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**Link to Image: Atlona-Symetrix Logo**

## Atlona and Symetrix Come Together to Accelerate AV over IP Deployments

*New collaboration simplifies the complex challenges of integration, programming and control to and from the DSP in a networked ecosystem*

SAN JOSE, California, May 29, 2018 – Atlona and Symetrix have struck a strategic alliance headed into InfoComm 2018 (June 6-8, Las Vegas Convention Center) that will accelerate integration, and tighten interoperability, across the AV over IP ecosystem. Specifically, the new collaboration will simplify how systems integrators design and deploy networked systems to and from the digital signal processor (DSP), with intelligent on-off ramps for audio, video, and peripherals – notably, USB signals – that are easy to configure, control and manage.

The interoperability benefits and design architecture between the two companies will be on full demonstration in the Atlona booth (C3576) as part of its All-IP Meeting Space exhibit, while Symetrix will also discuss the specific value proposition of bringing its flagship DSPs (Radius, Edge, Prism) together with Atlona's OmniStream AV over IP platform and other components at Booth C1152.

"As the DSP is the central part of most AV systems, Symetrix is continually seeking ways to help our integration partners build the most cost-effective and flexible systems possible," said Trent Wagner, Senior Product Manager, Symetrix. "As our industry moves toward everything over IP, we're committed to addressing the new time-consuming challenges our customers face in building out a networked architecture. Our collaboration with Atlona simplifies the programming and control of these systems, and help us build stronger IP bridges and on/off ramps for audio, video, and USB."

Wagner notes that Symetrix and Atlona share common architectures, including Dante audio support, and complement each other well due to minimal overlap across product lines. He adds that Atlona's user-friendly approach to networked systems enables Symetrix to seamlessly tie in the "outlying components." At InfoComm, Symetrix will specifically demonstrate AES67 ingest from an HDMI source via an Atlona OMNI-111 Encoder and Dante distribution to an Atlona Gain-120 amplifier; another demonstration will show USB audio-to-IP bridging (and vice

versa) between a PC and Symetrix' latest DSP offering, Radius NX, all made possible by Atlona's OmniStream.

Beyond OmniStream encoders/decoders and other pertinent components through to amplification, the two companies will leverage the strengths of Atlona's highly scalable, IP-enabled Velocity control solution to simplify the configuration and management of all networked components and signals in the system.

"Working together with Symetrix, we have developed a clear problem-solving solution for systems integrators that have found it time-consuming and difficult to program and control disparate components of a broader AV over IP ecosystem," said David Shamir, Director of Product Management, Atlona. "Our collaboration will remove the mystery behind the design and integration of an interoperable networked system, and clearly communicate how to leverage the individual strength of each component outward from the DSP."

### About Symetrix

With over 40 years in business, Symetrix offers a singular focus on installed systems DSP, delivering high performance audio hardware and software backed by the highest caliber of customer care. Symetrix continuously expands the scope and capabilities of our product offerings to range from simple single unit budget installations to state-of-the-art 100,000 seat stadiums, and everything in between. Symetrix leads by innovation: early-stage implementation of Dante™ network audio is just one example. More information about Symetrix is available at http://symetrix.co.  Follow Symetrix on Twitter at @Symetrix_Inc.

### About Atlona

Celebrating 15 years of innovation, Atlona is a leading global manufacturer of AV and IT distribution and connectivity solutions based in the Silicon Valley, USA. 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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