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Atlona Designates Mizzen Marketing as Manufacturer's Representative for Commercial AV in South-Central U.S.

Company finds strength and value in Atlona's collaboration and control solutions to help customers cost-efficiently transition to IP-based systems

SAN JOSE, California, May 31, 2018 – Mizzen Marketing, a manufacturer's representative firm based in Mansfield, Texas, has signed on to represent Atlona's commercial AV business in the south-central United States, covering the states of Texas, Arkansas, Oklahoma and Louisiana (TOLA).

Founded in 2005, Mizzen Marketing maintains high visibility for the manufacturers and products it represents among systems integrators, pro-AV dealers, consultants and end users throughout the TOLA region. Selective about whom they represent, the company deliberately keeps its roster of manufacturer partners small, enabling them to focus full attention on furthering each company's regional marketing goals.

Dave Taylor, principal and founder of Mizzen Marketing, emphasizes that Atlona's core strengths in switching and distribution, and emerging solutions in AV over IP and networked control, will complement equipment from other manufacturers on the Mizzen Marketing roster. The company also represents Absen LED displays, Atlas Technologies, Casio Lamp-free projection systems, Clockaudio microphone products, HRT wireless huddle room collaboration systems, Intevi digital signage and IPTV solutions, and RCI Custom plates and panels.

"As a market leader, Atlona has taken a strong position in our industry across AV distribution, management and control," said Taylor. "Whether for conference rooms, worship centers, higher ed campuses, or other facilities looking toward AV/IT convergence, Atlona's solutions deliver the right mix of price, quality, reliability and performance to fit any need or budget. And through the strength of its OmniStream AV over IP and Velocity control system, Atlona is well-

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positioned to be an important player in the pro-AV industry's shift from legacy to IP-based infrastructures."

In addition to developing strong personal relationships with its customers, Mizzen Marketing attends product expos and trade shows to raise awareness for its manufacturers, and conducts road shows, training sessions, and other events to educate dealers and integrators on new solutions. Mizzen is currently planning to exhibit Atlona products and collaborate with them on training sessions at a regional trade show in Houston this October, during which Certified Technology Specialist (CTS) certification credentials will be granted.

"Along with attending events, we visit our customers regularly to understand their needs, and learn about new projects or upgrades they have in the works," said Taylor. "We then recommend our partners' products that address those needs, and even provide specifications and pricing upfront to help them plan their budgets. Our personalized approach goes a long way in winning new projects, and helping our customers solve problems."

"Our collaborations with the team at Mizzen Marketing over the years have been pleasant and productive, and their reputation for sterling customer service is well known throughout the TOLA territory," said Amelia Vrabel, director of sales, central and commercial distribution, Atlona. "We are excited at the opportunity to work with Mizzen Marketing in an official capacity, and further strengthen Atlona's partner network through the country."

About Mizzen Marketing

Mizzen Marketing provides superior professional sales and support services to manufacturers of quality products marketed to the Pro-AV industry, and to their integration, reseller and consultant partners, in the interest of mutually profitable and positive relationships with each other and the end user. Mizzen Marketing achieves these goals through continuing processes that include in-person sales visits, end user visits and demos, system design expertise, training sessions, and lead and quote tracking and follow-up among other services. These processes are implemented and enhanced through an intimate knowledge of the Pro-AV dealer network, based on continuing friendships and personal experience with manufacturers and regional Pro-AV dealers and consultants, large and small, old and new, since 1989.

About Atlona

Celebrating 15 years of innovation, Atlona is a leading global manufacturer of AV and IT distribution and connectivity solutions based in the Silicon Valley, USA. In an ever-changing industry, the company has been designing and engineering innovative, award-winning products

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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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