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## ATLONA RELEASES NEW HDMI AND DVI CABLES WITH SWIVEL CONNECTORS DESIGNED FOR MOUNTED HDTV'S

Atlona's New HDMI and DVI to HDMI cables designed for mounted flat screen HDTV's feature 180 degree swivel connector ends that only protrude about 1 inch from an HDMI port

San Jose, CA — July 25, 2009 —HDTV owners mounting plasma on the newest slim profile mounts proliferating the market are faced with issues when connecting standard HDMI cables to rear facing HDMI ports. The average HDMI cable connector combined with limited cable flexibility near the connector ends can extend up to two and a half inches from the HDMI port. This distance requires users to either use mounts which allow for this distance or risk damaging their cable as well as their televisions HDMI port. Atlona Technologies has developed a line of HDMI 1.3b cables that cuts the distance needed for the HDMI connector ends by more than 50%, extending just over 1 inch from an HDMI port.

Atlona's new HDMI and DVI to HDMI cables feature a swivel connector end which allow them to bend at a 90 degrees in either direction. This new connector allows users to nearly flush mount their HDTVs. "This is another product designed to solve a specific problem that affects a lot of HDTV owners" says Michael Khain, who heads up Atlona's Product development department.

Atlona Technologies has held true to their motto of being a solutions based manufacturer since its inception, making products that solve problems. Abandoning the "Good, better, best" product strategy that has ruled the AV accessory market for years, Atlona Technologies has grown to success providing high quality products typically missing in most AV systems. These new swivel connector cables fall right in line with Atlona's market strategy, of providing solutions that serve every market from Professional to Residential AV.

Atlona's new line of swivel connector HDMI and DVI cables includes models AT14035-X (HDMI) and AT14022-X (DVI to HDMI). They are expected to start shipping by July 27, 2009 starting at \$34.99 MSRP.



AT14022



AT14035

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