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**Atlona Ships Eight-Output 4K/UHD Distribution Amplifier  
With Advanced Display Control and HDBaseT Range Up to 70 Meters  
Full Line of 4K/UHD DAs with HDBaseT Output, HDCP 2.2, PoE Now Available**

SAN JOSE, August 10, 2016 – Atlona, a leading manufacturer of connectivity solutions for AV systems, announced it is now shipping its eight-output 4K/UHD distribution amplifier that features HDMI-to-HDBaseT distribution of 4K/UHD @ 60 Hz/4:2:0 video, HDBaseT transmission up to 70 meters, HDCP 2.2 support, and Power over Ethernet (PoE). The **AT-UHD-CAT-8** also provides EDID management and advanced display control functions through Consumer Electronics Control (CEC) for use with home TVs.

“This new eight-channel DA manages long distance distribution of protected 4K/UHD content and enables full control of remote displays without a separate control system,” said Joshua Castro, Atlona product manager. “These features, and PoE to power remote HDBaseT receivers, greatly simplify installation and improve system reliability. Having CEC means the DA’s remote control features will work with many of the latest digital TVs now available.”

In addition to HDBaseT outputs, the new DA provides an HDMI output for signal pass-through and daisy-chaining, and it is equipped with one IR and RS-232 connection for the amp as well as one for each output channel.

With today’s announcement, Atlona is now shipping the complete line of 4K/UHD distribution amplifiers introduced earlier this year.

“There are a lot of common applications for this product, including home video distribution, multi-screen classrooms or presentation rooms, retail showrooms, sports bars, and digital signage, to name a few,” said Castro. “We believe it will attract a lot of interest among dealers and integrators.”

The AT-UHD-CAT-8, which is rack-mountable and fits in one full-width single RU space, has a suggested retail price of \$2299.99.

## **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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