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Links to Photos:
AT-UHD-HDVS-300-TX
AT-UHD-HDVS-300-RX

Atlona Unveils Integrated 4K Collaboration System For Use With Cloud-Based Conferencing Services

Innovative HDBaseT Design Links Hub with Multiple Sources To Display and Camera Via A Single Cable

AMSTERDAM, Feb. 9, 2016 – Strengthening its standing in the collaboration solutions market, Atlona has introduced the first HDBaseT-equipped collaboration system providing 4K AV switching, USB and HDMI extension, and system control for PC-based conferencing using Skype™, WebEx™ and GoToMeeting cloud services. The new two-piece system, the **AT-UHD-HDVS-300-KIT**, is the industry's first to enable a single category cable connection between a conferencing hub and a 4K display with USB camera, greatly simplifying system design, installation and daily use.

"This is a simple, elegant solution that eliminates a kluge of components and cabling that complicate system design, degrade reliability, and confuse users," said Ilya Khayn, CEO and co-founder. "One key innovation is using HDBaseT to carry video from a display-mounted camera back to a hub that supports PC-based conferencing codecs. As a result, we can use just one category cable between the hub and the display and camera. Integrators are looking for this degree of simplicity in systems that support Skype and other PC-based cloud conferencing services."

The HDVS-300-KIT consists of the **AT-UHD-HDVS-300-TX**, which serves as the conferencing hub, video switch, and HDBaseT transmitter, and the **AT-UHD-HDVS-300-RX**, which decodes the HDBaseT signal and delivers an HDMI signal to the display. The HDVS-300-RX, which supports AV, Ethernet and control signals, is also equipped with USB and HDMI inputs for carrying video back to the hub.

"Our hub provides inputs for HDMI, DisplayPort, VGA, and USB microphone, as well as for USB peripherals. Our receiver, co-located with the display, provides inputs to support a USB camera or a PC-based USB 3.0 camera. This new kit is going to have a lot integrators taking a long, hard look at Atlona for their huddle space solutions."

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The AT-UHD-HDVS-300-KIT is compatible with Ultra High Definition sources and displays up to 4K/UHD@60Hz with 4:2:0 color subsampling. Automatic input selection allows for hands-free transitions between presenters, and simplified display control with CEC enables automatic display on/off control as well as volume adjustment from the HDVS-300-TX. The kit supports TCP/IP and RS-232 control for increased capability with advanced systems, and it supports the Atlona Management System (AMS) for remote management including product configuration, troubleshooting, and system updates.

The AT-UHD-HDVS-300-KIT will be available in April with a suggested end-user price of $1899.99 (US).

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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