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Link to Image: [AudioGeer Showroom](#)

Atlona Adds Audio Geer to Commercial AV Manufacturer's Representative Roster

Award-winning firm to bolster Atlona's commercial sales and support activities in Southern California and Southern Nevada

SAN JOSE, Calif., March 27, 2018 – The extensive channel network of AV collaboration and control leader [Atlona](#) continues to grow with the addition of Audio Geer as its commercial AV manufacturer's representative for Southern California and Southern Nevada. Headquartered in Huntington Beach, California, Audio Geer will leverage over two decades of industry experience and award-winning expertise to help demonstrate, deliver and provide support for Atlona's commercial AV product lines with systems integrators, consultants and resellers in the region.

In business since 1994, Audio Geer goes beyond core rep firm functions such as order processing and tracking with value-added services including systems design, on-site demonstrations, product support and training. Striving to enable new levels of efficiency between manufacturers and their dealers, Audio Geer differentiates itself with exceptional attention to detail and a willingness to help with whatever a project requires.

Audio Geer was drawn to Atlona's ability to complement other manufacturers in the rep firm's portfolio. "We were impressed by the wonderful integration between Atlona's products and our existing lines," said Alan Geer, president of Audio Geer. "When you look at microphones, audio equipment and conferencing products from companies like Shure and QSC, Atlona has the pieces to tie them all together into complete, integrated solutions with audio, video and control."

Geer praises Atlona's forward-looking vision as helping Audio Geer stay ahead of their customers' requirements. "Atlona's products are on the cutting edge of industry trends,

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delivering functionality that end-users and integrators need even before they know they need it,” he explained. “Once you get your hands on Atlona’s solutions and plug them in, you realize all of their capabilities and can truly appreciate what they can do. Wherever you need the AV signals to go and whatever you need to interface with, Atlona’s current line of products encompasses it.”

In particular, Geer points to Atlona’s OmniStream™ AV over IP distribution platform as the “perfect product” for the AV industry’s move towards to IT-based infrastructures, and the company’s Velocity™ IP-based AV control platform as reflecting another key transition. “While a few big companies have traditionally dominated AV control, there are now more flexible solutions that are just as efficient but less expensive,” he said. “With products like Velocity, end users no longer need to have expensive specialists visit the facility to make even minor changes in control configurations. I see that as a huge value to the customer.”

“Audio Geer has a proven track record of creating new efficiencies and improving the effectiveness of communications between manufacturers, resellers and end-users,” said Bruce Moses, Atlona’s National Sales Manager, Western Region for the commercial market. “We are excited to welcome them to our commercial channel network, and look forward to working closely with them to bring similar benefits to Atlona’s dealers, integrators and customers.”

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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