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Link to Image: [AT-AVA-EX100CE-BP-KIT](#)

Atlona Expands 4K HDMI Extender Portfolio with Debut of Avance Series

Five new HDBaseT transmitter/receiver kits combine reliable, cost-effective extension of 4K AV signals with integrator-friendly features including EDID filtering, clock stretching, and link testing

SAN JOSE, California, August 6, 2020 – [Atlona](#), a Panduit company, has expanded its comprehensive array of HDMI extension solutions with the unveiling of its **Avance™ Series** of HDBaseT extender kits. Building on the core functionality of the company's established **UHD-EX** family with additional integrator-friendly features, the new HDBaseT transmitter and receiver sets offer cost-effective and reliable solutions for extending 4K/UHD AV signals beyond the distance limitations of HDMI cabling.

Five Avance Series kits provide flexible installation options for commercial applications ranging from conference rooms and classrooms to extended-distance video distribution. Four transmit 4K/UHD 60Hz 4:2:0 video up to 130 feet (40 meters) or 1080p 60Hz video up to 230 feet (70 meters) over Category 6A/7 twisted pair cable, while the fifth transmits 4K 60Hz 4:2:0 video over longer distances up to 330 feet (100 meters).

The Avance Series lineup comprises:

- **AT-AVA-EX70-2PS-KIT** – 40m 4K/UHD extender kit with locally powered transmitter and receiver
- **AT-AVA-EX70-KIT** – 40m 4K/UHD extender kit with remote power, where the receiver is powered by the transmitter over HDBaseT
- **AT-AVA-EX70C-KIT** – 40m 4K/UHD extender kit with remote power plus bi-directional extension of RS-232 and IR control signals



- **AT-AVA-EX70C-BP-KIT** – 40m 4K/UHD extender kit with RS-232 and IR control, and bi-directional remote power allowing power to be supplied by either the transmitter or receiver
- **AT-AVA-EX100CE-BP-KIT** – 100m 4K/UHD extender kit with ethernet, RS-232 and IR control, and bi-directional remote power

All Avance Series extender kits include robust features that bolster reliability and simplify deployment for integrators and installers. EDID filtering prevents extension of unsupported resolutions to increase the integrity of video transmission, while clock stretching improves interoperability with legacy and low-quality HDMI video sources. Integrated HDBaseT link test enables easy verification of cabling, termination, and link quality at the point of install.

A new feature with the Avance Series is bi-directional remote power, available on the **AVA-EX70C-BP-KIT** and **AVA-EX100CE-BP-KIT**. It enhances installation flexibility by providing a choice of whether the transmitter powers the receiver or vice versa. This allows the power supply to be located near either the source or the display, depending on available outlets.

The Avance Series joins other Atlona extension products including the **UHD-EX** series; the **HDR-EX** series for 4K/60 HDR applications; and the **AT-OME-EX-KIT** for extending both HDMI and USB.

“The Avance Series continues our tradition of offering a wide range of product choices that let customers pick exactly the right model for their project requirements and budget,” said David Shamir, Director of Product Management, Atlona. “The new EDID filtering, clock stretching, and link testing features also reflect our commitment to making systems integrators’ jobs easier by simplifying installation and ensuring maximum reliability.”

Three of the Avance Series kits (**AT-AVA-EX70-2PS-KIT**, **AVA-EX70C-BP-KIT** and **AVA-EX100CE-BP-KIT**) are available immediately through Atlona’s extensive network of authorized channel partners. The remaining kits will be available in late August.

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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