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Atlona Sketches Product Launch Plans For ISE 2016

SAN JOSE, Calif. January 11, 2016 -- Promising a second consecutive “breakout year” in product introductions and global expansion, Atlona is announcing plans for the ISE 2016 Show that include a continued focus on collaboration solutions for commercial and educational settings, increased selection in the category of 4K/UHD distribution amplifiers and significant feature enhancements for new software and 4K hardware platforms launched last year.

The company has also become a first-time gold-level sponsor of ISE both to support the opening of Atlona International AG in Zurich and draw attention to its increased presence in the Middle East and Asia as well as Europe.

“We are aiming to make 2016 a breakout year for Atlona in terms of the solutions, service and support we deliver to our international partners,” said Ilya Khayn, Atlona CEO and co-founder. “Atlona is making the commitment to be global and act local. We are working to take advantage of our global opportunities by being in front of our customers where they do business. On the product side, we have some important launches planned for this show and more major announcements in store for later this year.”

Ronni Guggenheim, general manager of Atlona International, said that at ISE, Atlona will introduce a new collaboration system for huddle spaces and classrooms; the company’s first 4K-capable line of HDBaseT distribution amps for distance applications; new multi-format commercial switchers; and updates to the new AMS system management software.

“Integrators will also see that we’ve listened to what additional features they wanted on the 4K products we launched last year and that many of those enhancements, like advanced display control, are being included,” said Guggenheim.

“Those who know my background in AV know that I’m committed to supporting the success of the channel. Atlona is in a position to do this in Europe and internationally better than ever before. We look forward to building and strengthening relationships with great partners.”

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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