



WDQ s.r.o Czech Republic Czech and Slovak Republic Tesco Stores



Tesco Stores CR a.s., have been established in both the Czech and Slovak market since 1996. Tesco Stores currently operate in the Czech Republic and Slovak Republic in a total of 226 shops, 32 petrol stations and six commercial centers. Since the middle of 2010, Tesco Stores have decided to renovate a number of their stores. The aim of the renovation was to offer customers an even higher standard of shopping than ever before. Due to these requirements set by Tesco Stores, an implementation company turned to WDQ s.r.o., the exclusive distributors of Atlona products for the Czech and Slovak Republic. Soon after, a proposal was made which lead to the supply of multiple Atlona HDMI Distribution Amplifiers for 19 Tesco hypermarkets in both the Czech and Slovak Republics.

Atlona products instantly replaced all previously used solutions for HDMI signal distribution that had proved to be less reliable in the 19 Tesco stores. For Tesco, it was important to ensure customer satisfaction and ease of purchase while never skipping a beat during reconstruction.



Problem:

Tesco wanted their customers to see an updated model of the store as well as the equipment. Tesco Company felt it necessary to address and update a number of the stores with new, specific requirements for distribution of HDMI signal. This would obviously help in regards to sending high and flawless signal from the DVD sources to up to 50 HD displays, in order to see changes immediately with up to date technological equipment.

Solution:

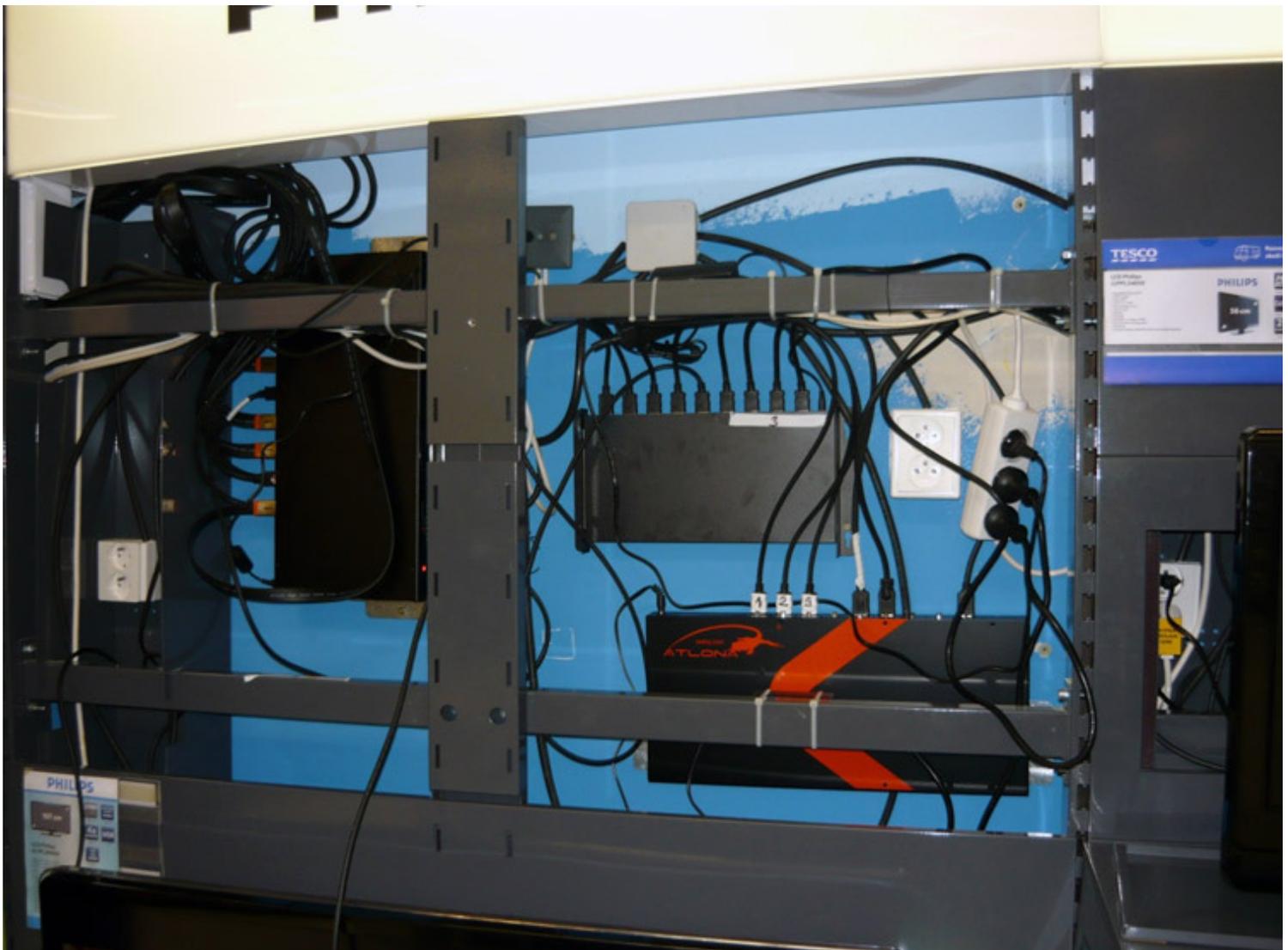
There were obviously a number of solutions available and competitive in terms of product quality, availability and price. After much deliberation, research, and excellent previous experience, the Tesco Company decided on solutions based manufacturer, Atlona Technologies. Running through their extensive catalogue of product lines, it was apparent Atlona Technologies had many accessories available to distribute HD signal quality with their HDMI Distribution Amplifiers and high-quality HDMI cables. These Atlona units were what was needed to allow the transmission of HD signal over long distances, while maintaining high-quality images.

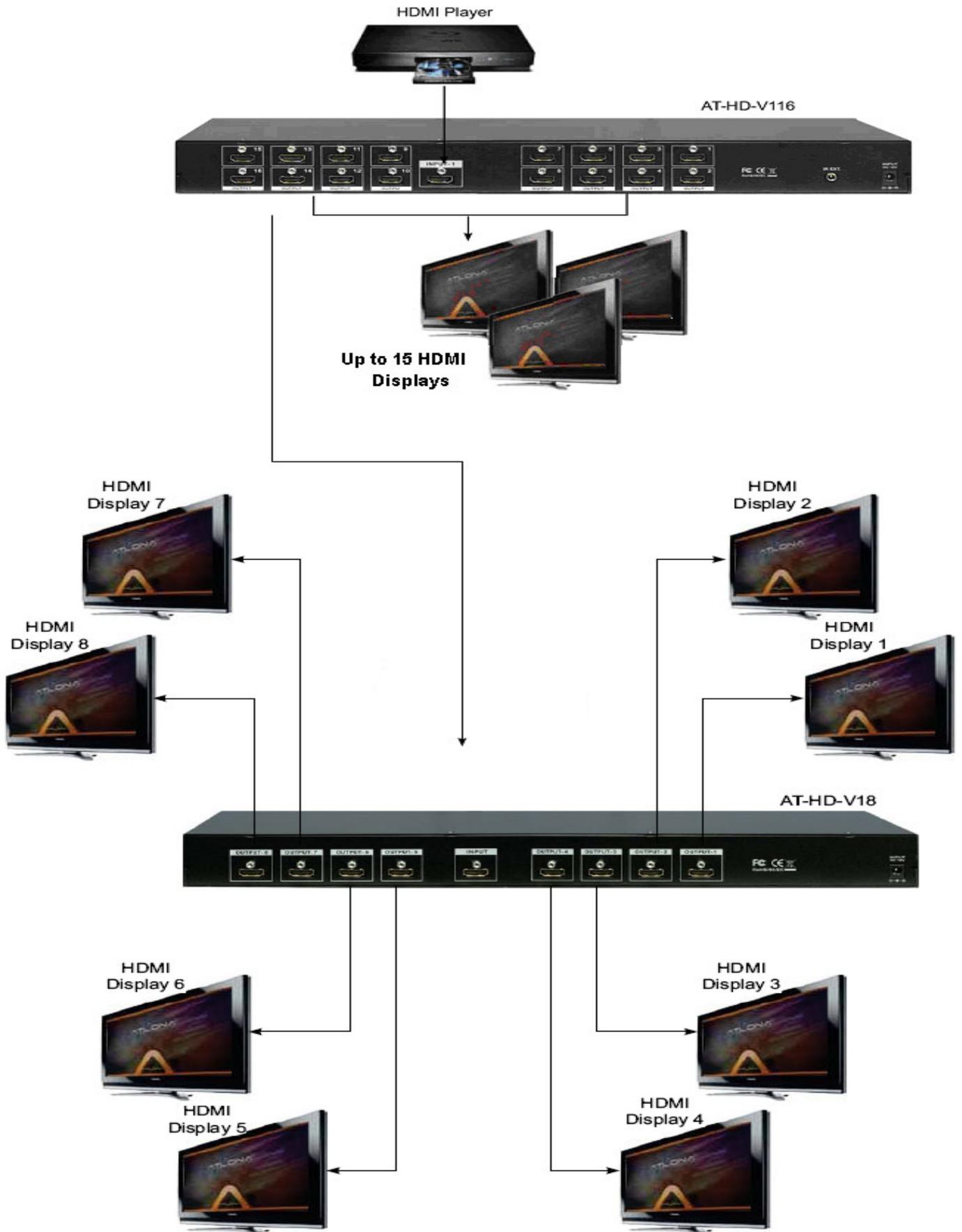


The application is detailed below:

The HDMI outputs for the DVD players were connected to the inputs of Atlona's 1x16 (AT-HD-V116), 1x8 (AT-HD-V18), and 2x16 (AT-HD-V216) HDMI1.3 Distribution Amplifiers using Atlona Round and Flat HDMI 1.4 and 1.3 Cables. Signal was then sent from the Atlona Splitters with additional HDMI1.3 and HDMI1.4 cables to display high res images over over 50 HD Displays for each store.

- Atlona 1x8 HDMI Distribution Amplifier, Model: AT-HD-V18
- Atlona 1x16 HDMI Distribution Amplifier, Model: AT-HD-V116
- Atlona 2x16 HDMI Distribution Amplifier, Model: AT-HD-V216
- Round and flat HDMI 1.3 and 1.4 cables, lengths from 12ft to 83ft





Collectively, more than 45 Distribution Amplifiers for about 600 HD monitors as well as 13.500ft of Atlona HDMI cables were used for Tesco Store renovations, with more in continuous installmant today.



With a collaborated effort by ATLONA Technologies integrating new distribution systems with- in these stores, customers old and new will witness a flawless HD environment. For Tesco Stores, it was extremely important to ensure an environment their customers were accustomed to, which is exactly what they will receive due to the help of Atlona during the remodeling period. Tesco Co. worked day and night to make sure all improvements were carried out and achieved on time. Since it is a shop with very long operations, twenty four hours for some, there were requirements for fully functioning solutions without picture failure. Atlona products have proven to have very reliable solutions with excellent quality, helping satisfy the needs of Tesco Co. as well as their customers.

ATLONA Technologies Models used in application:

AT-HD-V18



Atlona's 1x8 HDMI distribution amplifier allows users to connect any digital video source, such as: DVD, Satellite, Cable Box, PC, Xbox, PS3 and more with up to 8 digital HDMI displays.

<http://www.atlona.com/Atlona-1x8-HDMI-Distribution-Amplifier-HDMI-1.3-with-3D-Support.html>

AT-HD-V116



Atlona's 1-input x 16-output HDMI (Ver. 1.3) distribution amplifier allows users to connect any digital video source, such as: DVD, Satellite, Cable Box, PC, Xbox, PS3 and more with up to 16 digital HDMI displays.

<http://www.atlona.com/Atlona-1x16-HDMI-Distribution-Amplifier-HDMI-1.3-with-3D-Support.html>

AT-HD-V216



Atlona's 2-input and 16-output HDMI (Ver. 1.3) distribution amp/switcher allows users to connect any of two digital video sources, such as: DVD, Satellite, PC, Xbox, PS3 and more with up to 16 digital HDMI displays.

<http://www.atlona.com/Atlona-2x16-HDMI-Distribution-Amplifier-Switcher-HDMI-1.3-with-3D-Support.html>

ATLONA FLAT HDMI CABLE



Atlona Flat High Speed HDMI cables with Ethernet are supported to transfer rates beyond 10Gbps at resolutions 4x higher than standard 1080p (up to 4096 x 2160). This cable is designed to surpass all current standards of HDMI.

<http://www.atlona.com/25-FT.-ATLONA-FLAT-HIGH-SPEED-HDMI-CABLE-WITH-ETHERNET-BLACK.html>