

## Atlona® Wins Innovations Design and Engineering Award at CES 2012 for LinkCast Wireless HD Home Connectivity Solution

**LAS VEGAS, Nevada — Jan. 6, 2012** — Atlona®, a leading digital connectivity solutions provider, today announced it has received a CES Innovations 2012 Design and Engineering Honoree Award from the Consumer Electronics Association in the Multi-room Audio/Video product category for its new LinkCast Wireless HD Audio/Video System. The award-winning system will be on display at the 2012 International CES where Atlona is exhibiting at booth 21706 in South Hall 1.

Since 1976, the prestigious Innovations Design and Engineering Awards has given consumer technology manufacturers and developers an opportunity to have their newest products judged by a preeminent panel of independent industrial designers, independent engineers and members of the trade press. It's the place to see, touch, feel and understand the future of consumer technology.

"We're honored to receive this incredibly prestigious award from the Consumer Electronics Association," said Dan Tye, Home Collection national sales manager at Atlona. "Our LinkCast Wireless HD Audio/Video System is the perfect solution for wirelessly connecting laptops, game consoles, Blu-ray players, and more to an HDTV or projector. LinkCast offers consumers the freedom of wireless connectivity, while providing true ease of use and consistent HD video quality."

Atlona's LinkCast Wireless HD Audio/Video System allows home theater enthusiasts, gamers, laptop users and more to connect multiple HDMI-based devices to an HDTV or projector wirelessly up to 40 feet away. The LinkCast Wireless HD Audio/Video System includes one A/V base station (AT-LINKCASTAV), one LinkCast System Expander (AT-LINKCAST-HTX) and a remote control. The LinkCast A/V base station connects to the HDTV or projector's HDMI input, while the LinkCast System Expander plugs into virtually any audio/video device with an HDMI output and standard USB connection for power. To further eliminate cable clutter, installation challenges and costs, up to five different devices can be wirelessly connected to one LinkCast Wireless HD System with additional LinkCast System Expanders, each sold separately. LinkCast System Expanders are conveniently powered by standard USB connection, eliminating the need for an additional power supply and also include a remote control to enable switching between all devices connected to the LinkCast system.

The LinkCast Wireless HD Audio/Video System provides a quick and easy way for users to get content to their HDTV or projector, without having to learn a new user interface or complex lists of instructions or connections. The unit supports uncompressed video resolutions up to 1080p HD and 1280x1024, including 3D video, with a latency of less than one millisecond for incredibly reliable wireless HD video performance. In addition, LinkCast supports Lossy audio formats such as Dolby® and DTS digital audio, as well as the WHDI 1.0 wireless home digital interface standard, and HDCP 1.2 protocols.

The Atlona LinkCast Wireless HD Audio/Video System will be available within Q1, 2012 to consumers at an MSRP of \$299.99 along with additional LinkCast Wireless HD System Expanders at \$119.99 MSRP each.

More information on the Atlona LinkCast Wireless HD System can be found at <http://www2.atlona.com/l/9782/2012-01-04/F2AT>

In addition to Atlona's booth number 21706 in South Hall 1, LinkCast will also be demoed at the ShowStoppers press event, Wynn Hotel Lafite Ballroom, January 10th from 6pm to 10pm

Connecting technology to your world



**Atlona®**

1293 Mountain View Alviso Rd  
Sunnyvale, CA 94089 USA  
Toll Free U.S.: 1.877.536.3976  
Tel: +1.408.962.0515  
Web: [www.atlona.com](http://www.atlona.com)

**Atlona Contact**

Raymond Moore  
Public Relations and Media Director  
Tel: +1 (408) 962-0515 x123  
Email: [Ray.M@atlona.com](mailto:Ray.M@atlona.com)

**Agency Contact**

Joshua Carlson  
InGear PR  
Tel: +1 (408) 899-4169  
Email: [josh@ingearpr.com](mailto:josh@ingearpr.com)

**Company Overview:**

Atlona® — “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 AV, broadcast, entertainment, medical digital imaging, and digital signage markets.

Atlona provides a wide range of solutions from all three of its comprehensive product lines: Atlona Home Collection (consumer electronics), Atlona Professional (systems integration), and Atlona Commercial (corporate AV).

More information about Atlona Technologies is available at [www.atlona.com](http://www.atlona.com).

Atlona® is a registered trademark of Lenexpo Inc. All other trademarks and registered trademarks mentioned herein are the property of their respective owners.