



## MEDIA ALERT

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Link to Image: [CanadaTraining](#)

## Atlona Hosts Training Initiative for Canadian Partners at San Jose Headquarters

SAN JOSE, California, May 3, 2018 – While Atlona’s On-Tour roadshows for training and education continue worldwide, the AV collaboration and control leader took an opposite approach in late April, inviting its partners across Canada to San Jose for a special factory training and certification event focused on a quickly changing AV over IP landscape.

The two-day event brought 25 dealers, distribution partners and consultants to Atlona headquarters for an event that first explored the challenges and opportunities of AV over IP. Subsequently, Atlona representatives showcased the benefits and applications of its OmniStream products and Velocity networked control solution in an AV over IP ecosystem.

Omar Prashad, Atlona’s Country Manager, Canada who organized the event, shared that the commercial AV industry is at an interesting crossroads as a flood of new IP-based solutions come to market. That activity has created what Prashad refers to as ‘appeared noise’, which risks creating confusion in the market.

“As the industry generates an increasing amount of this noise, we find that our partners and their end customers have less time to properly evaluate these many solutions, and understand their benefits and drawbacks,” said Prashad. “We take pride in working closely without partners so that they are comfortable selling and installing our products, and it’s our job to provide insights and demonstrate value as they work on our behalf. Considering the expansive size of Canada, we decided to take a different approach and bring our partners from Montreal, Quebec City, Vancouver, Toronto and other cities to our factory for a dedicated training event designed to cut through the industry noise and confusion. It reinforces our commitment not only to supporting our partners, but to serving the commercial AV industry at large.”

global headquarters

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## 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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