

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.