



ATLONA ANNOUNCES THREE NEW PRODUCT CATEGORIES FOR THE AV INDUSTRY

Atlona Technologies, a solutions based manufacturer of Audio video accessories, announces the inception of three new product categories aimed at the specific needs of individual markets.

Seeking a way to better serve their principal markets, Atlona Technologies announces today the separation of their products into three product categories; Atlona CE (Consumer Electronics), Atlona Si (System Integrator), and Atlona Signature (Professional, Commercial). Atlona Technologies has provided the AV industry with solution based products that cover areas typically missing in most AV setups. The decision to form three branches within their overall product line was made in order to develop products that better serve the specific needs of each market.



Atlona CE, A line geared specifically toward end users and retail purchasers, includes products such as The AT-HDAiR, Atlona's wireless USB to HDMI converter. "We will continue to provide the highest quality to our consumer purchasers" Said Jim Savitskiy, Atlona's Retail Sales Director "These products will be simple and easy to use solutions that anyone can install and operate." Atlona CE lines will continue to be carried by major retailers such as Tiger Direct, and online vendors such as Buy.com or Amazon.



Atlona Si, The system integrator line, will include products that require a little more AV know-how, and will most often be installed by a CEDIA, or commercially certified installers. This line will include products such as the DIS7-HD, Atlona's HD testing monitor. The Atlona Si line will provide a full range of solutions that cover almost every conceivable issue one may face in any Home Theater, or light commercial AV system. The Si line will continue to be carried by major distributors such as Stampede and Electronic Custom Distributing (ECD).



Atlona Signature will include Atlona's most industrious products such as their large format DVI matrix switchers. Typically these products will find their home in large scale digital signage, Government, Military, and heavy commercial applications. This line will be geared toward commercial integrators, and will provide a level of quality and reliability that is necessary for even the most mission critical AV systems such as Medical imaging, and military intelligence comm. centers.

All previously existing Atlona products have been separated into the three new categories, with new products already in development. For more information about Atlona's products lines please visit their website at www.atlona.com

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For more information on Atlona Products:

<http://www.atlona.com>

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