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**Contact:**

Brian Galante  
Dimension PR  
207-494-8428

[brian@dimensionpronline.com](mailto:brian@dimensionpronline.com)

Link to Image: [AT-ETU-SYNC](#)  
[AT-HDR-M2C](#)

## **Atlona Debuts Integration Problem-Solver Devices for 4K HDR Systems at ISE 2017**

New Etude Sync and HDR-M2C resolve common AV integration issues for systems supporting HDR formats and 4K/60 4:4:4 video

SAN JOSE, January 18, 2017 – Atlona will introduce two new products for addressing AV integration-related challenges at the forthcoming ISE 2017 show, both specifically for AV systems with HDR (high dynamic range) video as well as 4K/UHD @ 60 Hz with 4:4:4 chroma sampling. To be presented at Stand 5-S92 at the Amsterdam RAI from February 7-10, the new Atlona **Etude™ Sync (AT-ETU-SYNC)** and **AT-HDR-M2C** resolve AV system design and installation issues frequently encountered with audio and video format compatibility, signal integrity, and EDID communication. Both products are HDCP 2.2 compliant and support HDMI 2.0 data rates up to 18 Gbps.

“Our customers have always looked to Atlona for simple yet very effective solutions whenever a problem may arise during system design or on-site installation,” said Joshua Castro, product manager, Atlona. “With the increasing popularity and demand for 4K and HDR video, we are pleased to offer two new versions of our popular integration problem-solving devices that bring compatibility to new and emerging 4K HDR sources and displays.”

The **Etude Sync** provides EDID emulation and Hot Plug Detect communication between HDMI® sink and source devices. It detects and corrects for signal integrity issues associated with cabling or connections, and can resolve compatibility problems between a source and destination.

In addition to addressing HDMI signal and device-related issues, the Etude Sync reports HDCP compliance at the source and sink. It can manage EDID communication with the source, by delivering EDID from the display or the Etude Sync’s internal memory.

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This device is ideal for AV system troubleshooting as well as ensuring reliable, consistent performance. For convenience to installers and technicians in the field, the Etude Sync can be powered via USB by the included power supply, a laptop, or any available USB port nearby.

The **AT-HDR-M2C** is an audio converter for extracting and downmixing multi-channel PCM, Dolby®, and DTS® audio from HDMI sources. It is ideal for commercial and residential applications requiring playback of multi-channel source content over displays, distributed audio systems, and whole-house audio systems.

The HDR-M2C features an HDMI input with pass-through, and delivers stereo downmixed audio over HDMI, two-channel analog unbalanced audio, and TOSLINK digital audio outputs. The HDR-M2C is compatible with all Dolby and DTS formats, and de-embeds HDMI audio with or without connection to a display or other destination.

This audio converter includes EDID management features as well as audio volume and bass / treble controls, all available via Ethernet through the Atlona Management System (AMS), the web GUI, or a control system. AMS is a powerful network software platform ideal for configuring, managing, and monitoring the HDR-M2C and other Atlona IP-controllable devices over a LAN, WAN, or VPN. AMS is available free from Atlona.

The Etude Sync and HDR-M2C begin shipping April 2017. The Etude Sync will be available for a suggested retail price of \$249.99, and the HDR-M2C will retail for \$449.99. Both products include Atlona's award-winning 10-year limited product warranty and customer support services, so that integrators can specify, purchase, and install with confidence.

### **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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