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<https://roherpr.box.com/Atlona-CEDIA-Press-Kit>

## **ATLONA ANNOUNCES GLOBAL PARTNERSHIP WITH BANG & OLUFSEN**

SAN JOSE, Calif., Sept. 11, 2014 – Atlona announced the formation of a global partnership with Bang & Olufsen under which Atlona products will be preconfigured for ‘plug-n-play’ compatibility with Bang & Olufsen systems and Bang & Olufsen integrators will be encouraged to use Atlona products in configuring systems for clients. Bang & Olufsen dealers will also be able to purchase Atlona products directly from Bang & Olufsen’s dealer website.

Additionally, the partnership includes the development of specific manuals and training resources for using Atlona products with Bang & Olufsen components.

“Our partners have been working closely with Atlona for quite some time on integration and installation projects, and we believe it’s now in both our best interests to formalize this relationship,” said Brian Bjørn Hansen, Head of Custom Installation, Bang & Olufsen. “The Bang & Olufsen brand is synonymous with exceptional design and performance in home entertainment, and Atlona has established itself as a leading provider and innovator in switching and distribution solutions, especially in 4K and HDBaseT technologies. We see significant benefits in taking this relationship to the next level.”

“Bang & Olufsen ranks among the world’s best known and highly regarded brands for trend-setting design and entertainment,” said Michael Khain, VP of Engineering for Atlona. “This new strategic partnership speaks to Atlona’s success so far and presents a tremendous business opportunity on a global scale.”

“Atlona’s equipment is preconfigured to work with Bang & Olufsen products,” said Khain. “This simplifies installation, saves significant time when installing and setting up systems, and helps provide a seamless experience for the end customer.”

“We are very fortunate to have forged this partnership with Bang & Olufsen and appreciate its commitment to this relationship,” said Jeff Meyer, Atlona’s Director of Business Development for EMEA and Asia Pacific. “The international impact of this relationship should be significant in expanding and opening new markets for Atlona and complementing Bang & Olufsen’s drive into Home Automation and Integration.”

“Our products complement the Bang & Olufsen products in a way that gives the end customer a fully integrated solution and creates an additional revenue stream upon which their dealers can build upon,” Meyer said.

### **About Bang & Olufsen**

Bang & Olufsen was founded in Struer, Denmark, in 1925 by Peter Bang and Svend Olufsen, two innovative, young engineers devoted to high quality audio reproduction. Since then, the brand has become an icon of performance and design excellence through its long-standing craftsmanship tradition and the strongest possible commitment to high-tech research and development.

Still at the forefront of domestic technology, Bang & Olufsen has extended its comprehensive experience with integrated audio and video solutions for the home to other areas such as the hospitality and automotive industries in recent years. Consequently, its current product range epitomizes seamless media experiences in the home as well as in the car and on the move.

For more information on Bang & Olufsen, please visit [www.bang-olufsen.com](http://www.bang-olufsen.com).

### **About Atlona**

Atlona is a leading provider of innovative, reliable AV and IT distribution and connectivity solutions. Since 2003, the company has been designing and engineering award-winning products for a diverse range of residential and commercial AV and IT markets, including education, business, government, entertainment and healthcare.

Atlona’s products and services enable system designers, integrators, consultants, and installers to simplify installation, minimize maintenance and maximize the versatility of premier automated control solutions. Atlona’s vision is simple: deliver customer driven products designed and developed with the features, performance, and reliability that industry leaders demand; and deliver the best value in the industry.

More information about Atlona is available at <http://www.atlona.com>.