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Atlona Appoints Alphatec Audio Video as India Distribution Partner

India's leading pro-audio and AV distribution house will focus on raising Atlona's profile across a unique region that offers great business opportunity

SAN JOSE, Calif., July 18, 2019 – Atlona, a Panduit company, will strengthen its brand visibility and product availability throughout India with the appointment of Alphatec Audio Video Pvt Ltd as its premier in-country commercial AV distribution partner, effective immediately. Alphatec Audio Video will focus on expanding Atlona's presence throughout India's community of dealers, systems integrators, application engineers and rental companies. Alphatec will proactively launch and manage customer-facing initiatives to breed familiarity with Atlona's vast product range.

A leading distribution house for pro audio and AV equipment throughout India, Alphatec stands apart from competitors thanks to a deep pool of talent that includes a dedicated design team, an applications engineering team, and a focused marketing operation. The company has also established a broad distributor and dealer network that reaches every corner of India, offering end-to-end support throughout the design, integration and post-launch process.

"Alphatec Audio Video has the infrastructure to channel the brand across the pan-India region and substantially increase sales and brand recognition," said Mr. Devasis Barkataki, Managing Director, Alphatec Audio Video Pvt Ltd. "The Indian market itself is enormous and challenging to penetrate, which requires a partner that can offer rigorous and dedicated marketing strategies to success. We will create a larger space for Atlona in the market to ensure it evolves into one of the most sought-after commercial AV brands in India."

Mr. Barkataki adds that Alphatec Audio Video will partner with Atlona to provide joint training and education classes for Atlona products in major cities, and offer its own educational initiatives in smaller towns and cities. This includes a mix of strategic road shows, participation in regional exhibitions, and certification courses. He is also bullish on Atlona's recent groundbreaking IP-



based and wireless innovations across AV routing and distribution, USB-C and BYOD connectivity, and virtual reality.

“India is a nation of great business opportunity, yet requires strategic partners who understand how unique the market is as a whole,” said Sanket Sawant, Director of Business Development, SAARC, Middle East and Southeast Asia. “Few if any distribution houses in India are as well-prepared and well-equipped to succeed in raising brand awareness and winning projects than Alphatec Audio Video. Alphatec also has a reputation for catering to client needs in terms of providing solutions and service from the start, and long after the installation has gone live. We look forward to a strong collaborative relationship for many years to come.”

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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