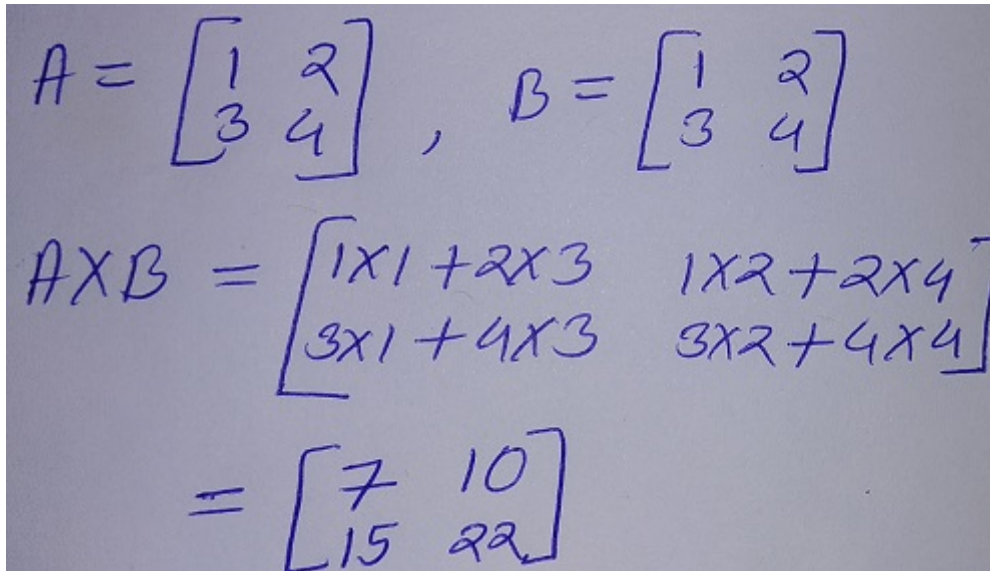Matrix multiplication?

$$A = \begin{bmatrix} 1 & 2 \\ 3 & 4 \end{bmatrix}, \quad B = \begin{bmatrix} 1 & 2 \\ 3 & 4 \end{bmatrix}$$

$$A \times B = \begin{bmatrix} 1 \times 1 + 2 \times 3 & 1 \times 2 + 2 \times 4 \\ 3 \times 1 + 4 \times 3 & 3 \times 2 + 4 \times 4 \end{bmatrix}$$

$$= \begin{bmatrix} 7 & 10 \\ 15 & 22 \end{bmatrix}$$

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