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Link to Image: [Sahara AV Logo](#)

Atlona Designates Sahara AV as Commercial AV Manufacturer's Representative in the UK

London-based Sahara AV will support complete range of signal management and control solutions, with an emphasis on transitioning customers to AV over IP systems

SAN JOSE, Calif., April 18, 2018 – To strengthen its marketing and distribution efforts across the United Kingdom (UK), AV collaboration and control leader Atlona has appointed Sahara AV as its manufacturer's representative for the United Kingdom (UK). Headquartered in London, Sahara AV will work closely with systems integrators, consultants and end users to demonstrate, deliver and support Atlona's complete line of signal management and control systems, with a goal of moving more commercial facilities to AV over IP solutions.

Sahara AV is part of the Sahara Presentations System Group, which made the list of London Stock Exchange Top 1000 small-to-mid-sized companies to "Inspire Britain in 2015," and The Financial Times' "1000 Fastest Growing Businesses in Europe" in 2017. For more than 40 years, Sahara Presentation Systems has been distributing cutting-edge AV solutions and software through Sahara AV, primarily to the corporate, healthcare, retail, compulsory education and higher/further education (HE/FE) markets.

To achieve its goal of accelerating transitions to the network, Sahara AV will leverage Atlona's strengths in AV over IP and networked control, including its Atlona's OmniStream™ AV over IP distribution platform, second-generation Atlona Management Systems (AMS), and Velocity IP-based AV control solution. Shaun Marklew, Sahara AV's sales and marketing director, points to the very low latency and high reliability of OmniStream as a substantial Atlona strength; as well as the ability to quickly configure and organize AV over IP products and workflows by room, floor, building and/or site with AMS.

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“Rather than just ‘box shifting,’ we pride ourselves on collaborating with resellers and integrators on their projects from conception to installation,” said Marklew. “By working with Atlona, we are now in a stronger position to extend our reach into the many vertical markets we serve, and move our customers to networked systems and workflows that will bring new opportunities and efficiencies to their operations. Having developed reliable technologies that minimize the impact of AV systems on users’ networks and solve technical AV challenges, Atlona is a trusted brand at the forefront of the global AV over IP transition—and a welcome addition to our family of market-leading commercial AV manufacturers.”

With its Innovation Centres in London, Leeds, and Edinburgh, and a 290,000-square foot facility housing an extensive AV product inventory, Sahara AV represents a wide range of audio, networking, and infrastructure gear from vendors complementary to Atlona such as Hitachi, Matrox, NEC, and Panasonic. This spring, Sahara AV representatives will offer frequent training courses on the end-to-end Atlona product line at its Edinburgh, Leeds and London Innovation Centres, and present Atlona solutions at road shows along complementary gear.

“Training our own team and end customers has long been a key factor in Sahara AV meeting its business and growth objectives,” said Marklew. “Atlona’s strong emphasis on training and certification strongly aligns with our strategy. And since reliability is crucial to our customers, it’s important to demonstrate in these initiatives exactly how that the Atlona brand stands for reliable products designed to protect facilities from downtime.”

About Sahara

Sahara AV Distribution celebrated 40 years in business during 2017. The business continues to grow with new vendors added in 2017 – Chief, Da-Lite, Google and Ben Q. A key policy for Sahara is to continually invest in our team with CTS training courses. We are nothing without our people. Revenues grew in 2017 to £60 million, up from £48 million in 2016. The business is on track for £75 million revenues in 2018.

This year, the Sahara Presentations Group has been recognised within three Fastest Growing Businesses:

- The Sunday Times Profit Track 100 – Britain’s Private Companies with the fastest-growing profits – position 10
- London Stock Exchange 2017 - Top 1,000 Companies to inspire Britain

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- The Sunday Times International Fast Track 200 – Britain’s fastest growing medium private businesses selling internationally - position number 91

The Sahara Group continues to focus on key AV solutions and developing strategic relationships with vendors and customers.

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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