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**Contact:**

Brian Galante  
Dimension PR  
207-494-8428  
[brian@dimensionpronline.com](mailto:brian@dimensionpronline.com)

**Link to Image: [AtlonaComm Booth](#)**

## **Atlona Unveils AtlonaComm Virtual Tradeshow Concept**

Cancellation of global tradeshows inspires development of a comprehensive, month-long online event opening on June 1

SAN JOSE, Calif., May 5, 2020 – Atlona will launch AtlonaComm 20, a month-long virtual tradeshow experience, beginning June 1 on Atlona's website. The exclusive, online event will offer a complete schedule of product offerings, training and education experiences, and personalized meeting opportunities for customers, partners and other visitors.

AtlonaComm 20 represents Atlona's proactive response to COVID-19-related event disruption, including the cancellation of InfoComm 2020, as well as general business travel and in-person sales visits. Atlona hatched its plans for an online event back in early March as the magnitude of the rapidly-evolving health crisis unfurled.

"We wanted to provide guests with a tradeshow experience that closely resembles the experience of being there," said Ilya Khayn, CEO, Atlona. "We took a proactive approach in creating a virtual, interactive event to share our latest innovations, deliver webinars, and meet one-on-one with customers, partners and peers. This is about thinking outside the booth, and finding alternative lanes to drive meaningful engagement."

The AtlonaComm 20 schedule will offer flexibility across time zones so that industry professionals are well-served worldwide. This includes providing regional Atlona resources from APAC, EMEA and the Americas across specific time periods each day, and scheduling webinars in alignment with regional interest and availability.

Atlona will announce specific plans around AtlonaComm 20 product introductions, trainings, and meetings closer to the event, with instructions for booking webinar seats and scheduling one-on-one visits with Atlona representatives. AtlonaComm visitors will have the freedom to navigate self-guided booth tours, and attend scheduled events using common software conferencing

Global Headquarters

70 Daggett Drive, San Jose, CA 95134 | US: 1.877.536.3976 | 1.408.962.0515 | [atlona.com](http://atlona.com)



platforms. The booth layout, though virtual, will follow the familiar layout of product and applications, with multiple zones built around specific themes, new products and interactive presentations.

Khayn anticipates that the month-long duration will invite repeat visits and more thoughtful, detailed interactivity than what is possible at a traditional in-person event.

"Tradeshows remain our greatest opportunity to meet with customers and partners from around the world in one location over several days," said Khayn. "We intend to apply what we have learned over many years to a virtual platform that offers relaxed pacing, flexible scheduling, and detailed insights into Atlona's latest commercial and residential AV innovations."

The AtlonaComm 20 registration page is now live at <https://atlona.com/atlonacomm20/>. Registrants will receive early access and exclusive updates in real-time as plans are revealed.

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

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