



ISE Stand 5-U100

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Link to high-res image:

[AT-UHD-CAT-8](#)

[AT-UHD-CAT-4ED](#)

Atlona Unveils Three 4K/UHD Distribution Amps with Advanced Display Control and Range Up to 100 Meters

Company's First 4K/UHD Amp Line with HDBaseT Output, HDCP 2.2, Power Over Ethernet

AMSTERDAM, Feb. 9, 2016 -- Revamping its line of distribution amplifiers for residential and commercial AV systems, Atlona has introduced three models, including its first to feature HDMI-to-HDBaseT distribution of 4K/UHD @ 60Hz/4:2:0 video, HDCP 2.2 support, Power over Ethernet (PoE), EDID management and advanced display control features such as Consumer Electronics Control (CEC) for use with home TVs. Atlona, a leading AV connectivity solutions company headquartered in Silicon Valley, has international offices based in Zurich.

The new integrator-friendly line consists of the eight-output AT-UHD-CAT-8, the four-output AT-UHD-CAT-4, and the four-output AT-UHD-CAT-4ED, which has extended-distance outputs for 100-meter performance as well as Ethernet-enabled HDBaseT transmission. The UHD-CAT-8 and UHD-CAT-4 provide up to 70-meter performance.

“Our new amps manage long distance distribution of protected 4K/UHD content and enable full control of remote displays without a separate control system,” said Michael Khain, VP Product Development/Engineering. “These features, and PoE to power remote HDBaseT receivers, greatly simplify installation and improve system reliability. Having CEC means the amps’ remote control features will work with just about any new digital TV or monitor someone wants to use.”

In addition to HDBaseT outputs, the new amps provide an HDMI output for signal pass-through and daisy-chaining. All three are also equipped with one IR and RS-232 connection for the amp and one for each output channel. The UHD-CAT-4ED is also equipped with an Ethernet input for systems using IP-based control.

“There are a lot of common applications for these amps, including home video distribution, multi-screen classrooms or presentation rooms, retail showrooms, sports bars and digital

signage, to name a few,” said Khain. “We believe the UHD-CAT-4ED, with Ethernet, extended range and IP control, will attract a lot of interest.”

All new amps are rack-mountable. The UHD-CAT-8 fits in one full-width single RU space. The UHD-CAT-4 and UHD-CAT-4ED fit in a half-width single RU space.

The AT-UHD-CAT-8, AT-UHD-CAT-4ED, and AT-UHD-CAT-4 have suggested retail prices of \$2299.99, \$1699.99, and \$1399.99, respectively. They will be available in Q2 this year.

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.

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