



FOR IMMEDIATE RELEASE

Contact: **ATLONA SHIPS 4K/UHD, HDCP 2.2**
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SAN JOSE, Calif., June 24, 2015 – Atlona, a leading AV connectivity solutions company, today announced that the **AT-UHD-PRO3-88M** 8x8 matrix and the 6x6 **AT-UHD-PRO3-66M**, both introduced at ISE, are now shipping. The first-of-their-kind for the company, the HDMI to HDBaseT matrix switchers are capable of handling 4K/UHD video @ 60 Hz with HDCP 2.2 copy protection.

“I believe we among the first to ship a matrix with 4K/UHD capabilities and HDCP 2.2 copy protection,” said Ilya Khayn, Atlona’s co-founder and president. “We had an overwhelmingly positive response to these matrix switchers when we first introduced them back in February, and now our customers will be among the first to have this class of product.”

The models provide HDBaseT outputs for cable runs of both 230 ft. (70m) and 328 ft. (100m), 48V Power over Ethernet, two HDMI outputs which are independently selectable as mirrored or matrix outputs, analog audio de-embedding on multiple sources, EDID communications support, a web-based GUI for matrix configuration, and front panel controls.

Both matrixes also offer capability for bidirectional remote control via IP, IR, and RS-232 protocols using 3rd party control systems.

In addition to supporting the latest standards for video and content protection, the matrixes are equipped with specialized audio features such as de-embedding of high resolution audio streams with support for signals up to 192 kHz/24-bit plus independent control for volume, mute, and 5-band EQ for all de-embedded audio content. Connection to analog audio outputs (unbalanced) are made with captive-screw connectors. And in anticipation of future software upgrades, Atlona has also equipped the new matrixes with dedicated firmware data ports for IP (RJ45) and USB connection.

Designed for multi-zone residential or commercial distribution applications, the matrix switchers feature 2U, rack-mountable enclosures with internal, international power supplies. And like all Atlona products, the units carry the company’s award-winning 10-year warranty.

About Atlona

Atlona is a leading provider of innovative, reliable AV and IT distribution and connectivity 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 <http://www.atlona.com> or follow Atlona on Twitter @Atlona.

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High-res images: [AT-UHD-PRO3-66M](#) ; [AT-UHD-PRO3-88M](#)