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Link to Image: [Kurt Loh/Bun Handry](#)

Atlona Takes Flight with Aquila Data Indonesia for National Distribution Partnership

Vast skillsets and resources across business and technical facets will raise Atlona's brand recognition across Indonesia

SAN JOSE, California, April 11, 2024 – Atlona, a Panduit company, will broaden its APAC presence with the addition of Aquila Data Indonesia to its regional channel partner network. Aquila Data Indonesia becomes the distribution partner for the expansive APAC country, which touches Southeast Asia and the Oceania region. In addition to country-wide sales efforts, the company will elevate Atlona's brand recognition through dealer network expansion, post-sales support, training and education, and other value-added services.

Aquila Data Indonesia specializes in the distribution of high-end AV and UC systems, with an emphasis on convergence with IP networks. Based in Jakarta, Aquila Data Indonesia's structure covers Indonesia's immense geographical spread, bolstered by an extensive dealer network that reaches the most remote corners. Its value proposition is strengthened through a team of technical experts with diverse systems design, integration and maintenance skillsets.

Aquila Data Indonesia's plan to raise Atlona's visibility throughout Indonesia is broad. Aquila Data Indonesia Director Bun Handry cites customer education, partnership building, and active participation in regional industry events as key strategies, adding that existing relationships with architects and consultants allows for early involvement in project planning. The latter affords Handry and his colleagues with an opportunity to position Atlona as a key supplier during the systems design phase for education, corporate and other enterprise-level projects.

"The AV market in Indonesia is competitive, and require strategic differentiation to attract attention and gain market share," Handry. "Our consultative approach, responsive customer



service, and ability to raise product awareness are just some of the many services that set Aquila Data Indonesia and the brands we represent apart from the competition.”

Handry notes that Atlona’s extensive range of AV products and solutions, along with their distinct feature sets, reliability and ease of installation, positions Atlona for success across a diverse array of installations. “Indonesia’s commitment to modernizing its education system and enhancing corporate enterprise capabilities has opened up countless opportunities to support hybrid learning and smart office spaces,” he said. “Atlona’s Omega Series of matrix switchers, Velocity control systems, and HDVS Series of PTZ cameras are some of the many products we are excited to promote for classrooms, conference rooms and remote collaboration projects.”

“Aquila Data Indonesia’s decades of AV/IT experience, localized presence, and commitment to innovation, collaboration and tailored solutions will empower Atlona’s market penetration and help us establish long-term relationships in a very promising and high growth AV market that’s propelled by the country’s digital economy strategy,” said Kurt Loh, Business Director, Asia-Pacific for Atlona. “Additionally, their emphasis on training and education will empower integrators and end users with Atlona knowledge, while their reputation for exceptional service and responsive technical support will ensure customer satisfaction. We look forward to their contributions and our collaborations moving forward.”

About Aquila Data Indonesia

Aquila Data Indonesia specializes in the distribution of high-end Audio-Visual systems through innovative IP network solutions. Our mission is to enhance communication, collaboration, and audio-visual experiences for enterprises. Visit <https://www.aquila-data.id> for more information.

About Atlona

Atlona, a Panduit company, is a leading manufacturer of AV distribution, AV over IP, collaboration, and control solutions. Our core brand vision is to improve technology for the sharing of ideas, through innovative AV products used every day in a wide variety of commercial and educational applications. Atlona prioritizes quality, user experience, simplicity, and management in every product we develop. More information about Atlona is available at atlona.com.

About Panduit

Global connectivity leader Panduit Corp. creates innovative electrical and network infrastructure solutions for applications across the enterprise. Headquartered in Tinley Park, Ill. and operating in



112 worldwide locations, Panduit's technology leadership and robust ecosystem help support, sustain, and empower business growth in a connected world. panduit.com

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