I have a 3D TV and a non-3D TV, but I want to pass 3D.

In order to pass 3D you must learn the EDID from the 3D TV. Connect the TV you want to learn from to output 1 and hold the EDID button down, the EDID light will flash then switch to learn. Once the light is solid the EDID learn is complete.

What is the max distance HDMI cable I can use?

The max distance we recommend is 35 ft. If you need to go longer we recommend using HDMI extenders (we suggest using AT-HDTX /AT-HDRX)

Can I send 1 run to a TV then the other run to an AVR then to a display?

You can, but you will get a native EDID issue where the signal will be the greatest common spec. If you learn EDID of the AVR, there is a great chance that the stand alone display will not get audio.

What happens when one TV is 720p and another is 1080p?

You will receive a 720p, because of native EDID. A way to work around this is to use a scaler on the 720p (like the AT-HD560) to send a 1080p EDID and down scale the signal to 720p for the display.

Why my Seiki 4K TV model SE39UY04 does not work with my AT-HDDA-4 at 4K resolution?

This is a known issue and Atlona is currently working on the fix. The symptom is no video output (no link and no sync). The current work around is to use sources outputting 1080p or lower.

How will I know if I have the old or new HDDA product that supports 4K resolution?

The serial number/model number sticker on the device and it's box will have the version number. New version is "B"