Atlona Strengthens HDR Portfolio at CEDIA with New HDMI 18Gb/s Matrix Switcher

New 4x4 HDMI matrix switcher offers flexible support for 4K/UHD and HDR distribution between sources and destinations

SAN JOSE, Calif., August 30, 2017 – In response to escalating requests for HDR support in residential AV systems, Atlona will launch its latest-generation HDMI matrix switcher, the **AT-HDR-H2H-44M**, at the upcoming CEDIA show (September 7-9, San Diego Convention Center). Atlona will exhibit at Booth 3615.

The **HDR-H2H-44M** is a compact 1 RU, 4x4 HDMI matrix switcher for high dynamic range (HDR) formats. It is HDCP 2.2 compliant and supports 4K/UHD video @ 60 Hz with 4:4:4 chroma sampling, as well as HDMI data rates up to 18Gb/s. The HDR-H2H-44M is ideal for residential as well as commercial applications with the latest, as well as emerging, 4K/UHD and HDR sources and displays.

Ideal as a routing solution between HDR-capable AV sources and destinations, the HDR-H2H-44M supports all video resolutions, audio formats, and color space formats encompassed in the HDMI 2.0b specification. The HDR-H2H-44M can be coupled with one or more Atlona AT-HDR-EX-70-2PS HDMI extenders for an HDR distribution solution that can easily support multi-room AV systems, including those with Ultra HD Blu-ray players, streaming media players, and 4K-capable gaming consoles.

For residential integration flexibility, the HDR-H2H-44M includes EDID and HDCP management features, and can send CEC control independently to each output for controlling individual displays. A TOSLINK digital audio output is paired with each HDMI output for sending PCM or surround sound audio to an AV receiver or soundbar. The HDR-H2H-44M can be controlled via Ethernet, RS-232, and IR, and includes a handheld IR remote control.

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"As more HDR content emerges, consumers will need adaptable and interoperable systems that can easily distribute content from Netflix, Amazon Prime, and other services, as well as Ultra HD Blu-ray and next-generation gaming consoles," said Joshua Castro, product manager, Atlona. "With that comes the need to move that content from these sources to multiple displays and audio systems, with the ability to break-out audio only feeds. The AT-UHD-HD-44M provides that flexibility for the consumer while giving custom installers a solution that is both easy to install and able to support today's demanding video requirements."

The AT-UHD-HD-44M will begin shipping in Q4 2017, with its long-term reliability backed by Atlona's award-winning 10-year limited product warranty.

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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