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**Link to Image: [D&H Logo](#)**

## **Atlona Appoints D&H Distributing Company as National IT Distributor**

D&H will emphasize Atlona's AV over IP solutions for its Small-to-Medium-Size Business (SMB) customers working through AV/IT convergence

SAN JOSE, Calif., July 26, 2018 – Atlona announces that D&H Distributing Company, a leading technology distributor of IT and electronics, has become its first manufacturer's representative to focus exclusively on IT professionals tasked with managing AV systems over the network. Based in Harrisburg, PA, D&H Distributing Company will represent Atlona on a national basis, with an emphasis on marketing Atlona's AV over IP solutions to its Small-to-Medium-Size Business (SMB) customers.

Since its founding in 1918, D&H has evolved to become a leading technology distributor focused on vertical markets such as cyber security, data center and cloud infrastructures. More recently, the company has aggressively targeted the commercial AV, digital signage space, and collaboration through its SMB division, with an emphasis on corporate, government, education and houses of worship.

Pete Hurley, Sales Director for D&H Distributing Company's SMB PROAV Division, notes that Atlona products are a seamless complement to the bill of material requests from our reseller community. "Atlona's inclusion in the projects calling for Cisco, Intel, commercial displays, integration projectors, screens and mounts provide an important differentiator from competitive IT distributors that lack a strong AV over IP partner," said Hurley.

"Cat6 cable drives virtually everything today across the AV ecosystem, and IT resellers are the first professionals working behind the walls in any project," he continued. "It's pertinent that we speak directly to the professionals that will ultimately play a defining role in how IP-based technology will drive collaborative and multimedia spaces in tomorrow's AV landscape. Atlona's

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strength and innovation across its AV over IP product line will position us a strong, valuable and relevant partner to IT professionals faced with the challenges of managing AV systems over IP networks.”

D&H will focus on marketing three key Atlona AV over IP product lines to IT resellers:

- **OmniStream™**, a comprehensive AV over IP platform for the switching and distribution of video, audio and USB over the network
- **Velocity™**, an IP- and cloud-enabled AV control platform that offers unprecedented scalability for up to 5000 controlled devices within an IT infrastructure
- **AMS™**, a powerful, easy-to-use IP management system to configure, monitor and service multiple Atlona products from a web browser

D&H and Atlona will work closely on training and education initiatives for IT resellers still learning their way with AV over IP technologies. The two companies will also demonstrate Atlona AV over IP products at the upcoming ChannelCon 2018 (CC18) show (Booth 1227), taking place at the Marriott Wardman Park, in Washington, DC, from July 31 to August 2, 2018. Atlona and D&H are both corporate members of the Computer Technology Industry Association, better known as CompTIA, a leading trade organization serving the unique needs of the IT industry.

“We share the D&H vision of empowering, educating, and supporting technology users across the SMB customers they serve,” said Amelia Vrabel, Director of Sales, Central and Commercial Distribution, Atlona. “Through our combined proactive sales and field operations, we plan to show IT resellers and certified integrators (CIs) how to design and implement Atlona AV over IP workflows that help their clients increase their efficiency, productivity and output. And as a result of our new partnership, D&H’s Certified Technology Specialists and sales force can put together customized, end-to-end solutions that truly address the unique needs of schools, churches, government agencies, corporations and other SMB settings.”

### **About D&H Distributing Company**

As one of North America's leading IT technology distributors, D&H delivers a diverse product portfolio spanning consumer electronics, smart home automation, small office/home office, video surveillance, digital imaging, video gaming, cloud-based solutions, and more. The

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company also focuses on emerging technologies, such as augmented reality, virtual reality, AI-based virtual assistant solutions, and wearable technologies, to provide early opportunities for customers to profit from new platforms.

An ESOP (Employee Stock Ownership Plan) company, D&H is building on its 100-year history, providing its manufacturers, co-owners, and partners with exceptional customer care, consultation, and multi-market expertise.

D&H Distributing is headquartered in Harrisburg, PA, with offices in Brampton, Ontario, and Vancouver, British Columbia, Canada, and warehouses in Atlanta, GA; Chicago, IL; and Fresno, CA. For more information, visit: [www.dandh.com](http://www.dandh.com), or follow the company's Facebook and Twitter feeds, <https://www.facebook.com/DandHDistributing/> and [@dandh](https://twitter.com/dandh).

## 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](https://twitter.com/Atlona).

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