



**ATLONA TECHNOLOGIES ANNOUNCES NEW PRO AV MODEL 4x8 HDMI 1.3 OVER CAT5/6 MATRIX SWITCHER GEARED TOWARD RESIDENTIAL INSTALLERS, THE AT-PROHD48M-SR**

Atlona Technologies, solutions based manufacturer of Audio Video products, targets residential installers with new 4x8 HDMI 1.3 over CAT5 Matrix Switcher, AT-PROHD48M-SR.

Atlona Technologies has been consistently staying ahead of the curve for installers everywhere by consistently creating the means needed for HDMI matrix switching with industrious units such as the 8x8:2 HDMI Matrix (PROHD88M-SR) and most recently the 16x16:2 HDMI Matrix switch (PROHD1616M-SR). Realizing that while there is a demand for high end matrix switches for large applications, there are still those in need of more intimate, residential applications with fewer sources. As the ever-seeking solutions provider, Atlona is excited to announce the release of the latest addition to their innovative Matrix switcher line, the AT-PROHD48M-SR.

This Pro AV model is a True 4x8:2 HDMI matrix switch features four HDMI 1.3 inputs for sources (such as: BluRay player, HD set top boxes, game systems, etc.), and eight independently switchable HDMI and Twister Pair outputs to feed eight separate displays simultaneously. This unit also has the ability of equalization, amplification and re-clocking the signal to ensure accurate HDMI signal transmission through long cables without quality loss. Each output features 1 HDMI and 2 Twisted Pair connections where both are active at the same time. Twisted Pair outputs are used to connect to the eight included receiver modules.

The Atlona 4x8:2 Matrix can be controlled through five switching modes including front panel buttons, local IR, IR call back from remote locations, RS485 and TCP/IP. Atlona's 4X8 HDMI Matrix Switcher's IR functions will allow users to access desired HD devices directly, from the location of that HD display. With its quick and easy installation, installers will surely love this switcher.

Not only will the transmission of Twister Pair outputs reach resolutions up to 1080P or 1920x1200 at distances up to 165ft with CAT5/6 and 250ft with CAT7, but those distances can be extended double the length with optional Atlona repeater units. These beneficial repeater units will also allow daisy-chaining of up to 6 additional units. Along with being fully HDCP compliant and EDID function, the AT-PROHD48M-SR is embedded with state of the art Silicon Image Chipset. While Atlona's previous 8x8 and 16x16 matrix switches remain the most accomplished AV units in the industry today, their redefined counterpart will indeed exceed all expectations for an extremely modest price making this unit perfect for any application, whether it be for commercial, educational, or digital signage purposes.

Atlona's Pro AV model AT-PROHD48M-SR is officially available with an MSRP of \$4499.00, and can be viewed at InfoComm 2010 in Las Vegas, Nevada.

**Transmitter (AT-PROHD48M-S)**



**Receiver (AT-PROHD48M-R)**



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