



**For Immediate Release**

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**Atlona Named First Technology Partner of The Global Presences Alliance**

***Prestigious Classification Adds Third Tier of Recognition to Worldwide Audiovisual, Unified Communications and Managed Services Solution Provider's Accredited Vendor Program***

**Zurich, September 26, 2016** – Atlona, a leading manufacturer of AV and IT connectivity solutions, has been named the first 'Technology Partner' of The Global Presence Alliance (GPA).

The Global Presence Alliance is comprised of a select group of leading audiovisual, unified communications and managed services solution providers worldwide, who have joined together to reduce costs, improve efficiency and enhance communication for global clients. This new Technology Partner classification adds a third tier to the organization's already well established GPA Accredited Vendor Program (AVP), and widens the scope of the program to include a range of emerging technology manufacturers.

"Atlona has put a major focus on extending its global footprint to adhere to our 'be global, act local' philosophy. Joining The Global Presence Alliance's Accredited Vendor Program as the first Technology Partner is a major milestone for us," said Ronni Guggenheim, general manager, Atlona International. "We look forward to working with GPA members to improve their understanding of our products and how they can benefit customers."

"Our Accredited Vendor Program is almost two years old, and we have made great strides in forming closer global collaborative relationships and operational and logistical alignment within our current portfolio of AVP vendor partners. However we continue to identify a number of additional vendors of interest to our members; vendors who in return see great value in

increasing their exposure and relationships with the GPA community,” said GPA Board Director for Vendor Relations Philip Holtum. “Atlona’s recent market growth, positioning and interest in the GPA made them an easy first choice.”

The GPA’s Board Director for Customer Strategy, David Lesch of AV Media (Prague, Czech Republic), adds, “A key GPA focus is to enhance the leadership and maturity of our members - not only for global project delivery, but in their businesses. Atlona’s addition as the first GPA Vendor Program Technology Partner will broaden the portfolio of trusted and credible solutions that will bring significant value to GPA members and their customers.”

### **About The Global Presence Alliance**

The Global Presence Alliance (GPA) comprises a select group of leading audiovisual, unified communications and managed services solution providers worldwide, who have joined together to reduce costs, improve efficiency and enhance communication for global clients. The GPA provides a single source solutions approach and offers global pricing support as well as greater simplicity through a global services delivery model. The GPA is the largest AV & UC systems integration provider in the world. Combined it consists of 24 leading AV integration firms with in excess of US \$1.5B in annual revenues, 5,000 AV & UC professionals, and 180 offices in 40 countries. GPA customers include many top financial, technology and industrial corporations. [www.global-presence.org](http://www.global-presence.org)

### **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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