

Atlona® to Highlight New LinkCast Wireless HD A/V System and AT-PRO3HD44M HDBaseT™ Matrix Switcher at ISE 2012

SUNNYVALE, Calif. — Jan. 30, 2012 — Atlona®, a leading digital connectivity solutions provider, will introduce its new LinkCast Wireless HD Audio/Video System and AT-PRO3HD44M high-speed 4x4 HDMI matrix switcher featuring HDBaseT™ technology to the European market at Integrated Systems Europe (ISE) 2012.

“As we continue to expand our presence in the EMEA market, ISE provides Atlona with a fantastic opportunity to show off some amazing new products from all three of our product lines for overseas installers,” said Atlona president and CEO Ilya Khain. “A big highlight at our booth will be our new switchers featuring HDBaseT technology and our award-winning LinkCast Wireless HD Audio/Video System. LinkCast has already caused quite a stir in the U.S., and we are looking forward to bringing the same excitement to our European customers.”

Atlona’s LinkCast Wireless HD Audio/Video System allows home theater enthusiasts, gamers, laptop users, and more to connect multiple HDMI-based devices wirelessly to an HDTV or projector wirelessly up to 40 feet away. LinkCast includes an A/V base station (AT-LINKCASTAV) and one LinkCast System Expander (AT-LINKCAST-HTX). The LinkCast A/V base station connects to the HDTV or projector’s HDMI input, and the LinkCast System Expander plugs into virtually any A/V device with an HDMI output and standard USB connection. Up to five devices can be wirelessly connected to one LinkCast system with the purchase of additional LinkCast Expanders, each sold separately. The LinkCast system is backed by a full three-year AtlonaAdvantage warranty and will be available to European customers in Q2 2012.

Featuring HDBaseT technology, the Atlona AT-PRO3HD44M 4x4 HDMI matrix switcher extends HDMI sources up to 60 meters over CAT 5e/6/7 cables at 1080p or 1920x1200. The unit offers control of up to eight components through a variety of options, including the front panel, bidirectional control via the switcher’s IR and RS-232 ports, and integration with third-part control boxes for zone displays. Offering a built-in source S/PDIF loop out, audio can be sent to an AVR or amplifier for simple distribution. The unit is compatible with LPCM 2 channel, Dolby® 2.0, Dolby Digital 5.1, and DTS 5.1 Programmable memory presets, loadable to any source connected to the matrix, ensure that any display can receive audio and video. Taking advantage of the Power-over-Ethernet (PoE) abilities of HDBaseT technology, this switcher provides more options for low-voltage installations and lends itself perfectly to the integration of multi-room A/V systems in single-family homes. The AT-PRO3HD44M will be available early Q2. These new products and more will be on display in Atlona’s ISE booth 4U63. In addition, the company will be holding an International Distributors Summit at ISE, covering sales incentive programs, sneak peeks of new products, training, demonstrations, and new business opportunities. More information about Atlona and its products can be found at www.atlona.com.

Connecting technology to your world



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Company Overview:

Atlona® — “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 AV, broadcast, entertainment, medical digital imaging, and digital signage markets.

Atlona provides a wide range of solutions from all three of its comprehensive product lines: Atlona Home Collection (consumer electronics), Atlona Professional (systems integration), and Atlona Commercial (corporate AV).

More information about Atlona Technologies is available at www.atlona.com.

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