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Link to Image: [Navatech Logo](#)

Atlona Strengthens Residential AV Channel with Navatech Marketing

Navatech's strategy includes growing Atlona's light commercial footprint throughout the expansive seven-state Rocky Mountains region

SAN JOSE, Calif., September 27, 2021 – Atlona has appointed Navatech Marketing to its network of residential AV manufacturer's representatives, effective immediately, with an exclusive focus on the Rocky Mountains region. Navatech will represent Atlona across an expansive area that includes Colorado, New Mexico, Wyoming, Utah, Montana, Southeast Idaho, and El Paso, Texas. While Navatech's focus will include custom home AV installations, the company's sales strategy includes an emphasis on the growing light commercial market.

"With our extensive network of dealers and installers, we serve a 'Resi-mercial' market that encompasses residential and light commercial accounts. That includes hospitality customers that install AV systems in hotels and restaurants," said Steve Forgy, Principal of Navatech Marketing. "Atlona has a diverse product portfolio that crosses a broad spectrum of AV over IP and HDBaseT installations, which makes Atlona a great fit for Navatech across the Resi-mercial spectrum."

Atlona's strength in the growing SoHo (small office/home office) market add further value for Navatech. Forgy reports a strong surge in demand from remote workers seeking to retrofit home offices with PTZ cameras and video conferencing capability, and points to Atlona's HDVS-CAM products as compelling for these customers. The Navatech team is also enthused about Atlona's new WAVE-101 wireless presentation system, which enables high-performance network connectivity throughout homes and small businesses without running physical conduit.

"Atlona has a strong reputation for product reliability, availability and warranties, and their innovative products fill pressing needs in the market. When we compete for business, these are huge advantages that help us win deals," Forgy said. "Atlona products on our line card help us provide complete infrastructure solutions from source to end point. As former electrical engineers



and technicians, we know the products we represent inside and out, and how to seamlessly integrate them to solve the challenges at hand. That includes designing applications and installations that cost-effectively align with our customers' goals."

Navatech employs a direct-to-dealer/integrator strategy that keeps their sales team on the road, preferring to meet with their valued partners and their customers face-to-face. Navatech's three account managers bring more than 100 years of combined AV sales experience to their efforts.

"Navatech Marketing's tech-savvy expertise and strong sales relationships will help Atlona strengthen its sales and marketing efforts across the Rocky Mountain region," said Jamey Swigert, Executive Director, Atlona. "They understand the importance of cultivating solid customer relationships, and how a project with one dealer-integrator can lead to additional work for their other homes or small businesses."

About Navatech Marketing

Based in Golden, Colorado, with a satellite office in Salt Lake City, Utah, Navatech Marketing represents Pro Audio/Visual and lighting manufacturers targeting a broad range of residential, commercial, and arena customers. While the company's sales team is lean—including Account Managers Steve Forgy, Mark Pearson, and Jan Castor—their dealer and installer network is extensive and reputable. In business for over 14+ years, Navatech has built an impressive organization based upon its strong customer relationships, word of mouth referrals, and deep technical knowledge about the products they represent. Reach Navatech by emailing: info@navatech.com.

About Atlona

Atlona, a Panduit company, is a leading manufacturer of AV distribution, AV over IP, collaboration, and control solutions. Our core brand vision is to improve technology for the sharing of ideas, through innovative AV products used every day in a wide variety of commercial and educational applications. Atlona prioritizes quality, user experience, simplicity, and management in every product we develop. More information about Atlona is available at atlona.com.

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