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Atlona Appoints AMI Sales as Residential AV Manufacturer's Representative in Florida

With its consultative approach and nearly 50 years of experience, professional firm brings a personal touch to residential and light commercial projects

SAN JOSE, Calif., March 6, 2019 – Atlona has named AMI Sales as its manufacturer's representative for residential AV in Florida, effective immediately. The appointment will strengthen Atlona's visibility and brand awareness throughout the state, given AMI Sales' nearly five decades of experience serving the unique Florida market.

Founded in 1972, AMI Sales specializes in representing premier consumer electronics brands, and adds value through an array of professional consulting, design and engineering services. The company works closely with dealers and installers to create custom solutions and solve problems for residential and light commercial projects.

"We pride ourselves in providing richer consultative services instead of handing out pricing sheets," said Bill Lipp, President, AMI Sales. "We are directly involved in the planning process, and meet often with contractors, architects and end users. These qualities are especially important in the very expansive Florida market. The fact that we only represent premier brands is another important differentiator, ensuring our dealers and integrators remain profitable. Atlona's product reliability and reputation for staying ahead of the technology curve make profitability a reality."

Lipp emphasizes that Atlona's innovations for whole-home audio distribution, and integration with voice control, make them an ideal fit alongside Sony, Yamaha and other brands in their portfolio. He also sees opportunity to leverage Atlona in the quickly growing light commercial side of his business.

"The lines between residential and light commercial are blurring," said Lipp. "In both markets,



Atlona's addresses the triangle of IP, control, and the network that our dealers and integrators work within every day. And as end users adopt more networked products, Atlona's approach simplifies the transition through products that are easy to install and operate."

"The residential AV market continues to grow and change as the connected home becomes more sophisticated, and consumer adoption of networked video and audio technology escalates," said Scott Ettinger, Director of Sales, East Region, Atlona. "Therefore, it is important to work with partners such as AMI Sales that understand how the market is evolving, and what custom installers need to meet changing requirements around whole-home AV distribution, voice control and other key business trends. We are proud to welcome AMI Sales as our manufacturer's representative in Florida and look forward to working together with them well into the future."

About Atlona

Atlona, a Panduit company, is a leading global manufacturer of AV over IP distribution, connectivity, and control solutions. The company designs and engineers innovative, award-winning products for a diverse range of residential and commercial AV and IT markets. Atlona's products are developed to enable our customers' ability to connect and collaborate with simplicity. More information about Atlona is available at atlona.com.

About Panduit

Global connectivity leader Panduit Corp. creates innovative electrical and network infrastructure solutions for applications across the enterprise. Headquartered in Tinley Park, Ill. and operating in 112 worldwide locations, Panduit's technology leadership and robust ecosystem help support, sustain, and empower business growth in a connected world. panduit.com

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