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Link to Image: [Kor Media Pro Team](#)

Atlona Designates Kor Media Pro as Manufacturer’s Rep for Florida

SAN JOSE, Calif., October 31, 2023 – Atlona, a Panduit company, has named Miami-based Kor Media Pro as its new manufacturer’s representative for the State of Florida, effective immediately. Specializing in the AV market, Kor Media Pro has deep expertise in AV over IP, lighting, projection, and pro sound, as well as a solid understanding of the key trends driving the market.

With the goal of expanding Atlona’s brand awareness and market share in the busy Florida AV/IT market, Kor Media Pro has hit the ground running with in-person sales calls, product demos and training of AV dealers and system integrators. They also provide dependable, personalized support to system integrators, as they conduct site surveys and design and deliver the cost-effective AV solutions their customers require.

“When we call on system integrators and dealers, Atlona is the brand we often lead off with to kickstart the conversation,” said Corey Silverman, President of for Kor Media Pro. “As we focus intently on key AV verticals, notably education and corporate, Atlona is at the epicenter of the premium AV over IP and control solutions our dealer network strives to deliver.” Silverman cites the OmniStream™ AV over IP platform and the Velocity™ IP-based AV control platform—which enables remote room scheduling, device management, and control—as particularly valuable to today’s networked AV systems.

“Velocity is advantageous because it’s a very solid, IP-based solution that supports BYOD and touch panel control,” Silverman said. “For AV over IP networks, OmniStream is a highly customizable, cost-effective solution that can pump out 4K 4:4:4 HDR video resolution, something customers are really looking for today.” He adds that he’s been extremely impressed with the level of technical support his sales agency has been receiving from the folks at Atlona, as well as their parent company, Panduit, in their business development endeavors.



At its Miami headquarters, Kor Media Pro has a showroom of gear that customers can see, space for hosting training sessions, as well as a conference room configured to show off the capabilities of Atlona AV control systems. They're also putting together Atlona demo kits that they can take on the road to show the dealers and integrators that then resell Atlona products to the end user.

“Florida is a large state with strong opportunity for AV business, and Kor Media Pro has thoughtfully assigned specific sales teams to the northern, central and southern regions of the state to effectively cover its expansive sales territory,” said Adam Griffin, Director of Sales and Business Development, North America. “Kor Media Pro has a strong reputation for adding value to the sales processes of the brands they represent, and providing responsive customer service to dealers and integrators. We look forward to their contributions.”

About Kor Media Group

Based in Miami, Florida, Kor Media Group is a manufacturer's rep agency that represents a diverse array of premium AV brands. While the company's sale force reps a few brands across the Southeastern U.S., their Florida line card is extremely varied with products addressing every aspect of modern AV over IP network installations. Their goal is to provide personalized support to their partner network, including dealers, system integrators, and other resellers of AV equipment. The company's value proposition is its in-depth knowledge and expertise of the AV marketplace, including boardrooms, classrooms, auditoriums, college campuses, and other verticals that increasingly rely on AV control and transport solutions. Learn more at <https://kormediapro.com/>.

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.

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



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