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Atlona Announces Price Reduction Across Three Product Lines

High availability of components allows Atlona to pass cost savings onto customers, lowering prices for 33 products

SAN JOSE, CA, January 14, 2025 – Atlona, a Panduit company, has reduced the price of 33 products across three key product lines in the spirit of passing on its own cost savings to customers. The pricing reductions are effective immediately and span worldwide.

As reflected in its Q1 price list, the reduction crosses Atlona’s OmniStream, Omega, and 4K HDR product lines, providing distributors, resellers and integrators with compelling opportunities to lower their overall cost of goods across varied AV over IP and HDBaseT system designs. Atlona’s switchers, extenders and AV over IP solutions are among the products that have been reduced up to 20 percent.

The widespread price reduction was inspired by a recent surge in the availability of parts used to manufacture the affected products. Atlona Executive Director Jamey Swigert notes that customers specifying AV over IP systems will find the price reduction of key OmniStream encoding and decoding solutions as particularly valuable.

“We believe that the benefits of AV over IP should be attainable for any customer that wants the design flexibility and systems scalability that come with transitioning AV systems to the network,” said Swigert. “The ability to lower costs of our networked AV solutions along with core HDBaseT and 4K HDR products based on parts availability is a presents an immediate and sensible way to return dollars to the pockets of our customers.”

Contact your regional Atlona representative for more information.

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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

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