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**Link to Image: [Pro Tech Logo](#)**

## **Atlona Adds Pro Tech Marketing as Newest Manufacturer's Representative**

Phoenix-based firm leveraging three decades of experience to sell and support Atlona's commercial AV innovations in Rocky Mountain region

SAN JOSE, Calif., March 13, 2018 – AV collaboration and control leader [Atlona](#) is further expanding its commercial AV channel partner network, appointing Pro Tech Marketing as a manufacturer's representative for the Rocky Mountain States. Headquartered in Louisville, Colorado, with additional full-service offices in Phoenix and Utah, Pro Tech Marketing will work closely with systems integrators and consultants to support and build awareness of Atlona's commercial solutions in those three states plus New Mexico, Wyoming and surrounding areas.

Founded in 1985, Pro Tech Marketing helps integrators and resellers design and deliver comprehensive AV systems for environments ranging from conference rooms and classrooms to hospitals and live venues. The company prides itself on adding value beyond the traditional rep firm role, providing training, design assistance and technical support to ensure the seamless integration of the products it represents.

While Pro Tech Marketing was attracted initially to Atlona's market-leading products, it was the manufacturer's commitment to its customers that impressed Pro Tech the most. "The technology is fantastic, easy to operate and very dependable," said Dean Hinton, president of Pro Tech Marketing. "But what really appealed to me about Atlona is that the people there are extraordinary. Their customer service level and their warranty plans are over-the-moon better than anybody else we deal with. Great products, great people and great programs – all three really tie together to make Atlona a great company."

Hinton highlights Atlona's OmniStream™ AV over IP distribution platform as an ideal fit for Pro Tech and its customers. "Like everyone in the AV market, the biggest trend we're facing is that

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everything is now on a network,” he said. “I once joked that 95% of the products we sell have an RJ45 network jack on them, but today, that’s probably accurate. Atlona is leading the way in video distribution over IP networks. OmniStream is an amazing system, and it integrates perfectly with other lines that we represent such as QSC Audio and Shure.”

“For over 30 years, Pro Tech Marketing has been helping leading AV manufacturers and their dealers drive business growth through a combination of education, systems design expertise and support,” said Bruce Moses, Atlona’s National Sales Manager, Western Region for the commercial market. “Atlona’s solutions are ideal complements to Pro Tech’s existing product lines, and we look forward to working with them to bring the benefits of our innovations to integrators and end-users in their territory.”

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