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Link to Image: [VTP-800 Touchpanel](#)

Atlona Velocity Networked AV Control Platform Certified for Zoom Rooms Integration

Software-level integration simplifies how Zoom Rooms customers manage AV control over IP in meeting spaces and other collaborative environments of any scale

SAN JOSE, California, July 31, 2018 – Atlona is bringing the power of IP-based AV control to customers of Zoom Video Communications’ popular Zoom Rooms solution worldwide, enabling infinite scalability and unrivaled ease of use through its Velocity platform. Atlona’s native, software-level integration of the Zoom Rooms API will simplify and accelerate deployments from single meeting spaces to enterprise-wide collaborative environments and empower end users to seamlessly control Zoom Rooms and third-party components over the network with a unified user interface.

Velocity has quickly gained a reputation as a gamechanger in AV control, offering an innovative premise-based system design with cloud access and unprecedented scalability for up to 5000 controlled devices. Its common architecture will allow Zoom Rooms customers to scale configurations to multiple rooms with tremendous speed and agility, while centralizing site-wide management, system monitoring and other important tasks.

“Velocity will allow Zoom Rooms customers to seamlessly transition AV control to the network, and quickly populate collaborative environments across campus- and enterprise-wide systems,” said Michael Crisci, business development manager, AV/IP and strategic alliance, Atlona.

“Velocity’s ease of use ensures that all devices can be integrated with minimal configuration, and with a direct IP connection to any Zoom Room to simplify integration of Zoom Rooms components. This is a problem-solving approach to simplifying control and integration of third-party elements across a collaborative ecosystem of any scale.”

In a typical Zoom Rooms configuration, Velocity integrations will support unified control of third-party cameras, microphones, and audio systems; as well as, environmental controls and other general room control over the network. Atlona also anticipates certification of its AT-HDVS-CAM PTZ camera for Zoom Room environments in the near future.

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“Zoom’s software-based approach to video conferencing and collaboration has been a game changer for businesses and organizations seeking a more efficient, network-based approach to content sharing,” said Oded Gal, head of product, Zoom Video Communications. “Atlona’s IP- and cloud-enabled control architecture makes Velocity an ideal complement to any Zoom Rooms deployment, while offering a foundation for our customers to scale operations without limitation, with liminal labor.”

The complete Velocity solution is comprised of three distinct elements that work together as a single, unified platform: **Velocity Control Suite**, a cloud-based service and centralized resource for integrators to create, organize, and manage their AV control projects by client, client sites, and AV control systems; **Velocity Control Gateway**, a software-based control processor that resides on-site with the client’s AV systems and delivers IP control to Atlona and third-party devices; and **Velocity Touch Panels**, available in 5.5” and 8” screen sizes with hardware for wall or surface mounting.

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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