



## FOR IMMEDIATE RELEASE

**Contact:**

Brian Galante

Dimension PR

+1-207-494-8428

brian@dimensionpronline.com

Link to Image: [Training Center](#)

## Atlona Opens New EMEA Training Center in Germany

*Schwalbach facility brings Panduit and Atlona training into one specialized knowledge center*

SAN JOSE, California, August 15, 2023 – Atlona, a Panduit company, has opened its freshly updated EMEA Training Center in Schwalbach, Germany, just outside Frankfurt at the Panduit European headquarters. Originally opened in 2020, the facility has been completely renovated and restructured to serve the next generation of AV training requirements, with all content and equipment unified with company training facilities in the USA.

The EMEA facility emphasizes Atlona’s flagship product brands that serve the latest AV business trends in collaboration, connectivity and control. Atlona’s careful planning simulates real-world AV scenarios and installations to translate the benefits of Atlona solutions to integrators, dealers, and distributors. Training scenarios include Omega collaboration and presentation, OmniStream AV over IP, and Velocity control systems, providing partners with hands-on user experience before deploying systems in the field for end users.

Training courses are divided into several modules and levels that include AV fundamentals, networking, control, and system setup and configuration. Most trainings commence online before transitioning to hands-on training and advanced theory.

“Knowledge is power, and the greater the depth of knowledge we provide to our partners, the stronger position they will be in for success,” says Thorsten Goecke, Business Director, EMEA, Atlona. “Customers first learn the foundational concepts of AV then the fundamentals of Atlona’s product line, including how to design and implement these products as part of our extensive online curriculum. Then they are invited to our Schwalbach training facility for hands-on control system programming and AV system installation. The important takeaway is that our partners will gain a thorough knowledge of every solution Atlona provides, and learn how to deliver the best solutions and services to their customers.”

Global Headquarters

70 Daggett Drive, San Jose, CA 95134 | US: 1.877.536.3976 | 1.408.962.0515 | [atlona.com](#)



Goecke says that partners have expressed strong interest in Velocity training, as AV control continues to evolve in ways that serve new requirements including remote systems management, which opens new revenue opportunities for integrators. “Velocity changes the game by offering the simplicity of drag and drop configuration for simple AV systems as well as advanced custom GUI and customizable drivers for deeper control inside complex AV environments,” he said. “Velocity is fully featured with scheduling plus automation, along with advanced remote management capabilities, and with our training program that learning curve is greatly reduced.”

### **About Atlona**

Atlona, a Panduit company, is a leading manufacturer of AV distribution, AV over IP, collaboration, and control solutions. Our core brand vision is to improve technology for the sharing of ideas, through innovative AV products used every day in a wide variety of commercial and educational applications. Atlona prioritizes quality, user experience, simplicity, and management in every product we develop. More information about Atlona is available at [atlona.com](http://atlona.com).

### **About Panduit**

Global connectivity leader Panduit Corp. creates innovative electrical and network infrastructure solutions for applications across the enterprise. Headquartered in Tinley Park, Ill. and operating in 112 worldwide locations, Panduit’s technology leadership and robust ecosystem help support, sustain, and empower business growth in a connected world. [panduit.com](http://panduit.com)

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