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Atlona Adds Sound Marketing West as Manufacturer's Rep for Growing California and Nevada Markets

SAN JOSE, Calif., July 14, 2022 – Atlona, a Panduit company, has added Sound Marketing West as a manufacturer's representative for California and Nevada, effective immediately. Based in Los Angeles, the firm will work closely with integrators and resellers to promote and support Atlona's comprehensive portfolio of AV innovations including its conference room solutions and OmniStream™ AV-over-IP product line.

Sound Marketing was established in Chicago in 1980 and now has three offices supporting three distinct U.S. territories. About 17 years ago, the company opened Sound Marketing West in California to support one of its biggest customers. Along the way, Sound Marketing West has added a number of professional lighting, audio, and video brands to its portfolio.

"When we came out to Southern California, we expanded on our relationship with our existing major customer and developed deep relationships with additional integrators," recalled Gary Lee, President of Sound Marketing West. "We've also been part of many large and impactful growth spurts over the last 17 years in Las Vegas, which gave us a real stronghold. We know everybody there, and we've dealt with everyone for a long, long period of time. And that's really what Sound Marketing is about: the relationship."

In addition to building relationships, Sound Marketing is known for building complete AV solutions. Lee was particularly drawn to Atlona because of the company's AV-over-IP solutions.

"Everything used to be on an analog cable – and analog got expensive. We all know the advantage of IP and being on a network," he explained. "Now you have multiple people that can do multiple things from multiple areas. When we or an integrator walk into a meeting and ask the customer what they're trying to accomplish, more often than not, there will be an Atlona product or a combination of Atlona products that can help that customer solve those issues. Atlona is focused



on the right things and allows all our brands to work together.”

“We are very excited to be working with Sound Marketing West,” said Adam Griffin, Director of Sales and Business Development, North America, Atlona. “Gary and his team are very particular about the companies they represent, because they are focused on creating solutions, not just selling products. Plus, they have built solid relationships throughout Los Angeles and Las Vegas, which are two very important territories for our continued growth.”

About Sound Marketing West

At Sound Marketing, our philosophy is the foundation on which every decision is made, and every action is taken. It is the heart and soul of our business and the reason for our success. Our industry is ever-changing. It is one of Sound Marketing’s greatest assets to be able to change, adapt, and succeed. Customers need the entire solution, not just a piece of the puzzle. We represent lines that are complementary, and which create system solutions for our customers. We strive to be a source of system design and efficiency for our customers: The real go-to people with real, practical solutions and service.

About Atlona

Atlona, a Panduit company, is a leading manufacturer of AV distribution, AV over IP, collaboration, and control solutions. Our core brand vision is to improve technology for the sharing of ideas, through innovative AV products used every day in a wide variety of commercial and educational applications. Atlona prioritizes quality, user experience, simplicity, and management in every product we develop. 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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