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Atlona Announces Product Lineup for CEDIA EXPO 2011

Company Set to Make Waves With HDMI and DVI Extenders, High-Speed Matrix Switchers, and Digital Connectivity Kit From Atlona Professional Line

SUNNYVALE, Calif. — Sept. 1, 2011 — Atlona Technologies®, a leading digital connectivity solutions provider, today offered a sneak peek of its product lineup for CEDIA EXPO 2011. Visitors to Atlona's booth (4462) will experience the latest additions to the company's Professional line of digital connectivity solutions, including new video matrix switchers, HDMI and DVI extenders featuring HDBaseT technology, as well as to Atlona's cost-effective, award-winning digital connectivity kit. Along with showcasing its latest innovations, the company will be hosting a happy hour at its booth on Friday, Sept. 9, and Director of Marketing Chris Bundy is scheduled to present "HDMI and HDBaseT, a Perfect Match for Advanced A/V Systems" at the CEDIA HDBaseT Alliance Seminar.

"Atlona is geared up to make a big impact at CEDIA this year with our Professional line of digital connectivity solutions, and we can't wait for the show floor to open so we can show them off," said Mike Grubb, Atlona Professional line general manager. "We are also excited to host our happy hour, which will give visitors to our booth an opportunity to relax with their favorite beverage and get to know us in a fun atmosphere."

Atlona Professional solutions on display at CEDIA EXPO 2011 will include the new AT-DVI4-100SR and AT-HD4-V110SR extender kits featuring HDBaseT technology. These solutions extend DVI and HDMI transmissions up to 350 feet with resolutions up to 4Kx2K over a single Cat 5/6/7 cable while providing bidirectional RS-232, IR, and Ethernet pass-through. The AT-DVI4-100SR is fully HDCP- and EDID-compliant. The AT-HD4-V110SR provides support for Deep Color, HDCP, and full 3D while preserving 7.1-channel digital audio, including DTS-HD and Dolby® TrueHD.

Atlona will also highlight a number of high-speed HDMI switchers at CEDIA. On display will be the AT-PRO2HD88M-SR (CustomRetailer EXC!TE award-winner) and AT-PRO2HD1616M-SR HDMI matrix switchers, which feature eight or 16 HDMI 1.4 inputs and independently switchable twisted-pair outputs to feed eight or 16 separate receiver modules (included). Featuring HDBaseT technology, the switchers extend HDMI sources up to 330 feet at 4Kx2K resolution over a single Cat 5/6/7 cable, in addition to providing analog two-channel stereo, bidirectional RS-232, and zone-specific bidirectional IR pass-through up to 60 KHz. Both units support Deep Color, HDCP, and full 3D while preserving 7.1-channel digital audio, including DTS-HD and Dolby TrueHD.

Atlona's AT-HD4-V41 (4x1) and AT-HD4-V42 (4x2) HDMI switchers will also be highlighted. The units feature four HDMI inputs and one or two HDMI outputs, supporting HDMI 100-Mbps Ethernet ports for HDMI Ethernet Channel (HEC) and Audio Return Channels (ARC), reducing the amount of wires necessary for compatible systems. The AT-HD4-V41 and AT-HD4-V42 give users a superior bandwidth connection, between four sources and one or two video displays, at resolutions up to 1080p without signal loss. These HDCP-supported devices also allow for bidirectional HDMI Ethernet Channel pass-through. In addition to digital audio de-embedding through the S/PDIF outputs, Dolby TrueHD and DTS-HD Master Audio pass-through are supported.

Nominated as a finalist for the 2011 Resi Awards and CEDIA Manufacturer's Excellence Awards, Atlona's KIT-PROHD3 digital connectivity testing kit will take center stage at CEDIA. The kit allows integrators to diagnose 99 percent of all system digital connectivity issues in moments, saving both time and overhead. Packaged in a high-quality carrying case, the KIT-PROHD3 includes the AT-HD800 signal generator, AT-DIS7-PROHD testing monitor, AT-HDSync HDMI EDID emulator, and the AT-BAT-DIS7PRO battery.

On Friday, Sept. 9, from 2 p.m. to 5 p.m., Atlona will host a happy hour at its booth. Attendees, editors, and members of the press are invited to relax with Atlona, get to know the newly branded company, and vote for the CEDIA Attendee's Choice Awards while enjoying a beverage. Atlona products in the running for the Attendee Choice Awards include the KIT-PROHD3, AT-HD4-V110SR, and AT-PRO2HD1616M-SR.

Off the tradeshow floor, Chris Bundy's presentation, "HDMI and HDBaseT, a Perfect Match for Advanced A/V Systems," will take place from 4 p.m. to 4:45 p.m. on Sept. 9 in the Marriott's Indiana Ballroom A. In his presentation, Bundy will explore the basics of how HDMI translates into HDBaseT, the benefits of A/V extension products using HDBaseT over TDMS, and installation methods for getting the most out of every HDBaseT run.

About Atlona Technologies®

Atlona Technologies® — "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 A/V, broadcast, entertainment, medical digital imaging, and digital signage markets.

Made from the finest materials and offering unique feature sets, the company's value-added products can be found in installations worldwide. Atlona provides a wide range of solutions from all three of its comprehensive product lines: Atlona Home (consumer electronics), Atlona Professional (systems integration), and Atlona Industrial (commercial). More information about Atlona Technologies is available at www.atlona.com.

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