



**For Immediate Release**

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## **Atlona Ships Latest 4K/UHD HDMI to HDBaseT Distribution Amplifiers and New HDBaseT Receiver-Scaler**

SAN JOSE, July 18, 2016 – Atlona, a leading manufacturer of connectivity solutions for AV systems, announced it is now shipping three new products with applications in both residential and commercial markets, the [AT-UHD-CAT-4](#) and [AT-UHD-CAT-4ED](#) HDMI to HDBaseT distribution amplifiers and [AT-HDVS-150-RX](#) HDBaseT receiver with built-in scaling.

“With the UHD-CAT-4/4ED and HDVS-150-RX, we add the features our customers need to make their projects better and lives easier, like Power over Ethernet and integrated scaling,” said Joshua Castro, product manager for Atlona. “The 4K distribution amps, with four-way output, will suit a wide range of residential and commercial projects. The HDBaseT receiver will primarily be used in commercial and educational settings, including collaboration spaces.”

### **AT-UHD-CAT-4/4ED**

The AT-UHD-CAT-4 and AT-UHD-CAT-4ED (extended distance) 4K/UHD HDMI to HDBaseT™ distribution amplifiers provide clear, crisp, ultra-high definition images to retail, restaurant and entertainment settings, or any single image/multi-screen environment. Key features of both models include Power over Ethernet (PoE) for powering remote receivers, pass-through HDMI input connections, four HDBaseT outputs, display control capability, 4K/UHD @ 60 Hz with 4:2:0 chroma subsampling, HDCP 2.2 compliance and EDID management.

Each AT-UHD-CAT-4 output transmits AV and control signals up to 230 feet (70 meters) @ 1080p and 130 feet (40 meters) @ 4K/UHD. The AT-UHD-CAT-4ED extends the distance of these signals to 330 feet (100 meters). The AT-UHD-CAT-4 is compatible with the Atlona AT-UHD-EX-

70C-RX receiver, while the AT-UHD-CAT-4ED pairs with the AT-UHD-EX-100CE-RX receiver.

The AT-UHD-CAT-4/4ED distribution amplifiers control a wide variety of consumer displays via CEC. They are also compatible with TCP/IP control. Both have 1U, half-rack width enclosures with external, international power supplies. The AT-UHD-CAT-4/4ED distribution amps also support the Atlona Management System (AMS), a powerful network software platform that integrates remote product configuration, management and updating.

### **AT-HDVS-150-RX**

The Atlona AT-HDVS-150-RX HDBaseT scaler-receiver handles AV signals (up to 1080p/60 Hz or 1920×1200 video with embedded multi-channel audio) and two-way control signals over distances of up to 230 feet (70 meters). The model also adds industry-standard Power over Ethernet (PoE) for added installation flexibility and full HDBaseT certification.

The receiver is ideal for complete system applications integrating the AT-HDVS-150-TX Series transmitters to provide HDMI and VGA signal support to a 2 or 3-input AV system in huddle rooms or teaching environments. It can also be used in system expansion applications as an output scaler for the company's AT-UHD-CLSO-824 matrix switcher, UHD-PRO3 matrix switchers, and SW Series switchers. The HDVS-150 Series includes many turnkey features for convenience and ease-of-use, including auto-switching, display control, analog audio embedding and de-embedding, volume control, and RS-232 control. The built in scaler works with matrix switchers to optimize source signals with different resolutions to a display's native resolution.

### **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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