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**Contact:**

Brian Galante  
Dimension PR  
207-494-8428

[brian@dimensionpronline.com](mailto:brian@dimensionpronline.com)

Link to Image: [Joel Carroll](#)

## **Atlona Launches New Program for Education Market**

*To be managed by new Business Development Manager Joel Carroll, the Atlona Education Program addresses instruction and collaboration needs on K-12 and higher ed campuses*

SAN JOSE, Calif., April 6, 2017 -- [Atlona](#) is strengthening its support and partnership initiatives in the education market through its new Atlona Education Program (AEP), which will simplify how K-12 and higher education institutions acquire, implement, manage and maintain AV technology solutions on campus.

To build Atlona's partnerships in the education market and nurture the program, Atlona has promoted its former Southeast Regional Sales Manager, Joel Carroll, to the newly created position of Business Development Manager, Education Markets.

The AEP was created to partner with education technology managers, instructors and administrators, and give them the inside edge they have seek on Atlona technology and services. AEP partners will take advantage of many exclusive benefits, including dedicated training, design, and support. Through this, Atlona will be the go-to resource to help them navigate the ever-evolving AV solutions that benefit campus-wide classroom instruction, collaboration, and support.

"We are dedicated to providing solutions and support to the education market, and know that K-12 schools, colleges, and universities are increasingly looking to adopt new technologies and concepts to create collaborative teaching environments," said Carroll. "Atlona's recent innovations for the education market were born from listening to our customers and their needs. This includes the introduction of our HDVS product line, and more recently our Velocity™ cloud-based control system and UHD-SW-510W BYOD solution," said Carroll. "The Atlona Education Program was built to establish strong relationships with educational institutions and provide them industry leading support."

Carroll will focus on bringing new education customers into the program, and work closely with them to navigate the trends and opportunities taking shape in K-12 and higher education learning environments. In addition to proactively bringing customers into the AEP, Carroll will

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directly communicate with customers who sign up for the program at <http://atlona.com/atlona-education-program/>.

Other AEP member benefits include a dedicated AEP hotline, preferred pricing, and an opportunity to earn “EduPoints” redeemable for evaluation products and personalized training at Atlona’s headquarters.

“We are excited to launch the AEP program at a time when disruptive technologies are changing the way that students, instructors and administrators communicate across learning environments,” said Ilya Khayn, Atlona CEO and Co-Founder. “Atlona’s continuing AV innovations, and strong dedication to training and customer service, will provide our growing customer base in education with the tools and knowledge they need to enhance instruction and collaboration.”

### **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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