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Atlona and Josh.ai Partner for Voice-Controlled Distributed AV

Native integration of Josh platform with Atlona matrix switchers open up new possibilities for luxury audio and video enjoyment in residential and light commercial settings

SAN JOSE, California, November 13, 2018 – [Atlona](#) is extending the reach of its whole-home AV systems into the residential and light commercial markets through a new partnership with Josh.ai, an industry leader in artificial intelligence for the home. The complete solution integrates Josh voice control platforms with Atlona HDR-H2H and PRO3 Series HDMI-to-HDBaseT matrix switchers. The simple configuration-based setup processes allow installers to offer intelligent, high-quality distributed AV for connected homes and small businesses.

According to Josh.ai CEO Alex Capecelatro, the partnership brings Josh full circle as a control and automation solution for luxury homes, restaurants and other facilities aiming to channel video and audio content from room to room. Prior to the Atlona partnership, many Josh installations were deployed to serve standalone AV systems in specific rooms, and/or programmed with macros from other control systems to channel media throughout various zones.

Integration with Atlona's 4K/UDR and HDR-capable matrix switchers provide installers with flexible options to "bring the magic Josh experience" to any home or business regardless of size or scope, supporting I/O counts of up to 16x16 with a single Atlona switcher. This flexibility will enable end users to easily search for content, and distribute video and audio from any source to one or more destinations. As Capecelatro explains, the integration offers a "re-architecture with a more elegant touch point" to seamlessly move higher quality content to premium video displays and speaker systems.

"We're excited to partner with Atlona for advanced voice control over distributed content," said Capecelatro, CEO. "This is an incredibly important integration for our luxury clients who

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want the power of distributed systems, with the simplicity of being able to ask for any music or video content in a room and have it instantly play. Atlona is an important manufacturer for many of our dealers, and we're excited with the range and performance of what they offer. Our goal with Josh.ai is to deliver a magical experience to the user and this integration gets us one step closer to that vision."

The Josh platform will self-discover the Atlona switcher on the network upon connection, accelerating the deployment process for custom installers and systems integrators. From this point, HDMI inputs and outputs are easily mapped and configured, with all connections clearly arranged by number on the Josh interface. Once live, users can move from room to room and request to watch or listen to content, with Josh's room-aware microphone "hearing" the request, which is then processed within the platform. The Atlona matrix switcher then executes the appropriate signal flow.

"The integrated Josh and Atlona solution delivers the magic experience of voice control for luxury AV systems that to this point has been a challenge to attain," said Joshua Castro, product manager, Atlona. "While this integration clearly addresses the trends we see today in distributed whole-home AV, we also see plenty of value for restaurants, hotels and offices, among other businesses, that want seamless voice-controlled switching and distribution to channel the right AV sources to the right destinations."

About Josh.ai

Josh.ai is a Denver based company with offices in Colorado and California. It creates products and platforms that enable true natural interaction with technology in everyday life. Its flagship product, Josh.ai, uses cutting-edge proprietary technology to deliver a fun and easy-to-use home control experience. Josh Micro, the hardware, offers hands-free voice control in any room. For more information, visit www.josh.ai or email info@josh.ai.

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

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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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