



Atlona  
2151 O'toole Ave Unit D  
San Jose, CA 95131

Tel: 408-954-8782  
Fax: 408-954-8792  
toll free: 1-877-536-3976

manufacturer: [www.atlona.com](http://www.atlona.com)

Lenexpo (Inc.) was founded in 2003 as an internet reseller of Audio Video products, but quickly rose to become one of the top selling national distributors of several major brands, specializing in audio video connectivity products.

After several years of continued success, Lenexpo Electronics started exploring new markets. The company began designing and importing products for OEM applications for major firms such as CISCO Systems, and Comcast Inc. After taking a strong foothold in the OEM market, the company decided to move forward with their manufacturing venture and introduced their own brand, Atlona Technologies, to the open market.

Now several years later, Atlona Technologies products can be found throughout the world in places such as the most prominent hotels in Dubai, or NASA's Research center in Mountain View, CA, and now even in hundreds of thousands of homes throughout the United States. Atlona's product line has grown to cover almost every conceivable solution in the Audio Video industry, and has new innovative products in development continuously. Whether your application is for professional broadcast, or a home theater installation, Atlona Technologies has you covered.

#### **Atlona Technologies Target Market**

Atlona's target consumer demographic in North American markets are the 48.2 million current HDTV owners in the USA, especially the 48% of those HDTV households that do not receive some sort of HD service from a provider. While there hasn't been market research involving gender in regards to HDTV accessory purchases, a report from DirecTV suggest that while in 80% of American households women make final financial spending decisions, men seem to decide what products and brands to buy, as well as which vendors to buy from, so they tend to lean toward the male demographic. The average household income of our purchasers is around \$89,000 yearly.

Commercially, Atlona's target market is so expansive that it is difficult to find a market segment that they do not target. While they mainly focus on audio video installers, and system integrators, a substantial number of our business to business relationships come from various sectors such as broadcast and entertainment, as well as medical digital imaging. Atlona's diverse client base is perhaps one of its greatest assets, as it allows the unique ability to merge innovations from multiple industries into

#### **Primary differences between Atlona products and that of their competition**

Atlona's products in general differ from that of their competition in price and quality, as well as implementation of unique features that add value over the competition. Most of their products are priced mid-range compared to similar products; however Atlona quality, based on materials, function, and specs, is usually much higher than similar products in the market.

#### **Advantages do you provided by Atlona that competitors do not.**

Atlona Technologies is a dynamic manufacturing company poised on the bleeding edge of Audio Video technology. Atlona has been consistently first to market without sacrificing quality or using the field to test new products, unlike their competitors. Atlona will provide solid products, which are actively marketed to major consumer markets as well as business to business markets.



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#### **Atlona Technologies increasing market share.**

Atlona Technologies is in a unique position among retail markets. Digital connectivity has a very small presence in retail markets. Atlona Technologies is using this fact to its advantage. One of Atlona's marketing goals is to have more than 51% of US consumer electronics customers to know the Atlona brand by the end of FY '09. The company plans to accomplish this by aggressively marketing to the DIY market segment as well as consumer direct programs such as CompUSA's Retail 2.0. As this plan meets fruition, it is the belief of the company that it will be able to capture a larger market share and meet its branding goals as well.

#### **Future demand of Atlona products.**

Being that Atlona Technologies is focused on connectivity and solution based products and as the Audio Video market expands further into the HD realm, consumer demand for products that will allow them to implement newer technologies into existing home theater and computer systems will increase as well. Atlona Technologies is positioned to provide these solutions for the lifespan of Television as we know it.

#### **New technologies that enhance Atlona's market position.**

The introduction of High Definition and everything that comes with it (HDMI, LCD's, DisplayPort, etc) is pushing Atlona's industry. As the popularity of high definition television increases, so does the market demand for products that will allow seamless integration of these new technologies. This pushes Atlona Technologies to the fore ground for HDTV consumers looking to upgrade their current systems.

#### **Strategic alliances.**

Currently Atlona Technologies has partnered with every major control system provider in the AV market. This includes but is not limited to Control 4, RTI, AMX, and Crestron. These alliances allow any of their products to have guaranteed compatibility with any major control system.

#### **Current channel strategy and current distribution model.**

Atlona's current channel strategy has evolved from an intensive distribution model, where they were providing saturation coverage of the market by using all available outlets. This was important during the beginning of phase of their branding. Atlona Technologies have now adopted a selective distribution model in the USA and an exclusive distribution model abroad.