



**ATLONA TECHNOLOGIES TAKES THE BROADCAST WORLD BY STORM  
AT NAB 2010, LAS VEGAS NEVADA**

Atlona Technologies, leading solutions based manufacturer of Audio Video accessories, showcases their latest and greatest at NAB 2010.

Needless to say, 2010 has been a huge year thus far for all those involved in the Audio Video industry. At this year's NAB (National Association of Broadcasters) 2010 conference, attendees got a glimpse of just how far this industry has pushed the limits of innovation and the barriers of connectivity. For many exhibiting and attending NAB 2010 in Las Vegas Nevada, it was a technological cornucopia of new concepts and designs in the Broadcasting industry including the latest in touch screen and 3D technology. With over 88,000 registered attendees, companies from all over the globe were asked to showcase their products. Atlona Technologies, solutions based manufacturer of Audio Video Accessories was more than happy to answer the call. For their third consecutive year exhibiting, Atlona was pleased to once again join their fellow upper echelon in the AV industry in the unveiling of many new products.

NAB is known for being the preeminent show catering to all Broadcasting services and needs. Atlona has taken note on the analog to digital transition and the down-turn in our economy leaving many broadcasters no choice but to look for cost effective alternatives. NAB 2010 was the perfect opportunity to provide cost saving solutions with their wide variety of interconnect cabling and equipment for audio and video. Atlona successfully sought out to provide cost effective solutions with their AV accessories for successful connection and installation.

Such products included a number of HDSDI to HDMI Converters, HDMI to HDSDI Converters, 3GSDI Extenders, and the soon to be released 3GSDI Matrix Switcher. Atlona Technologies looks forward to furthering their success as well as continuing to be the Broadcasting industries leading solutions manufacturer at NAB 2011.

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