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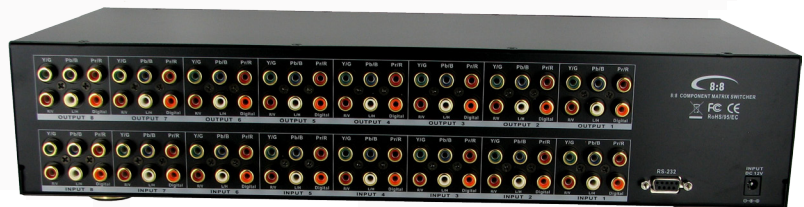
ATLONA TECHNOLOGIES ANNOUNCES UPCOMING RELEASE OF THE 8x8 COMPONENT VIDEO MATRIX SWITCH WITH ANALOG AND DIGITAL AUDIO, THE AT-COMP-88M

Atlona Technologies, a solutions based manufacturer of Audio Video products, announces the upcoming release of the new 8x8 Component Video Matrix Switch with Analog and Digital Audio, the AT-COMP-88M.

Atlona Technologies, solutions based manufacturer of Audio Video products, has announced the upcoming release of their newest 8x8 Component video Matrix Switcher, the AT-COMP-88M. Atlona has quickly become a staple in the video accessory market due to their vast line of solutions. "We pride ourselves on having the right product for every application" says director of marketing Christopher Bundy. While many manufacturers look past Component, calling it a legacy format, Atlona is going after the estimated 20 million US customers who reported that they are still using Component as their main video connection type, according to a CEA research report.

The AT-COMP-88M offers professional quality, lossless Component with Stereo Audio and Digital Optical/Coaxial switching at a price point lower than most competitors on the market. Because it is a matrix switch, any of the eight Component inputs can be routed to any of the eight Component outputs independently; or the same input can be routed to all outputs simultaneously, or any other combination. With High Video Bandwidth (325MHz), the COMP-88M is extremely beneficial for users planning to use long Component Video output Cables. This Matrix switch offers flawless and crystal-clear distribution of all HDTV video formats up to 1080p as well as digital audio. This unit is perfect for sports bars, restaurants, and home theaters using Component sources and displays. The AT-COMP-88M features manual, Infrared Remote, or RS232 control and is compatible with every major third party control system such as AMX, Crestron, RTI, and Control 4.

Atlona's AT-COMP-88M will be released early October with an MSRP of \$1999.00 and is currently available for pre-order. Also soon to be released is the 4x2 version of this Component Matrix Switch, the AT-COMP-42M



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