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Link to Images: [AT-UHD-HDVS-300-KIT](#)
[TeamConnect Wireless](#)

Atlona and Sennheiser Form Technology Alliance

The strategic partnership, part of the Sennheiser Global Alliances program, provides an interoperable solution across Atlona's innovate soft codec conferencing system and Sennheiser's wireless conference system

Zurich, Switzerland, February 6, 2017 – As the opening bell of ISE 2017 sounds, [Atlona](#) is pleased to announce its formation of a Technology Alliance with Sennheiser, one of the world's leading manufacturers of installed microphones, conference systems, and wireless transmission systems.

The Technology Alliance Member agreement is an important element of the Sennheiser Global Alliances program, which represents strategic partnerships with technology-driven companies and vendors like Atlona that share a common goal of simplifying a customer's daily business. This is made possible by creating a one-stop solution for business communication needs.

The Atlona and Sennheiser partnership focuses on the confirmed interoperability between the Atlona AT-UHD-HDVS-300-KIT and the Sennheiser TeamConnect Wireless Conference System. The interoperability between the two systems will be on display at Atlona's ISE stand (5-S92) this week at the RAI Exhibition Centre in Amsterdam.

“Atlona strives to serve our global customer base with forward-looking, complete solutions that both simplify and enhance the way people work in a variety of AV environments,” said Ronni Guggenheim, General Manager, Atlona. “This strategic partnership with Sennheiser unleashes the full power of our advanced, innovative soft codec solution, and provides businesses with a simpler way to instantly provide a professional-sounding online meeting from any networked location. It underlines the importance of providing an ecosystem approach to make the integration more easy and reliable.”

Introduced last year, the Atlona AT-UHD-HDVS-300-KIT is the industry's first HDBaseT-equipped collaboration system to provide 4K AV switching, USB and HDMI extension and system control for PC-based conferencing using Skype for Business, WebEx and GoToMeeting cloud services.

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The two-piece system 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 receives the HDBaseT signal and delivers an HDMI signal to the display.

The AT-UHD-HDVS-300-KIT is also the industry's first soft codec conferencing system to enable a single category cable connection between a conferencing hub and a 4K display, together with a USB-equipped video conferencing camera and/or microphone. This functionality supports connectivity with the Sennheiser TC-W, which provides the USB microphone and speaker that communicates with the Atlona transmitter and receiver.

The Sennheiser TeamConnect Wireless case set is a portable wireless conference system that provides excellent sound and high speech intelligibility for online meetings. The system delivers multiple connectivity options with any laptop, smart device or video conferencing system via USB (as well as Bluetooth and a 3.5mm jack), making it a highly flexible asset to support all Unified Communications demands.

"This strategic partnership offers an ideal solution for flexible meeting rooms with up to 24 participants, while greatly simplifying overall system design and installation based on the seamless interoperability across Atlona and Sennheiser," said Nick Pemberton, Manager, Global Strategic Alliances for Sennheiser Business Communication. "Atlona's strong and unique innovation for emerging online videoconferencing needs make them a perfect partner for Sennheiser and its global customer base."

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.

About Sennheiser

Audio specialist Sennheiser based in Wedemark near Hanover is one the world's leading producers of headphones, microphones and wireless transmission technology with its own plants in Germany, Ireland and the US. As part of the Sennheiser Professional Systems segment, the Sennheiser Business Communication division is focused on providing innovative audio

solutions for the corporate market. Sennheiser Business Communication provides speaker systems, audio distribution networks, conference systems, installed microphones and tour guide and information systems, reaching the corporate market via specialist channel partners and AV resellers/integrators, continually innovating to accelerate and simplify the convergence of the AV and IT. Sennheiser operates in more than 50 countries. Together with 19 subsidiaries and long-standing trading partners, the company sells innovative products and future-oriented audio solutions which are optimally tailored to customers' needs. This enthusiasm for audio technology is shared by some 2,750 employees worldwide who work for the family-run company, which was established in 1945. Daniel Sennheiser and Dr. Andreas Sennheiser took the helm in 2013 and are the third generation to manage the company. In 2015, the Sennheiser Group's turnover totaled €682 million. www.sennheiser.com

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