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Link to Image: [All-IP Products](#)

Atlona Road Show Takes All-IP Meeting Space Message Across China

Multi-day October stops in Beijing and Shanghai to focus on training and education for AV and IT channels

SAN JOSE, October 11, 2018 – [Atlona](#) will continue its Asia-Pacific training and education initiatives with a two-city road show in the Chinese business hubs of Beijing and Shanghai. The late-October stops will exclusively focus on design, integration and management strategies for transitioning meeting spaces from circuit-based to networked architectures, with hands-on demonstrations of Atlona’s All-IP Meeting Space.

The exact details of each stop follow:

- **October 23:** Boyue Beijing Hotel, 36 Xiaoyun Road, Beijing
- **October 26:** Majesty Plaza Shanghai, 719 Nanjing East Road, Shanghai

Reto Spoerri, Atlona’s Senior Sales Engineer for AV over IP, will serve as the host and lead presenter for both events, with support from regional partner SCHOT International. Both events start at 1400 and end at 1700 (2pm-5pm).

Atlona’s All-IP Meeting Space concept simplifies meeting room designs by bringing the power of large, enterprise-sized, IP-based systems to individual meeting spaces, without the need for complex switching systems. All-IP Meeting Spaces are adaptable to everything from basic meeting rooms to advanced spaces, such as divisible and overflow rooms.

“The All-IP Meeting Space breaks new ground as a concept because it helps organizations eliminate the legacy technology behind complex systems designs, lengthy installation periods, and high equipment and labor costs,” said Spoerri. “The network switch becomes the switcher,

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creating an enormous amount of freedom to deliver right-sized switching systems. Our Beijing and Shanghai events are ideal for IT resellers and AV integrators seeking education across the technologies, challenges, and benefits associated with transitioning to a fully networked meeting space environment.”

The presentations and hands-on product demonstrations will also communicate how an All-IP Meeting Space solves the unique challenges of sharing content and AV resources, including digital signal processing and control, across multiple rooms. The complete multi-faceted architecture brings together IP-enabled Atlona **OmniStream** 4K/UHD encoders and decoders, **Velocity** control over IP, and peripherals including OmniStream USB over IP device adapters. Interoperability with pertinent third-party components, including DSPs and Atlona PTZ cameras, is another benefit.

Regional integrators and resellers who wish to attend are urged to contact Yan Gu, General Manager China for Atlona, at yan.gu@atlona.asia. General details for both events can be found at https://atlona.com/about-us/events/#tab_atlona-roadshow, and attendees can register via QR codes by visiting Atlona’s WeChat sites for the city and session of their choice:

- Beijing: <https://bit.ly/2QGQKj3>
- Shanghai: <https://bit.ly/2A32VkJ>

About Atlona

Atlona is a leading global provider 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 <http://www.atlona.com>. Follow Atlona on Twitter at @Atlona.

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