



ATLONA TECHNOLOGIES EXPANDS THEIR PRESENCE IN SOUTH AFRICA, WITH NEW DISTRIBUTOR, ELAN SYSTEMS SOUTH AFRICA

Atlona Technologies, solutions based Audio/Video connectivity products, partner up with South African based distributor Elan Systems SA.

Sunnyvale, CA – March 25th, 2010 – Atlona Technologies, solutions based manufacturer of Audio Video accessories has once again expanded their presence across the globe, announcing the new partnership with one of South Africa's largest Audio Video distributors, Elan Systems SA. Atlona Technologies has been extending their brand name throughout the world by consistently staying ahead of the curve with advancements in technological trends and innovative products available throughout parts of Europe, Singapore, New Zealand, Italy and Australia. Such products include the world's only HDCP Compliant USB-Powered DVI to Mini DisplayPort Converter, the DP200, and the award winning PC to Computer Monitor/HDTV Wireless adapter with Audio, the HDAiR.

Elan Systems SA has added Atlona to their product range after extensive research and have chosen the Atlona product line for their wide range of quality products and solutions at the right price. With Atlona Technologies, Elan Systems have had amazing results and great feedback from most of their dealer and their clients.

"We are proud to have an innovative company like Atlona onboard and hope to grow the range within our region," says Darren Salkow, Managing Director of Elan Systems. "Their unique products and solutions work well and are easy to install."

Atlona has been working hand in hand with their South African Distributor throughout 2010 and look forward to continuing this relationship, ensuring the esteemed customer satisfaction for both companies in which Atlona prides themselves on.

"We are very excited and confident knowing we will work so closely with a company who is committed to the focus of providing the solutions we dedicatedly seek to offer," says Ilya Khayn, Operations Manager of Atlona.

About Elan Systems South Africa:

Elan Systems South Africa are distributors for several brands of distributed audio-video, luxury home theatre and home automation products. They offer their dealers custom installation solutions using only premium quality products from selected well known manufacturers.

Darren Salkow, the Managing Director of Elan Systems SA, has over 16 years of experience in the industry and has been assisting dealers with products, training, technical advice and solutions for over 10 years. He is also involved in bringing CEDIA (Consumer Electronics Design and Installation Association) membership and training to South Africa and heads up the CEDIA Region 1 action team in South Africa.

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, with products in every major retail venue including Fry's Electronics, Best Buy, Walmart.com, and Costco.com. Atlona's full product line covers almost any conceivable issue one may encounter in any AV system.

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For more information on Atlona Products:

<http://www.atlona.com>

For More information about Elan Systems South Africa:

<http://www.elansystems.co.za>

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