



## FOR IMMEDIATE RELEASE

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Link to Image: [Mountain AV Logo](#)

## **Atlona Appoints Mountain AV Marketing LLC as Commercial AV Manufacturer's Rep for Arizona, New Mexico, Utah, and Colorado**

SAN JOSE, Calif., April 28, 2022 – Atlona, a Panduit company, has named Mountain AV Marketing LLC as its manufacturer's representative for Arizona, New Mexico, Utah, and Colorado, effective immediately. In these regions the firm, based in Phoenix, AZ, will focus mainly on the commercial traditional AV channels and will strengthen Atlona's presence in the corporate, government, and higher education markets.

Mountain AV Marketing was founded by Chris Henley, who serves as principal at the company. As an Atlona partner, Henley sees considerable potential to both expand Atlona's regional visibility and build his business, especially given the manufacturer's focus on AV over IP. "AV over IP technology is fast becoming the de facto solution for so many projects," he said. "With Atlona and its OmniStream product line, we can offer integrators proven technology that stands up to the demands of networked AV for enterprise and campus-wide signal routing and distribution."

Henley's nearly 30 years of commercial AV experience includes successes as an independent manufacturer's representative as well as AV systems integrator. These diverse professional experiences are a natural fit for Atlona and its end customers, as Henley brings strong insider knowledge of the AV design and integration process. He adds that his clients also appreciate his hands-on approach to learning, in detail, the technology he represents.

"There is a real benefit understanding what the end customer's schedule looks like and how partner can best support their timelines for delivery and installation," said Henley. "They can also trust that I'm bringing them a manufacturer in Atlona that will respect the timelines we have set. My goal is to help my customers understand how a specific piece of gear or software will work in a larger system, which is why I spend time learning how new technologies function in real-world environments."



Henley is in fact already deep into self-education on the Atlona product line. He is now attending Atlona Academy, the company's online training platform, to earn his certification on Atlona's Velocity control, room scheduling, and asset management system. He is also in regular contact with his regional Atlona representative to remain up to date on the company's latest technologies. "It's important for me to bring as much value as I can to my clients, and Atlona's commitment to providing me with the resources to do so makes for a great partnership."

"Chris Henley brings serious AV pedigree to our partner network on behalf of Mountain AV Marketing, which has a reputation for carefully choosing the manufacturers they represent," said Adam Griffin, Director of Sales and Business Development, North America, Atlona. "Our customers can rest assured that Chris' dedication and expertise will provide AV integration customers with the ideal solutions for their AV projects. It's for these reasons that Atlona is proud to welcome Mountain AV Marketing to help grow the Atlona brand across this region."

### **About Mountain AV Marketing LLC**

Mountain AV Marketing LLC is a manufacturer's representative to the commercial audiovisual and professional sound and lighting channels. The firm was founded by Chris Henley, a former AV integrator and independent rep. Based in Phoenix, Ariz., Mountain AV Marketing serves the Western regions of the United States.

### **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. Backed by an award-winning 10-year warranty, 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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