



Contact: Richard Roher / Matt Russell
Roher PR Group / Feintuch Communications
212-808-4902 / 212-808-4903
Atlona@roherpr.com

Link to Photo:
<https://roherpr.box.com/Guggenheim-Khayn-Atlona>

Atlona to Open First International Headquarters in Switzerland in December

Ronni Guggenheim Named General Manager

SAN JOSE, Calif., Nov. 5, 2015 – Moving aggressively for growth and expansion in international markets, Atlona Inc., a leading maker of AV signal management systems for residential and commercial use, will open its international headquarters next month near Dübendorf, near Zurich, Switzerland.

Ronni Guggenheim, a seasoned technology executive and most recently the managing director Navori and CEO of Barix, has been named General Manager of Atlona International AG and will be based in Dübendorf.

“This will bring our sales, service, support and training teams closer to our distribution partners and other customers in Europe, the Middle East and Asia,” said Ilya Khayn, CEO and co-founder. “It makes an unequivocal statement about the strength of our commitment to international business and to building a global brand.”

Guggenheim will oversee all international sales, support and marketing for all territories outside North America, including Latin America and Asia-Pacific. Atlona products, designed for installation by system integrators and professional electronics installers, are used in both commercial and residential settings.

“Atlona is firmly committed to the channel business. We are building structures to strengthen our support for partners and broaden our reach into the market,” said Guggenheim. “It’s a great opportunity to join such a dynamic company and work with this motivated team. We have several milestone events coming up, including a very busy ISE in Amsterdam, and I’m looking forward to a very successful 2016.”

Atlona International will conduct a ribbon-cutting ceremony at the Dübendorf office on Tuesday, December 15.

About Atlona

Atlona is a leading global provider of AV and IT distribution and connectivity solutions. In an ever-changing industry, the company has been designing and engineering innovative, 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 worldwide to simplify installation, minimize maintenance and maximize the versatility of premier automated control solutions. Backed by an industry-exclusive 10-year warranty, Atlona’s customer-driven products are designed and developed with the features, performance and reliability that leaders demand.

More information about Atlona is available at <http://www.atlona.com>. Follow Atlona on Twitter at @Atlona.

###