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Link to Image: [Venuetech and Atlona](#)

## **Atlona Names Venuetech as MENA Manufacturer Representative**

Strong presence in Middle East and North Africa will boost Atlona's visibility and market share for commercial AV projects

Zurich, Switzerland, October 12, 2017 – Atlona's leadership and innovation in the commercial AV space will receive a significant profile boost across the Middle East, Arabian Gulf and North Africa with the appointment of Venuetech as its chief regional manufacturer's representative. Based in Abu Dhabi with regional offices in Dubai, Lebanon and Saudi Arabia, Venuetech will raise visibility for Atlona across a region with rapidly evolving AV needs.

"Venuetech's strong market presence and reputation for supporting professional brands across sales and business development, systems design, local service and repairs, training and certification, and post-sales support makes them an ideal full-service partner for Atlona," said Ronni Guggenheim, general manager, Atlona. "Their reach and expertise is sure to heighten awareness about our growing portfolio of enterprise-level AV solutions for connected spaces."

Naisvyn Lucas, Brand Manager at Venuetech, notes that Atlona is in an excellent position to support installations across the region that are quickly trending toward 4K and IP-based solutions, specifically citing Atlona's recently-released OmniStream AV over IP platform and the Velocity networked control solution, which begins shipping this week.

"Large international expos and sports events are currently the trend in the MENA region, and such events stimulate the market for entertainment facilities, hospitality businesses, command centers and retail," said Lucas. "AV over IP along with comprehensive control area a part of every solution, and we find it very appealing how Atlona's products and innovations intelligently address today's AV challenges and technology trends. Huddle rooms also continue to become more common in almost every type of facility, and Atlona's wired and wireless collaboration and presentation solutions ideally address user efficiency in meeting spaces for corporate, higher education and other verticals."

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Venuetech will position Atlona alongside many of the other professional, globally-renowned brands they represent including Arthur Holm, Barco, Active Audio, Global Caché, Sennheiser and Televic for the purpose of offering the most comprehensive audio and video solutions possible to systems integrators and end users.

“Binding all these systems together with solid distribution, presentation and control platforms is one of the principal reasons we choose to work with Atlona,” said Lucas.

### **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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