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Link to Image: [AT-UHD-SW-510W](#)

Atlona Breaks New Ground at ISE 2017 with Universal AV Switching for Wired and Wireless Sources

New AT-UHD-SW-510W multi-format switcher includes USB-C input and wireless presentation link

SAN JOSE, January 11, 2017 – With a continued emphasis on providing intelligent and innovative AV solutions for commercial applications, Atlona will introduce the **AT-UHD-SW-510W**, the latest member of its five-input SW Series of 4K/UHD integration solutions for AV signal switching and extension, at the forthcoming ISE 2017 show (February 7-10, Amsterdam RAI, Stand 5-S92). The SW-510W is the first product of its kind to integrate switching for both wired and wireless AV sources, as well as the first AV switcher to include a USB-C input alongside HDMI and DisplayPort. The main benefit is a single, compact solution for universal BYOD compatibility – together with value-added features including automatic display control, automatic input selection, and mirrored HDMI and HDBaseT™ outputs.

The SW-510W simplifies AV system design, integration, and operation by combining traditional wired plus wireless AV connectivity in a single box. It features built-in Wi-Fi capability and native wireless interfacing with iOS, Android, Mac, Chromebook and Windows devices. Screen mirroring is natively supported without the need to install an app. The SW-510W can serve as an integrated, dual band access point, or be networked into an existing Wi-Fi installation.

This switcher provides local source connectivity via HDMI, DisplayPort, and USB-C inputs. The SW-510W is among the first AV products to incorporate USB-C support for newer PCs and mobile devices. The USB-C interface can also act as a charging station for laptops, tablets, and smartphones. Also exclusive to the SW-510W is the ability to automatically switch between sources, based on connection or disconnection of a wired or wireless AV device from the switcher.

“Our systems integration partners and end customers have been seeking an integrated solution to accommodate physically connected and wireless sources,” said Steve Kolta, product

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manager, Atlona. “The SW-510W makes it simple for presenters to connect into the system, and use the mobile device of their choosing.”

The SW-510W delivers several additional features and benefits to enhance efficiency and simplify operations. It can be integrated with a room occupancy sensor to “wake” the product from standby mode, and power the display screen with a welcome message upon entering the room. For security and privacy, wireless AV access can be password-protected and automatically timed out. The SW-510W can also automatically power a display on or off, based on source connection or disconnection from a switcher – for both wireless and wireless devices.

System integrators further benefit from the Atlona Management System (AMS), a powerful network software platform ideal for configuring, managing, and monitoring the SW-510W and other Atlona IP-controllable devices over a LAN, WAN, or VPN. AMS is available free from Atlona, and greatly streamlines installation and maintenance of several Atlona products throughout a facility or enterprise from a standard web browser.

The SW-510W includes Atlona’s award-winning 10-year limited product warranty and customer support services so that integrators can specify, purchase, and install with confidence. It will be available in Q3, 2017 at a suggested retail price of \$1,699.

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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