



## FOR IMMEDIATE RELEASE

### Contact:

Brian Galante  
Dimension PR  
207-494-8428  
brian@dimensionpronline.com

Link to Image: [Layer8 Logo](#)

## Atlona Layers Up with Layer8

*Layer8 will exclusively represent Atlona's commercial AV business through large portions of California and Nevada*

SAN JOSE, Calif., December 10, 2020 – Atlona, a Panduit company, will have stronger representation in a key region of the Pacific Northwest through a new partnership with Layer8, a manufacturer's representative serving northern California and most of Nevada. Layer8 will represent Atlona's commercial AV business across this expansive territory, including the busy city centers of Fresno, Sacramento, San Francisco and San Jose, California; and Reno, Nevada.

Atlona fills an important role in Layer8's line card of commercial AV manufacturers, according to Layer8 Owner Rocky Gianatta. Atlona brings Layer8 a complete range of collaboration and control solutions, strengthening its business message as a complete solutions provider.

"Systems integrators represent the majority of our client base, and they increasingly come to us seeking flexible IP and networking solutions for their AV installations," said Gianatta. "Atlona addresses these important and present-day market needs with their OmniStream AV over IP and Velocity control systems. These are high-functioning products that simplify design and deployment, and provide a foundation for simple upgrade paths that their competitors lack. They favor user simplicity over encumbering integrators with high-level programming and coding."

Gianatta also sees opportunity in the corporate and education markets with Atlona's Omega family, which he says will integrate well with his DSP and display products in meeting spaces and classrooms. Collectively, he emphasizes that Atlona's continued innovation in these three key product areas point to a company on the rise.

"They are clearly on the leading edge of AV requirements for the systems integration community, and having Panduit behind them as a parent company brings us great comfort that they have the resources to continue on their current growth path," said Gianatta.



“Layer8 has a strong reputation as a sales-based organization with a staff that is both focused on customer service and technically knowledgeable,” said Jamey Swigert, Director of AV Sales and Business Development, Atlona. “This is a broad region with several busy and growing metropolitan areas with large business and education communities. We are pleased to welcome Layer8 to our team and look forward to a long and prosperous partnership.”

### **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 Panduit**

Global connectivity leader Panduit Corp. creates innovative electrical and network infrastructure solutions for applications across the enterprise. Headquartered in Tinley Park, Ill. and operating in 112 worldwide locations, Panduit’s technology leadership and robust ecosystem help support, sustain, and empower business growth in a connected world. [panduit.com](http://panduit.com)

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