



Atlona Academy - Partner Program Outline for Becoming a Certified Partner

Atlona Academy training resources are a great way to gain the tools and knowledge you need to succeed! Welcome to the Atlona Academy Training program!

Atlona Academy Partner Program is designed to help you:

- Increase your knowledge of Audio and Video Connectivity Solutions
- Learn how to implement current and new Atlona products and capabilities
- Design and sell effective A/V systems through a unique solutions approach
- Strengthen your business through a deeper understanding of Atlona products and industry solutions
- Earn valuable **CERTIFIED DEALER PRICING**, *exclusive* to Atlona Certified partners.

The Atlona Academy Advantage...

With the knowledge gained from Atlona Academy you will be able to provide your clients with the highest quality connectivity solutions. You will experience all aspects of Atlona Technologies, from the precision that is engineered into each and every product, to the educational tools incorporated within atlonaacademy.com. These are all great sales tools that will help you provide excellent Customer Service and Application Resources, and grow your Atlona connectivity Business.

Contact Information:

For additional information about Training through Atlona Academy or to register for a class, please email Atlona Training, training@atlona.com or visit us online at www.atlona.com/training

Ken Eagle

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A handwritten signature in black ink, appearing to read 'Ken Eagle'.



global headquarters

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Overview - To qualify for the Atlona Partner program you must be a dealer in good standing, and be approved for the program by the Regional Sales Manager for the territory your business is based in. Dealers who pass the course curriculum outlined below will become eligible to be a certified partner and to access premium certified dealer pricing. The online courses below can be completed in any order but must all be completed before attending the hands-on live training and with passing marks, as indicated in the course.

What courses need to be taken to be eligible?

1. Online courses (4 total, see details below)
2. Hands-on, Instructor led course (see details below)

For tracking and reporting purposes, it is recommended that the curriculum be completed by one representative from the business. However, if a team effort is required please be sure to notify the Atlona Training Team (training@atlona.com) so that reporting can be compiled from multiple participants.

To be eligible for the program, each company must have one system designer (technical representative) complete the hands-on certification process outlined below. Sales persons are encouraged to attend however note that each certified company is required to have a minimum of one Atlona certified system designer on staff at each location.

1. **Online Courses** - these classes need be taken online through the Atlona Academy Education Portal at www.atlona.com/training All associated assessments also need to be completed with passing marks.
 - o **100 Level Course - Atlona Technology Specialist**
 - o **200 Level Course - Atlona Certified Technologist**
 - o **Velocity Control Certification**
 - o **AV over IP : Networking for AV Technical Certification**

Detailed Online Course Information

- **100 Level Course - Atlona Technology Specialist**
 - o Foundational Technology - Understanding Audio/Video Distribution
 - o Length: 4+ Hours
 - o Chapter Quizzes + Final Exam (25 Questions, multiple choice)
 - o Achievement: Certificate-Technology Specialist
 - o Prerequisite: Atlona Purchaser
 - o Audience: **Technical**
 - o Forum: Online
 - o Industry Credits: AVIXA: 4CTS RU; CEDIA: 2 CEU
 - o Description
 - This course is designed to introduce the participant to fundamental foundational elements of Audio Video Distribution. Content will include terms and definitions, HDMI, common connection issues, 5-volt connection and hot plug, EDID, Audio, HDCP, bandwidth, differences in category cables, HDBaseT, 4k and basic trouble shooting techniques.
- **200 Level Course - Atlona Certified Technologist**
 - o Understanding Atlona Products and Solutions
 - o Length: 4+ Hours
 - o Chapter Quizzes at the end of each chapter, 6 total (multiple choice)

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- Achievement: Atlona Certified Technologist
- Prerequisite: 100 Level Atlona Technology Specialist
- Audience: **Sales & Technical**
- Forum: Online
- Industry Credits: AVIXA: 3CTS RU; CEDIA: 1.5CEU
- Description
 - The Atlona Certified Technologist course will cover in detail the following product categories of Atlona Solutions: Switchers, Distribution Amplifiers, Extenders, Converters and Scalers and Audio solutions. The individual who successfully completes this course will take away a complete understanding of Atlona products and solutions for a wide variety of commercial and residential audio/video applications.

- **Velocity Control Certification**
 - Length: 90 Minutes
 - Exam: 20 Questions, multiple choice
 - Achievement: Atlona Certified Velocity Control Partner
 - Prerequisite: 100 Level Atlona Technology Specialist
 - Audience: **Sales & Technical**
 - Forum: Online
 - Description
 - This course will guide you through setting up your Velocity gateway from registering your license to controlling a room, getting support and more!

- **AV over IP : Networking for AV Technical Certification**
 - Length: 180 Minutes
 - Exam: 40 Questions, multiple choice
 - Achievement: Atlona Certified OmniStream Partner
 - Certification will be mandatory to get an access to this product line
 - (Direct and non-direct) Dealer N. America - as least one person at the company needs to pass technical certification.
 - Distributor N. America - entire sales team needs to pass sales certification and tech support person needs to pass technical certification.
 - Prerequisite: Qualified Atlona Dealer/Partner
 - Audience: **Technical**
 - Forum: Online through LMS or on site with strategic partner
 - Credits: AVIXA: 2.5 CTS, 2.5 CTS-D, 2.5 CTS-I RU; CEDIA: 1.5 CEU
 - **Topics Covered**
 - Chapter One: Understanding Networks
 - What is a Network
 - Network Building Blocks
 - Chapter Two: The OSI Model
 - Chapter 3 Common Networking Protocols
 - TCP/IP Model
 - Application Layer Protocols
 - Transport Layer Protocols
 - Internet Layer Protocols
 - Link Layer Framing

- Chapter 4 Networking Architectures
 - Cisco Three-Layer Hierarchical Model
 - Collapsed Core Design
 - Network Types
 - Network Design Example
 - Chapter 5 IP Addresses
 - IP Overview
 - Address Type
 - Basic Sub-netting
 - DHCP
 - Chapter 6 Addressing Methodologies
 - Unicast
 - Multicast
 - Chapter 7 Networking Calculations
 - Bandwidth
 - Overview of Important Protocol Headers (size of AV protocol headers such as RTP, IP, UDP, MPEG-TS etc.)
 - Bitrates
 - Chapter 8 Streaming Applications
 - Encode/Decode process
 - Compression Codecs
2. **Instructor Led & Hands-On Curriculum** - the hands-on course can be taken in the any one of the forums listed below (only one is required). Assessment will be given in class. The student will be responsible to design and build a project in class using Atlona hardware and software solutions. The project will be demonstrated to earn passing marks from the instructor.
- **Factory Training**
 - Dates, registration, course agenda and travel information can be found online at: https://atlona.com/about-us/events/#tab_atlona-factory-training
 - Day and a half event held at Atlona Headquarters in San Jose California
 - Must complete online courses listed above before attending
 - **Regional Training Events**
 - Dates, locations and registration can be found online at: https://atlona.com/about-us/events/#tab_atlona-roadshow
 - One day event hosted with and Atlona partner or at a hotel meeting space
 - Half day of classroom learning and half day of hands-on learning
 - Must complete online courses listed above before attending
 - **Private Session with an Atlona Sales Engineer**
 - For details and scheduling you will need to speak with the Atlona Regional Sales Manager for your region: https://atlona.com/contact_us/contact-sales/
 - Must complete online courses listed above before scheduling
 - Typical session are 4-6 hours long hosted at your facility
 - You will need to provide working space and other necessities for the training session. See training@atlona.com for details

Summary of Partner Program Course Offerings

ONLINE COURSES				
100 Level – Technology Specialist	200 Level – Certified Technologist	Velocity Control Certification	Networking for AV: Technical Certification	Factory Training / Regional Event / Session w/ Sales Engineer
<ul style="list-style-type: none"> • 3-4 Hours • Online • 4 CTS • 2 CEU 	<ul style="list-style-type: none"> • 3-4 Hours • Online • 3 CTS • 1.5 CEU 	<ul style="list-style-type: none"> • 90 Minutes • Online / Factory / Road Events • 3 CTS / 1 CEU 	<ul style="list-style-type: none"> • 180 Minutes • Online / Factory / Road Events • 2.5 CTS / 1.5 CEU 	<ul style="list-style-type: none"> • 6-12 hours • Instructor Led • Hands-On Hardware and Software • Design/ Build • 2.5 CTS / 1.5 CE