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Atlona Poised for Next Growth Phase; Company Launches New Brand Identity and Direction

New Look, New Faces, New Products, Same Commitment to Quality and Excellence; Big Reveal Set for InfoComm 2011

SUNNYVALE, Calif. — June 13, 2011 — Atlona Technologies®, a leading digital connectivity solutions provider, today announced the unveiling of its new corporate identity, providing installers, integrators, and consumers with an even stronger and more unified brand to endorse product reliability and customer satisfaction. In rolling out the reinvigorated global brand, Atlona has created a new corporate look, motto, and product lines, all supported by a strategic management restructuring. The new Atlona Technologies will be revealed at InfoComm 2011, booth 3671B.

To better serve customers in numerous markets from home theater to commercial installation, Atlona has segmented its offering into three distinct product lines: Atlona Home, Professional, and Industrial. Heading the sales force driving the new Atlona product lines is sales director Kevin Billingsley. Recently appointed international sales manager Jon Baker will manage the company's ever-increasing international presence.

Atlona Home products will provide users with freedom and flexibility in how they enjoy media. With content in homes taking many forms and coming from a variety of sources, Atlona Home products will provide the tools to share media across multiple rooms, devices, and formats. General manager Colin Burke McClure will lead Atlona Home.

Atlona Professional, with general manager Mike Grubb at the helm, allows integrators to create scalable, customizable solutions for customers in residential and commercial A/V applications. This line of products provides a full range of solutions that cover almost every conceivable issue contractors may face in any digital A/V system setup.

Atlona Industrial, headed by sales manager Christopher M. Gillespie, is designed to satisfy the unique requirements of government, education, broadcast, healthcare, and other high-sensitivity applications by bridging the gap between A/V and IT.

In addition to new product line managers, a new sales director, and an international sales manager, Atlona's award-winning marketing team has made big changes to enhance product line marketing as a whole. Marketing director Chris Bundy will head the Professional/Industrial lines, while recent acquisition Brent Baer has taken the position as Atlona's Home marketing director. Newest hire, Raymond Moore, has taken over as public relations and events marketing manager, covering every market. The additions to the company represent an increase in employees of more than 40 percent over the past year.

"We are very excited to unveil the new Atlona at InfoComm 2011. From new product lines to new faces, we have made a number of changes that we feel offer a more unified brand for our customers," said Atlona president and CEO, Ilya Khain. "Our new direction builds on our past success to take our technology to new and exciting places, advancing digital connectivity for the industry as a whole."

As Atlona has grown to supply connectivity solutions across a vast multitude of markets, the company's internal sales and marketing teams continue to provide unparalleled service for their global network of dealers and value-added resellers. With a strong focus on R&D and engineering, in addition to integration partnerships with key players, Atlona has applied the very best practices to ensure the company's continued success as evidenced by its award-winning products. Reinvigorating its brand under the theme of "Connecting Technology to Your World," Atlona looks to its next phase of growth reflecting the commitment to quality and excellence with which the company was founded.

About Atlona Technologies®

Atlona Technologies® — connecting technology to your world. As a global manufacturer of cutting-edge digital connectivity solutions, Atlona supplies an extensive range of high-quality products — from cables, splitters, and extenders to distribution amplifiers, converters, switchers, and much more — to a diverse client base spanning the consumer electronics, home theater, computing, retail, systems integration, professional A/V, broadcast, entertainment, medical digital imaging, and digital signage markets. Made from the finest materials and offering unique feature sets, the company's value-added products can be found in installations worldwide. Atlona provides a wide range of solutions from all three of its comprehensive product lines: Atlona Home (consumer electronics), Atlona Professional (systems integration), and Atlona Industrial (commercial). More information about Atlona Technologies is available at www.atlona.com.

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