



**ATLONA.**

*Connecting Technology*

WHITE PAPER

Atlona® | 2014

# Total Cost of Ownership

## Conference Room/Classroom

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Your most important business decisions require as much information as possible. Today's boardrooms are built around centralized displays able to quickly access video information from attendee laptops, remote desktops, telepresence systems, and local video sources. Atlona's products allow your team to seamlessly integrate all of these and much more to build a reliable A/V conference room or classroom system on an affordable budget while maintaining profitability.

This is especially true when you compare Atlona to a competitor. Compare for example a conference room outfitted with a Crestron DMP5300 and that same application using comparable Atlona solutions. Three Atlona solutions could be used, LinePro4, LinePro5 or the CLSO612.



In each Atlona solution the scaler/switcher could be paired with the Atlona HDRX-RSNET extender set to distribute audio and video. Additionally each solution allows for multiple inputs including the ability to mix analog and digital signals.

A typical conference room outfitted with one of these Atlona solutions would operate with basic push button control from the front of the unit. This solution is simple, easy, and very cost effective not only for the end user, but for the integrator as well. This solution completely eliminates the cost of a Crestron programmer.



By utilizing one of the Atlona solutions, thereby eliminating the need for programming, the integrator is saving \$600 to \$720 on cost. Furthermore, that integrator can pass savings of \$1250 to \$1500 onto his customer not to mention, there will be ongoing service and modifications on the Crestron system. This efficiency also allows the integrator to be more price competitive in the marketplace while still maintaining necessary margins.

When you combine the straight retail price reduction from Crestron to Atlona, subtract 10% for the conversion promotion and then take out the cost and sell of the programmer, you begin to see significant benefits with Atlona in total cost of ownership (TCO).



### About Atlona®

Atlona® is a leading provider of innovative, AV distribution solutions. Since 2003, the company has been designing and engineering 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 to simplify installation, minimize maintenance, and maximize the versatility of premier automated control solutions. Atlona's vision is simple: deliver customer-driven products designed and developed with the features, performance, and reliability that industry leaders demand; and deliver the best value in the industry.

More information about Atlona is available at [www.atlona.com](http://www.atlona.com).

