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Contact:

Brian Galante
Dimension PR
207-494-8428
brian@dimensionpronline.com

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Atlona Expands UK Distribution Role for RGB Communications

RGB will now distribute Atlona commercial products along with residential

SAN JOSE, Calif., July 10, 2017 – Atlona’s success in the UK residential/custom install market has been bolstered by the professionalism of RGB Communications, which has helped raise visibility of Atlona residential products and solutions in the region. Building on this success, Atlona today announces that RGB’s distribution role will be expanded to support commercial sales, effective immediately.

“Atlona is already well-known for their superb range of switchers, matrix switchers, distribution amplifiers, and more,” said Gordon Innocent, Chairman, RGB Communications. “However, with the advent of its new Huddle Room and ‘Soft Codec’ solutions, ‘OmniStream’ AV over IP range, and the company’s recently-announced ‘Velocity’ cloud-based control system and wireless presentation solutions, we believe our extensive experience of more technically demanding ‘connectivity & control’ solutions makes us the perfect distribution partner to bring these new products to the AV market.”

Innocent points to Velocity and the soon-to-be-shipping SW-510W for wireless presentation support as particularly compelling for AV trends taking shape across the UK, adding that the entire RGB sales and technical staff has completed training on all new and forthcoming products.

“RGB’s sterling reputation for technical expertise and customer service perfectly aligns with Atlona from a strategic perspective,” said Ronni Guggenheim, Atlona’s general manager. “Their tremendous success with residential project procurement, and confidence of specifying Atlona solutions within these integrations, brings us the utmost confidence that RGB will provide the same value for our commercial business.”

About RGB

RGB is a technical, value-add, audio-visual distributor. In partnership with our vendors, customers and staff, we specialise in providing high quality, technical solutions to audio visual resellers, custom installers and rental & staging specialists. We currently represent 20 manufacturers. A mixture of established and emerging brands (many exclusively) with products ranges covering most areas of audio visual applications. For more info visit:

www.rgbcomms.co.uk

About Atlona

Atlona is a leading global provider 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 industry-exclusive 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 <http://www.atlona.com>. Follow Atlona on Twitter at @Atlona.

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