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Atlona Rises to Occasion at ISE 2018 in Celebration of 15 Years

AV collaboration and control leader celebrates milestone anniversary at industry's largest international tradeshow with new innovations – and significant worldwide growth

SAN JOSE, CA, December 14, 2017 – Across the AV industry, it is abundantly clear that the commercial and residential markets have reached a transformational tipping point. The trajectory of Atlona as a company aligns well with changes that have happened along its journey, as the Silicon Valley company grows into a global leader in development and innovation for connected and collaborative spaces.

At ISE 2018, Atlona will embrace the AV industry's most significant transformation in celebration of its 15th anniversary as it continues to bring the best of the AV and IT worlds together. Founded in 2003 by brothers Ilya Khayn and Michael Khain, the company will present an array of products and innovations designed to meet quickly changing customer needs. Key among these innovations will be the company's first demonstration of an "All IP Meeting Space," which will offer a glimpse into Atlona's complete solutions approach for full campus, multinational corporation, and other enterprise-level AV distribution systems.

"As conventional wired systems fade in favor of more efficient IP-enabled architectures, our customers are looking to invest in more enterprise-based solutions that increase productivity, reduce clutter, and simplify scaling to accommodate growth," said Ilya Khayn, Atlona co-founder and president. "Atlona is quickly becoming a complete solutions provider for meeting spaces, classrooms and collaboration environments of any size. With strong positioning across commercial and residential markets globally, 2018 is the year that everything is coming together for Atlona and its customers."

ISE has long been a launch pad for Atlona's most significant product innovations, and the

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company has doubled down over the past three years with 11 new 4K/UHD products launched at ISE 2015; strategic AV over IP and soft codec conferencing introductions at ISE 2016; and the company's first wireless BYOD switching and networked AV control solution at ISE 2017.

This year at Stand 5-U80, Atlona will extend its reach into the infrastructure with all-new audio amplification, 4K video scaling, wall-plate switching, and signal extension solutions to serve both wired and wireless needs. Atlona will also introduce a new structure for its groundbreaking OmniStream AV over IP platform that more efficiently serves commercial and residential AV needs, including a new range of encoders and decoders specifically targeted for Audio over IP. Additionally, Atlona's Velocity networked AV control solution will demonstrate recent system enhancements that further the possibility of configuring, managing and analyzing hundreds of rooms, and thousands of components, over IP.

These developments continue to attract partners to Atlona, as dealers, distributors and systems integrators recognize Atlona's strength in supporting entire connected spaces in commercial and residential environments. The company continues to focus on education, corporate, government, hospitality, entertainment venues and whole-home AV as its core markets.

"Our internal emphasis on development processes has gone a long way in helping our partners simplify how they design, deploy and integrate complete systems, and service customers post-installation," said Michael Khain, vice president of product development and engineering, Atlona. "That customer experience is further amplified through the provision of system analytics that equip systems integrators and end users with the data they need to make informed decisions as they scale systems. This is the beginning of the next innovation phase from Atlona that will simplify growth across multiple spaces and locations – whether locally, regionally, nationally or globally."

About Atlona

Celebrating 15 years of innovation, Atlona is a leading global manufacturer 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

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premier automated control solutions. 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 <https://atlona.com/>. Follow Atlona on Twitter at @Atlona.

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