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MEDIA ALERT

Link to Image: [Malaysia Demo](#)

Atlona On-Tour Roadshow Hits Malaysia

ZURICH, Switzerland, April 26, 2018 – Following a successful run of [Atlona](#) On-Tour Roadshows across India, the AV collaboration and control leader continued its series last week in Malaysia with a renewed educational focus on today's most pertinent industry trends.

Attracting 20 regional systems integrators, dealers and consultants, the half-day event delivered a series of fresh presentations, hands-on product demonstrations and personalized networking opportunities. The overarching goal of the event was to educate on new business opportunities with emerging technologies, and problem-solve for today's unique transitional challenges.

Taking place at the Grand Dorsett Subang in Selangor, Atlona experts offered focused segments on networked AV and control and management, with specifics across applying Atlona's OmniStream for AV over IP, the SW-510W for BYOD-powered collaboration, and the HDVS-300 for soft codec conferencing.

"We have increasingly found that bringing these focused training and education initiatives direct to industry professionals is among the more efficient ways to reach those working in the trenches," said Sanket Sawant, Atlona's director of business development, Middle East, India and Southeast Asia. "There is an intimacy to these regional events that offers exceptional educational value, and it is clearly a more effective use of their time. We will continue to emphasize these sessions around the Asia-Pacific region as we help our partners accelerate these transitions from legacy to networked AV systems."

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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 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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