



## FOR IMMEDIATE RELEASE

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Link to Image: [EARPRO Signing](#)

## Atlona Names EARPRO its New Distribution Partner in Spain and Portugal

EARPRO views Atlona's innovative solutions as essential for today's demanding, commercial AV projects and installations

SAN JOSE, California, February 14, 2019 – Recognizing the importance of Spain and Portugal to its growing global sales and support network, Atlona, a Panduit company, announces that audiovisual distribution firm EARPRO now represents its industry-leading [AV and control solutions](#) across both countries.

Founded in 1988, EARPRO has broadened its product portfolio to encompass pro audio, lighting, video and AV control systems. It has also expanded its services to include product demos, systems design expertise, training, and on-going technical support. In recent years, the company has contributed these complementary, value-added services to their dealer network on many high-profile AV installations across Spain and Portugal, including sports stadiums, entertainment venues, concerts, airport information centers, government facilities, and high-end retail establishments.

“Atlona's products greatly enhance our product portfolio with very powerful, versatile capabilities,” said Miguel Mezquita, EARPRO's Managing Director. “With their state-of-the-art user interface, AV management and control systems, Atlona's products are uniquely well-suited to the latest AV over IP, soft codec-based conferencing, and 4K/HDR AV network control applications.”

In addition to the impressive product showroom in Barcelona, EARPRO will open another one at its new Madrid facilities in the coming months. According to EARPRO, these showrooms are crucial environments for presenting product demos and fostering greater confidence in its products through first-hand user engagement. EARPRO plans to conduct many activities and events dedicated to promoting Atlona products, including on-site training workshops at its key



customers' locations.

“We’re delighted to add EARPRO to our growing roster of global partners,” said Ronni Guggenheim, General Manager, Atlona. “We value the close collaboration we have with EARPRO’s experienced sales reps as we increase the visibility of our products across the pro AV landscape in Spain and Portugal. We look forward to building a mutually rewarding relationship with EARPRO and its growing base of pro AV and commercial system integrators.”

### **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](http://atlona.com).

### **About EARPRO**

With a focus on commercial AV systems integrators across Spain and Portugal, EARPRO represents a long list of top AV brands, including pro systems by Harman, such as JBL Professional, Soundcraft, Studer, as well as Panasonic, Shure, Acme Lighting, Absen, LG, Epson, Optoma, Datapath, Iadea, Ricoh and now, Atlona. The company prides itself on providing personalized services designed to match these best-in-class pro AV products with the unique needs of systems integrators who perform custom installations in retail environments, and live events venues, such as sports stadiums and concert halls.

For more information on EARPRO’s Pro AV expertise and services in Madrid, Barcelona and Lisbon, please visit: <http://www.earpro.es> or follow EARPRO at Facebook @earproav, Twitter @earpro\_av, Instagram @earpro\_av and LinkedIn EARPRO.