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Link to Image: HDR-H2H-44M

Atlona Ships 4x4 HDMI Matrix Switcher for 4K/UHD and HDR Distribution

AT-HDR-H2H-44M combines rich format support and fast switching with flexible audio capabilities and easy integration

SAN JOSE, Calif., November 9, 2017 – Continuing its brisk pace of new product releases for both residential and commercial AV applications, Atlona is now shipping the **AT-HDR-H2H-44M** HDMI matrix switcher. The new switcher is the latest addition to Atlona's growing family of 4K high dynamic range (HDR) integration solutions, delivering reliable, high-performance 4x4 switching for HDR formats in a compact 1RU form factor.

Delivering flexible compatibility with both the latest and emerging 4K/UHD and HDR sources and display devices, the HDR-H2H-44M supports all video resolutions, audio formats, and color space formats encompassed in the HDMI 2.0b specification. Fast, blink-free switching eliminates long wait times and visible switching artifacts to enable uninterrupted viewing experiences. The matrix switcher supports 4K/UHD video at 60 Hz with 4:4:4 chroma sampling and HDMI data rates up to 18 Gbps, while HDCP 2.2 compliance enables switching of protected content.

The HDR-H2H-44M offers HDMI audio de-embedding for each output, enabling two-channel PCM or multi-channel surround sound audio to be sent to AV receivers or soundbars via corresponding TOSLINK digital audio outputs. Further easing integration, the switcher includes EDID and HDCP management features and can send CEC signals independently to each output for controlling individual destination displays. The HDR-H2H-44M can be controlled via Ethernet, RS-232 or the included handheld IR remote, and can be configured remotely through its integrated web interface or the free Atlona Management System (AMS 2.0) network software platform. Additionally, the HDR-H2H-44M is ready to integrate with the new Atlona **Velocity**™ Control System.

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The HDR-H2H-44M is ideal as the AV distribution centerpiece in residential or light commercial installations, or as a localized sub-switcher in a larger commercial system design. The switcher can be combined with one or more **AT-HDR-EX-70-2PS** HDMI extenders to form a robust 4K distribution solution that can easily support multi-room AV systems and a wide range of HDR-enhanced sources, including the latest generation of Ultra HD Blu-ray players, streaming media players and gaming consoles.

"Integrators are increasingly receiving requests for HDR support in both residential and commercial AV systems, as more HDR content is released and more users experience the enhanced image reproduction that HDR enables," said Joshua Castro, product manager, Atlona. "The HDR-H2H-44M provides an ideal solution for routing signals between HDR-capable sources and destinations, while providing the audio flexibility and rich integration features that today's sophisticated installations require."

The AT-HDR-H2H-44M is the fourth Atlona innovation to begin shipping in the past month, joining the aforementioned AT-HDR-EX-70-2PS HDR-capable HDMI extender, the ground-breaking Velocity network-based AV control platform, and the **AT-HDVS-CAM** PTZ conferencing camera for the **AT-UHD-HDVS-300-KIT** soft codec conferencing solution. Atlona's award-winning, 10-year limited product warranty is included with the HDR-H2H-44M, letting integrators select and deploy the units with confidence.

About Atlona

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. Backed by an industry-exclusive 10-year warranty, 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 http://www.atlona.com. Follow Atlona on Twitter at @Atlona.

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