



## FOR IMMEDIATE RELEASE

### Contact:

Brian Galante  
Dimension PR  
207-494-8428  
brian@dimensionpronline.com

Link to Image: [Vichai Trading 1983 Logo](#)

## Atlona Appoints Vichai Trading 1983 as its Commercial AV Distribution Partner in Thailand

Partnership will amplify Atlona’s market visibility and brand recognition in an increasingly busy ProAV market, while also strengthening Atlona’s channel partner network in APAC

SAN JOSE, Calif., April 5, 2021 – Atlona, a Panduit company, has bolstered its Asia-Pacific (APAC) channel partner network with the appointment of Vichai Trading 1983 as its leading commercial AV partner in Thailand. A division of Vichai Group, the nearly 40-year old AV specialist will represent all commercial AV distribution and training services for Atlona throughout Thailand.

Vichai Trading 1983 is an ideal partner given its strength in several of Atlona’s key business verticals, including corporate, education, government and hospitality. The company specializes in providing complete AV solutions of various scale and has a broad, established reseller network throughout Thailand. This makes Vichai Trading 1983 particularly well-positioned to represent Atlona growing range of products and solutions for their customers and the Thailand market.

“We have seen a rise in customer inquiries for USB switching and wireless presentation solutions, and Atlona’s Omega family of presentation and collaboration products covers a broad range of corporate, education and government AV requirements beginning at the small private office,” said Mr. Thaweesak Thamsirisup, Managing Director, Vichai Trading 1983. “Beyond the Omega family, Atlona’s broad product range, and strength in both circuit-based systems and AV over IP, ensures that we can service our customers with proven, reliable and high-quality AV solutions both today and well into the future.”

Mr. Thaweesak adds that Atlona’s adaptability to soft codec conferencing systems like Zoom and Teams will be an added benefit as more people return to work following the pandemic. “We expect that huddle spaces with soft conferencing systems will be the meeting space trend coming out of COVID-19,” he said. “Atlona’s ability to serve the small scale as well as the large scale will



be critical to these businesses.”

Vichai Trading 1983’s creative thinking also plays a strong role in its sterling reputation throughout the Thai ProAV community. The latest example includes a planned eCommerce channel later this year that will market and sell individual meeting space and conferencing solutions. In addition to expanding its sales channels through eCommerce, Mr. Thaweesak said the company will continue to prioritize training and education for its customers throughout Thailand. This includes both online trainings and event-based demonstrations that update dealers and end users on new Atlona products and solutions.

“Vichai Trading 1983 and its parent company the Vichai Group were pioneers in Thailand’s now-booming AV industry, and their expertise is unparalleled when it comes to knowledge and experience with AV products, distribution, services and integration,” said Kurt Loh, Business Director, Atlona Asia-Pacific. “We look forward to working closely with a true AV specialist that understands the Thailand market’s conditions and challenges, and actively works within Atlona’s key AV business verticals. We will also collaborate on shared thought leadership initiatives, award-winning training programs and world-class support, while providing innovative and quality products to our customers.”

### **About Vichai Group**

Vichai Group prides itself as the pioneer in the professional AV services industry in Thailand. Established in 1983 by Mr. Kittisak Sopchokchai to continue the legacy of his family’s Audio business, Vichai Trading 1983 was the first company in the country to conduct business as a Professional AV Systems Integrator. For over 30 years, Vichai Trading 1983 has evolved from a small startup company to Thailand’s premiere AV solutions provider. Today, the five companies under Vichai Group provide a complete suite of services for clients in all segments. Our experience in professional AV installation, distribution, and services across industries and markets has deepened our understanding and expertise of AV products and technologies. Please visit [www.vichai1983.co.th](http://www.vichai1983.co.th) for more information.

### **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](https://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](https://panduit.com)

###