



ATLONA TECHNOLOGIES ANNOUNCES NEWEST DISTRIBUTOR, ELECTRONIC STOCKROOM, ONE OF THE WEST COAST'S LARGEST AUDIO VIDEO DISTRIBUTION COMPANIES.

West Coast US based distributor, Electronic Stockroom, officially carrying Atlona Technologies' solutions based Audio/Video connectivity products.

Sunnyvale, CA – March 24th, 2010 – Atlona Technologies is excited to announce its new partnership with Electronic Stockroom, one of the largest Audio Video distributors on the West Coast. Atlona Technologies, one of America's most dynamic solution based audio video connectivity manufacturers, has been expanding throughout the world by consistently staying ahead of the curve with advancements in technological trends and innovative products available throughout the United States, Canada, China, Japan, Mexico, the Philippines, South Africa and the United Kingdom. Atlona's award winning line of products are available to a vast new array of dealers throughout the world thanks to this new partnership with Electronic Stockroom.

"With the increasing growth Atlona Technologies is experiencing, we've reached a critical point to where we need a Regional Distribution partner that can cater and offer A/V product solutions to the CEDIA dealer network." says Michael Hawkins, West Coast Sales Manager for Atlona Technologies. "With their 4 locations, dealer training, and top-notch experienced staff, I'm very thrilled about our new partnership with Electronic Stockroom."

With Electronic Stockroom's excellent reputation in ensuring exceptional customer service and quality brands, Atlona Technologies will be a perfect match taking pride in the same for Custom Installation professionals and End Users alike.

"Atlona is a great new partner for Electronic Stockroom and we are pleased to introduce their solutions to our family of customers," says Glen O'Brien, President of Electronic Stockroom. "Our brand of added value service works really well with a great specialist like Atlona."

About Electronic Stockroom:

Electronic Stockroom is a distributor of electronic equipment and supplies for the Audio/Video, Custom Installation and Integration industry, whose sales and support team is one of the most highly-trained and experienced in the industry. They cover the entire West Coast, including Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon and Washington with four will-call locations throughout the territory. For on-time, on-demand and in-stock inventory in every location, Electronic Stockroom is your one stop shop. Electronic Stockroom lives and breathes your business and are committed to being the best distribution partner available.

About Atlona Technologies:

Atlona Technologies is a solution based manufacturer of audio video accessories including Switchers, Converters, Extenders, Splitters, and Cabling. Atlona was founded as a brand in early 2004 and has grown to become a household name. Their product line has grown to cover almost every conceivable solution in the industry with new innovative products in development continuously. Whether your application is for professional broadcast, or a home theater installation, Atlona has you covered.

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For more information on Atlona Products:

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