



**Contact:**

Garth Lobban  
408-962-0515 x170  
[garth.lobban@atlona.com](mailto:garth.lobban@atlona.com)

**FOR RELEASE JUNE 17, 2015**

Link to high-res image: [AT-UHD-PRO3-1616M](#)

## **ATLONA ADDS TWO MODELS TO ITS LINE OF 4K/UHD HDMI TO HDBASET MATRIX SWITCHERS**

**ORLANDO, Fla.** June 17, 2015 – Expanding its UHD-PRO3 series of dual-distance HDMI to HDBaseT matrix switchers, Atlona today introduced the **AT-UHD-PRO3-1616M** 16X16 matrix and the **4X4 AT-UHD-PRO3-44M**, two new switchers equipped to handle 4K/UHD @60 Hz with Power over Ethernet and HDCP 2.2 copy protection. Like the rest of the UHD-PRO3 line, both new matrix switchers are designed for use in multi-zone applications and home AV systems with distributed audio systems.

The new matrix switchers are part of Atlona’s second major product launch of the year, making 2015 the company’s most ambitious year to date. Atlona, a Silicon Valley-based company is exhibiting in booth **1569** at InfoComm.

“The UHD-PRO3 series has been extremely well-received among our customer base. These two new matrixes will add versatility to the line and offer a valuable feature set not seen elsewhere within the industry,” said Steve Heintz, senior product manager at Atlona. “The combination of HDCP 2.2 compliance, PoE, and multiple channels of audio de-embedding provides a tremendous amount of flexibility and convenience for our partners.”

Among their integrator-friendly features, the new models feature both extended (328 feet) and long (230 feet) distance HDBaseT transmission over a single category cable, bidirectional extension of both RS-232 and IR control, 3D pass-through, GUI-based configuration, and support EDID communication.

Both models are equipped with HDBaseT outputs, the AT-UHD-PRO3-1616M with 16 and the AT-UHD-PRO3-44M with 4 outputs, for dual-distance transmission of AV, control, and power signals to meet installation and budget needs. The AT-UHD-PRO3-1616M features four HDMI outputs and the AT-UHD-PRO3-44M has one HDMI output with independently selectable mirror and matrix modes to provide output flexibility.

Offering professional audio capabilities, both models feature audio de-embedding with stereo, line level audio break out with volume, mute, and 5-band EQ on captive screw connectors for 12 output zones for the PRO3-1616M and three output zones for the PRO3-44M. The matrixes support digital audio signals up to 192 kHz/24-bits.

To reduce integration time and cost, both matrix switchers offer TCP/IP, RS-232, and IR control and are compatible with all 3<sup>rd</sup> party control systems. And for ease of operations, the matrix switchers feature OLED displays for status reporting, field updatable firmware via IP, and an integrated web server for management of settings and configuration via a tablet, smart phone, or PC.

The AT-UHD-PRO3-1616M features a 2U, rack-mountable enclosure, while the AT-UHD-PRO3-44M features a 1U, rack-mountable enclosure. Both have an internal, international power supply and come with an IR hand held remote.

The matrixes will be available in Q3. And like all Atlona products, they carry the company's award-winning 10 year warranty.

### **About Atlona**

Atlona is a leading provider of innovative, reliable AV and IT distribution and connectivity solutions. Since 2003, the company has been designing and engineering award-winning products for a diverse range of residential and commercial AV and IT markets, including education, business, government, entertainment, and healthcare.

Atlona's products and services enable system designers, integrators, consultants, and installers to simplify installation, minimize maintenance, and maximize the versatility of premier automated control solutions. Atlona's vision is simple: deliver customer-driven products designed and developed with the features, performance, and reliability that industry leaders demand; and deliver the best value in the industry. More information about Atlona is available at <http://www.atlona.com> or follow Atlona on Twitter at @Atlona.

**###**