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Contact:

Brian Galante

Dimension PR

207-494-8428

brian@dimensionpronline.com

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Atlona Launches New Generation of HDMI to HDBaseT Distribution Amplifiers

Four new AT-HDR-CAT models deliver pristine 4K/60 4:4:4 video quality with support for HDR formats and extensive integration features

SAN JOSE, California, January 19, 2023 – [Atlona](#) has unveiled the company's next generation of HDMI® to HDBaseT™ distribution amplifiers, the **AT-HDR-CAT** series. The successor to the popular AT-UHD-CAT family, the new DA lineup delivers superior video performance including support for 4K/UHD @ 60 Hz with 4:4:4 chroma sampling plus high dynamic range (HDR) formats. Atlona will present the AT-HDR-CAT series along with other new AV innovations in stand 5J500 at the ISE 2023 exhibition in Barcelona from January 31 to February 3.

The HDR-CAT series features visually lossless compression with no latency to enable HDR and 4K/60 4:4:4 video signal extension over HDBaseT. It is ideal for a wide array of AV applications including long-distance signal distribution for hospitality and retail displays; displaying company or safety information in commercial reception areas, warehouses, and manufacturing floors; and complementing educational AV systems by replicating presentation content to multiple screens.

HDR-CAT distribution amplifiers have one HDMI input and can transmit video plus multi-channel audio, control signals, and power over their HDBaseT outputs. Four models enable systems integrators and end-customers to choose the ideal configuration for their particular output and distance requirements:

- **AT-HDR-CAT-2** – two HDBaseT outputs transmit up to 130 feet (40 meters) for 4K HDR content or 230 feet (70 meters) for 1080p
- **AT-HDR-CAT-4** – four HDBaseT outputs transmit up to 130 feet (40 meters) for 4K HDR content or 230 feet (70 meters) for 1080p
- **AT-HDR-CAT-8** – eight HDBaseT outputs transmit up to 130 feet (40 meters) for 4K HDR content or 230 feet (70 meters) for 1080p



- **AT-HDR-CAT-4ED** – four extended-distance HDBaseT outputs transmit up to 330 feet (100 meters), plus Ethernet extension

“The image quality and cost-effectiveness of our new HDR-CAT distribution amplifiers make them ideal for bringing a single source to multiple output destinations over long distances,” said Marshall Simmons, Product Manager at Atlona. “Their support for the latest 4K HDR standards ensures the highest-quality video content is supplied to the displays, while their extensive integration capabilities simplify installation and ensure maximum reliability.”

All models also offer sophisticated integration capabilities including HDMI pass-through, audio de-embedding, EDID management, CEC display control, RS-232 and IR control extension, remote power for receivers, and HDBaseT link testing. In addition to supporting TCP/IP, RS-232, and IR control, they can be easily configured and managed through a built-in web interface or Atlona’s **Velocity™** AV control, room scheduling and device management system.

Rounding out the enhanced distribution system, Atlona also announces that its proven **AT-HDR-EX-70C-RX** and **AT-HDR-EX-100CEA-RX** HDBaseT receivers – previously available only within the company’s popular signal extension kits – are now available separately to pair with the new HDR-CAT distribution amplifiers. These newly unbundled HDBaseT receivers can be remotely powered from the HDR-CAT’s and reliably pass 4K HDR signals from the distribution amplifier to a display. The HDR-EX-70C-RX pairs seamlessly with HDR-CAT-2, HDR-CAT-4, or HDR-CAT-8 distribution amplifiers, while the HDR-EX-100CEA-RX is the optimal companion for the extended-distance HDR-CAT-4ED.

All four HDR-CAT distribution amplifiers, the HDR-EX-70C-RX receiver, and the HDR-EX-100CEA-RX receiver are available now through Atlona’s global network of authorized channel partners.

About Atlona

Atlona, a Panduit company, is a leading manufacturer of AV distribution, AV over IP, collaboration, and control solutions. Our core brand vision is to improve technology for the sharing of ideas, through innovative AV products used every day in a wide variety of commercial and educational applications. Atlona prioritizes quality, user experience, simplicity, and management in every product we develop. 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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