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Atlona Names House of Representatives, Inc. as a Regional Manufacturer's Rep for Residential AV Business

Award-winning firm with work closely with systems integrators on residential and light commercial projects in New England and upstate New York

SAN JOSE, Calif., August 29, 2018 – Atlona's leadership and innovation in residential AV is about to get a significant visibility boost throughout the northeastern United States, as House of Representatives, Inc. takes the reins as manufacturer's representative for its residential and light commercial business across New England and upstate New York.

The 35-year old, award-winning manufacturer's representative – 87 to be exact – differentiates itself from competitive firms by emphasizing consistent local sales and support. Its experienced team will work closely with Atlona's sales and technical personnel, and focus on direct, in-person contact and communications with systems integrators throughout the region.

According to Jeff Martin, Managing Partner, House of Representatives, Inc., Atlona provides exceptional value through cost-efficient products that function reliably across the broader AV ecosystem. He especially sees opportunity for Atlona's OmniStream R-Type AV over IP solutions in residential and light commercial projects.

"Atlona's strength in delivering the video experience over IP goes to the nucleus of today's integration business, where increasingly everything resides on the network," said Martin. "Atlona is a direct fit with a wide portfolio that clearly supports our customer base, and thus see many opportunities for interoperability across complete networked solutions. What will drive that success is our customer-first approach. We don't telemarket; we are a viable resource for integrators, consistently in the field and on job sites to provide support and solve

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problems.”

Martin adds that Atlona has policies across product support, including a 10-year warranty, that make life easier for integrators. “Atlona is clearly Tier One in this department, with procedures and policies that their competitors simply do not have.”

The House of Representatives, Inc. team will complement their sales and support strategy with training and educational initiatives, some of which will take place in cooperation with Atlona. Martin believes such initiatives will go a long way in helping integrators less familiar with Atlona to better understand the advantage of Atlona product design, how the products function and what makes them particularly reliable.

“House of Representatives, Inc. will be instrumental in communicating the evolving value proposition of Atlona, and the viability of our solutions, for residential and light commercial projects that cross AV over IP, 4K/HDR switching and distribution and whole-home audio among other opportunities,” said Adam Griffin, Regional Sales Manager, Northeast for Atlona.

The House of Representatives, Inc. team will join Atlona on its booth this week at CEDIA, taking place Thursday-Saturday at the San Diego Convention Center. Atlona exhibits at Booth 3015.

About Atlona

Atlona is a leading global provider 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 <http://www.atlona.com>. Follow Atlona on Twitter at @Atlona.

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