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Link to Image: [AT-HDR-H2H-88MA](#)

Atlona Unleashes 8x8 HDMI Matrix Switcher for 4K/UHD and HDR Content

New AT-HDR-H2H-88MA delivers high-performance, format-flexible switching with powerful integration capabilities and intuitive usability

SAN JOSE, California, May 1, 2018 – [Atlona](#) has once again expanded its comprehensive range of high dynamic range (HDR) compatible AV integration solutions. Available immediately, the AT-HDR-H2H-88MA matrix switcher provides high-performance switching of 4K/UHD signals including HDR formats in a space-efficient, 1RU design. The new switcher will be showcased at InfoComm, where the company will continue its 15th anniversary celebration in booth C3576.

An 8x8 sibling to Atlona's AT-HDR-H2H-44M matrix switcher, the HDR-H2H-88MA builds on the proven performance, reliability and integrator-friendly features of the 4x4 model with significantly expanded input and output capacity for larger-scale applications. Support for all video resolutions, audio formats, and color spaces in the HDMI 2.0b specification provides compatibility with state-of-the-art 4K/UHD and HDR sources and displays – as well as future HDR broadcast services – while HDCP 2.2 compliance enables switching of protected content.

The HDR-H2H-88MA supports 4K/UHD video at 60 Hz with 4:4:4 chroma sampling and HDMI data rates up to 18 Gbps. Fast, blink-free switching enables uninterrupted viewing experiences by eliminating long wait times and visible display artifacts. Stereo, unbalanced audio outputs are paired with each HDMI input, enabling two-channel PCM audio to be de-embedded and sent to whole-house or commercial audio systems.

The HDR-H2H-88MA offers a wealth of easy-to-use configuration and control methods, starting with its intuitive front-panel buttons and built-in LCD menu display. An integrated web interface enables fast, menu-based configuration of the switcher from a PC or mobile device, while compatibility with the free Atlona Management System (AMS 2.0) software and Atlona Velocity™ AV control platform allows comprehensive remote configuration, control and

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monitoring over IP networks. The HDR-H2H-88MA can also be controlled via RS-232 or the included handheld IR remote.

The HDR-H2H-88MA is ideal as the core of residential or commercial AV distribution installations, or can be used as a local sub-switcher in larger commercial system designs. The matrix switcher integrates seamlessly with one or more Atlona AT-HDR-EX-70-2PS HDMI extenders to provide robust, multi-room, 4K signal distribution for environments ranging from HDR-enhanced home theaters to retail showrooms and detail-intensive professional AV applications. The switcher's rich integration features include EDID and HDCP management functionality, as well as the ability to send CEC signals independently to each HDMI output for controlling individual target displays.

"Our 4x4 HDR-H2H-44M has been very popular with systems integrators and end-users, and we're excited to now offer similar benefits in an 8x8 matrix switcher for those with larger distribution needs," said Joshua Castro, product manager, Atlona. "The HDR-H2H-88MA's flexible format support lets users take full advantage of HDR-enhanced content, while its rich integration capabilities allow seamless incorporation into any environment or system design."

The HDR-H2H-88MA is now shipping.

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 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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