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Link to Image: Velocity Control System

Atlona Unveils Velocity, a Groundbreaking Technology Platform for AV System Control, at ISE 2017

New and innovative AV control solution leverages the cloud and IT infrastructure to enable unrivaled agility, scalability, reliability, and ROI for system integrators and end users

SAN JOSE, January 25, 2017 – Atlona introduces **Velocity™**, its all-new AV system control platform for Atlona and third-party products in commercial AV environments ranging from individual meeting rooms to an entire campus or enterprise. To be introduced at ISE 2017 (February 7-10, Amsterdam RAI, Stand 5-S92), the **Velocity Control System** allows very fast, agile AV system configuration and deployment, plus centralized management for multiple clients and site installations. It also features an innovative cloud and premise-based system architecture with unprecedented scalability up to 500 room systems or more, as well as full redundancy capability that prevents AV control downtime in any room.

Velocity is comprised of three distinct elements that work together as a single, unified platform: **Velocity Control Suite**, **Velocity Control Gateway**, and **Velocity Touch Panels**.

The **Velocity Control Suite** is a cloud-based service and centralized resource for integrators to create and manage their AV control projects by client, client sites, and specific locations such as rooms. An integrator accesses the Velocity Control Suite through a standard web browser from any location worldwide. AV control system configuration is fast and highly intuitive with the familiar interactions, flow, and visual elements of a web or mobile application. No compiling or device uploading is necessary and configurations can easily be duplicated across devices, rooms, and sites.

To get started with Velocity, all it takes is a few hours with an online training / certification session. No prior programming knowledge is needed. An integrator will be ready for enterprise-wide AV control system design, implementation, and management, in a fraction of the time typically required for other platforms requiring extensive multi-day training and orientation, or mastering a programming language.

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The **Velocity Control Gateway** is a software-based control processor that resides on-site with the client's AV systems. It is configured and managed remotely through the Velocity Control Suite. Atlona offers the Velocity Control Gateway as a server appliance that can interface with up to 500 devices. For enterprise-wide scalability, a software license of Velocity Control Gateway is also available for hosting on IT server infrastructure, with the capability to serve up to 5,000 devices.

Velocity Control Gateway features an IP-based system architecture that allows full redundancy in facilities with two gateways in operation, one serving as the primary and the other as a backup. This keeps AV control running continuously in all rooms, preventing disruption and user frustration that often leads to meeting or class cancellation.

For user interaction with AV systems, Atlona offers **Velocity Touch Panels** in 5.5" and 8" screen sizes. Additionally, the Velocity Control System allows easy BYOD integration with tablets, smartphones, and laptops, as well as PC desktops and touch displays. The intuitive web-based GUIs are automatically generated by the Velocity Control Suite, and easily accessible to the touch panels or BYOD user devices through the Velocity Control Gateway.

"When we created Velocity, we envisioned a new architecture and design concepts aimed at resolving many longstanding limitations and challenges associated with AV control system integration," said David Shamir, director of product management, Atlona. "Velocity is intended not only to be simple to use and time-saving for integrators, but also give them the opportunity to scale up operations, and pursue new and larger integration opportunities."

More information about the Velocity Control System is available at **atlona.com/velocity**.

Velocity 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 Q2, 2017.

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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