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**Contact:**

Brian Galante  
Dimension PR  
207-494-8428  
brian@dimensionpronline.com

Link to Image: [AT-UHD-HDVS-300 KIT](#)

## **Atlona Adds Almo Professional A/V to Growing North America Dealer and Distributor Network**

Almo brings industry expertise and added value to quickly growing Atlona product portfolio through strategic sales, training and educational initiatives

SAN JOSE, Calif., March 7, 2017 – Atlona’s initiatives around deeper market penetration and broader product availability have been further strengthened through its new partnership with Almo Professional A/V, among the nation’s most advanced commercial audio-visual distributors. Almo will act as an extension of Atlona’s sales and support network in North America, joining a quickly growing roster of global partners specializing in [Atlona AV solutions](#) and products.

Along with servicing the needs of professional integrators, resellers and consultants, Almo brings additional value to the commercial AV industry through extensive education programs. These include Almo's popular E4 AV Tour road shows, which provide product, technical and business training to resellers and installers, along with extensive networking opportunities. Atlona will exhibit at the [March 22 and April 19 events in Chicago and San Jose](#), respectively. In Chicago, Atlona will demonstrate its now-shipping AT-UHD-HDVS-300-KIT for simple teleconferencing using Skype, WebEx, GoToMeeting and other PC-based conferencing codecs.

Almo additionally offers online webinars, personalized demos and training sessions to help their customers quickly learn about new and existing products in the Almo portfolio. These educational initiatives, along with Almo’s nine automated distribution centers, will ensure that Almo’s Atlona customers are fully serviced and supported from initial ordering through delivery, installation and commissioning.

Amelia Vrabel, Atlona’s national sales manager and Almo’s direct point of contact, believes that these traits make Almo an ideal firm to support Atlona’s quickly growing commercial product portfolio – including Atlona’s recent innovations that move beyond its traditional focus on

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wired AV switching and distribution.

“Almo takes great care to focus on a manageable number of companies and product lines to ensure that each manufacturer they represent is properly serviced,” said Vrael. “This means they will not only strengthen sales of our traditional AV products, but also provide excellent visibility around our emerging innovations in AV control, AV over IP streaming and soft codec conferencing.” At ISE 2017, Atlona introduced Velocity, its cloud-based control system; in addition to the AT-UHD-HDVS-300-KIT soft codec conferencing solution, the company also recently began shipping its OmniStream AV over IP distribution family.

Our distribution relationship with Atlona is an ideal fit – Atlona’s networked AV, signal distribution and connectivity solutions allow our customers to design reliable digital AV installations backed an industry-exclusive 10-year warranty,” said Brian Rhatigan, director of business development for Almo Professional A/V. “We look forward to having Atlona on our E4 AV tour this spring so attendees can get a first-hand look at the newly available products and learn more about how our partnership can benefit them.”

Vrael emphasizes that the Almo partnership aligns with Atlona’ strategy of building out a global dealer and distributor network, and working closely with them at industry events including seminars and trade shows.

“This partnership reinforces the message that Atlona is quickly growing company focused on bringing more choices and more value to systems integrators and end users in corporate, education and other AV verticals,” said Vrael. “This will remain an important focus for Atlona as a company as we move forward.”

### **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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