



For Immediate Release

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Link to hi-res photo:
[Marco Wong](#)

Atlona Opening China Office in February To Serve Asia

Operations to Localize Sales, Marketing, Training and Tech Support for Important Emerging Market; Marco Wong Named G.M.

SAN JOSE, Calif., and ZURICH, January 28, 2016 – Continuing to expand its international footprint, Atlona, a leading AV connectivity solutions company, announced that it is opening an office in Hong Kong next month to serve the Asian market, including China, Macau, Taiwan, South Korea, and the Southeast Asia region exclusive of Japan, India, Australia and New Zealand.

Marco Wong has been named general manager, Atlona Asia, and will lead the Hong Kong office. An AV industry veteran, Wong was previously with Acuzio Visual Technology Engineering Company. Additional team members have also been recruited and begun working, according to the company. The new full-service operation will house sales, marketing, training and tech support in addition to managing stock and logistics.

“Our operations in Hong Kong will enable us to better follow our mission to think global and act local when it comes to delivering the best products and service to our customers in this region,” said Ilya Khan, Atlona CEO and co-founder.

“Establishment of this office is another major step forward for Atlona,” stated Ronni Guggenheim, general manager of Atlona International in Zurich, which will directly oversee the China office. “It will enable us to provide excellent support for our channel partners in this emerging market, which according to an InfoComm study will surpass the U.S. pro AV market in size by 2017.”

Jeff Meyer, Atlona’s director of business development, EMEA & Asia Pacific, and the executive leading this initiative, said, “We are putting in place a strong, experienced and talented team to better serve customers in the region. We have great expectations for our future in Asia.”

About Atlona

Atlona is a leading global provider 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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