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Link to Image: [AT-HDR-EX-70-2PS](#)

Atlona to Debut HDR-Capable 4K HDMI-over-HDBaseT Extender Kit at InfoComm 2017

AT-HDR-EX-70-2PS reliably transmits HDR-enhanced HDMI over long distances via category cable

SAN JOSE, June 12, 2017 – Expanding its rich array of future-friendly AV integration problem-solver devices, [Atlona](#) will unwrap its newest HDBaseT extender in Booth 3961 at InfoComm 2017 this week in Orlando. Delivering exceptional value for residential AV applications and commercial installations, the **AT-HDR-EX-70-2PS** transmitter/receiver kit extends 4K/UHD HDMI signals over HDBaseT with support for High Dynamic Range (HDR) formats.

Featuring visually lossless compression with no latency, the AT-HDR-EX-70-2PS delivers pristine image quality while leveraging the proven reliability and convenience of HDBaseT to support distances exceeding the practical limitations of HDMI cabling. Transporting HDMI signals up to 4K/UHD at 60 Hz with 4:4:4 chroma sampling over affordable, easy-to-integrate CAT6a or CAT7 cable, the innovative system transmits 1080p video up to 230 feet (70 meters) and HDR-enhanced 4K content up to 130 feet (40 meters).

Providing versatile compatibility with new and emerging 4K/UHD and HDR-capable video sources and displays, the AT-HDR-EX-70-2PS supports all video resolutions, audio formats and color space formats encompassed in the HDMI 2.0a specification. Able to pass metadata for HDR content, the solution supports the 4K HDR10 standard at 60 Hz (4:2:0 chroma subsampling, 10-bit color) as well as additional HDR variants.

The AT-HDR-EX-70-2PS supports HDMI data rates up to 18Gbps and is HDCP 2.2 compliant, enabling the transport of protected content. The solution supports embedded multi-channel audio in a wide array of formats including PCM, Dolby Digital, Dolby Digital Plus, Dolby TrueHD, Dolby Atmos, DTS Digital Surround, DTS-HD Master Audio, and DTS:X.

The AT-HDR-EX-70-2PS is an ideal solution for point-to-point AV applications or as part of a larger 4K HDR routing and distribution system in conjunction with HDR-capable devices such as

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Atlona's JunoX™ Series (AT-JUNO-451) HDMI switcher. Compatibility with HDR-equipped sources such as Ultra HD Blu-ray players and the latest HDR projection and display devices makes the AT-HDR-EX-70-2PS a perfect fit for residential home theater installations, electronics retail environments such as television showrooms, and professional AV deployments such as performance venues featuring full-motion, highly-detailed 4K graphics.

"HDR offers significant visual improvements for both 4K and HD content, and its use continues to proliferate in AV environments," said Joshua Castro, product manager, Atlona. "The AT-HDR-EX-70-2PS is a cost-effective and reliable solution for HDR-enabled HDMI extension applications that don't require the advanced control capabilities and extended feature set of our premium UHD-EX models."

The AT-HDR-EX-70-2PS kit will begin shipping in Q3, with its long-term reliability backed by Atlona's award-winning 10-year limited product warranty. Locally powered, the transmitter and receiver will ship complete with universal power supplies and surface mounting hardware for discreet installation.

About Atlona

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 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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