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Link to Image: David Shamir

Atlona Promotes David Shamir to VP of Product Management

Expanded role unifies leadership of portfolio strategy and engineering as company prepares for future growth in rapidly shifting landscape

SAN JOSE, California, October 15, 2020 – Atlona, a Panduit company, has promoted David Shamir to VP of Product Management. Reporting to Atlona co-founder and CEO Ilya Khayn, Shamir will continue to lead the company's product strategy while expanding his responsibilities to oversee engineering and product development.

Shamir takes on his new role as the AV industry navigates many disruptive changes, from technology transitions to pandemic-driven shifts in how people work and learn. Combining product management and engineering leadership into a single role streamlines Atlona's internal processes, increasing the company's agility and responsiveness to rapidly evolving market needs.

"Our industry was already very dynamic and constantly changing, but the pandemic has accelerated many existing trends while making AV more critical in environments such as small and home offices," said Shamir. "With COVID-19, things are changing by the minute, making it challenging to accurately predict how the AV market will evolve. We will stay as nimble as possible to address our customers' changing needs, while offering flexible solutions that help them adapt to world conditions and whatever their 'new normal' becomes."

Shamir notes that the agility of Atlona's solutions is strengthened by its leadership in the convergence of AV and IT, a hallmark that he intends to continue. "One of our core philosophies is 'AV built for IT,'" he explained. "As remote learning, work-at-home, and hybrid working models become more prevalent, IT infrastructure is even more important for keeping everyone connected. We are crafting our products and roadmap with IT managers' challenges in mind, while helping dealers and systems integrators efficiently meet customer needs."

Shamir has served as Atlona's Director of Product Management since 2015, following senior

product management roles at media technology companies including Magnum Semiconductor, Harmonic, and Scopus Video Networks. He has introduced new processes and methodologies at Atlona to quickly and effectively take product ideas from concept to reality. He successfully led several major product line launches, including the **OmniStream**™ AV over IP platform; **Velocity™ System** AV control and management platform; and **Omega™ Series** of AV integration solutions for modern workspaces and meeting environments. Shamir takes Atlona's engineering organization under his umbrella as co-founder and VP of Engineering Michael Khain retires after 17 years with the company.

"David's insight, experience and process implementation have been major factors in Atlona's growth and innovation over the past five years," said CEO Khayn. "We look forward to his expanded leadership as our company tackles the new challenges faced by our customers, and we thank Michael for his exceptional contributions in making Atlona what we are today."

About Atlona

Atlona, a Panduit company, is a leading global manufacturer of AV over IP distribution, connectivity, and control solutions. The company designs and engineers innovative, award-winning products for a diverse range of residential and commercial AV and IT markets. Backed by an award-winning 10-year warranty, Atlona's products are developed to enable our customers' ability to connect and collaborate with simplicity. 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

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