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**Atlona Announces Official Release of New 8x8 and 16x16 High-Speed HDMI Matrix Switchers Featuring HDBaseT™ Technology**

*AT-PRO2HD88M and AT-PRO2HD1616M Extend 1080p Resolutions up to 330 Feet Over a Single Cat 5/6/7 Cable*

**SUNNYVALE, Calif. — Sept. 27, 2011** — Atlona Technologies®, a leading digital connectivity solutions provider, today released the latest additions to its family of high-speed HDMI matrix switchers: the AT-PRO2HD88M and AT-PRO2HD1616M. Featuring HDBaseT™ technology — consumer electronics (CE) connectivity technology optimized for whole-home and commercial multimedia distribution — the switchers extend HDMI sources, including full uncompressed HD video and audio, up to 330 feet at 1080p resolution over a single, cost-effective Cat 5/6/7 cable. Extension to 450 feet at 1080p is also available with updated firmware. By supporting HDBaseT technology, the switchers also provide bidirectional RS-232 and zone-specific bidirectional IR pass-through up to 60 KHz and extensive Extended Display Identification Data (EDID) management, which allows installers to make any source or display function properly.

The perfect solution for remotely located HD sources such as Blu-ray™ players, Sony® PlayStations®, set-top boxes, satellite receivers or any other HDMI device, the AT-PRO2HD88M and AT-PRO2HD1616M are true 8x8 and 16x16 high-speed HDMI matrix switchers. The units feature eight (8x8) or sixteen (16x16) inputs with the same number of independently switchable twisted pair outputs to route to Atlona's AT-PRO2HDREC and AT-PRO21616M-RX receiver modules (sold separately).

Atlona's receiver modules are both equipped with bidirectional IR and RS-232, and locking power connectors, and extend HDMI sources up to 450 feet at 1080p resolution that supports all 3D formats. In addition, the AT-PRO21616-RX features built-in audio de-embedding. The AT-PRO2HD88M and AT-PRO2HD1616M have the ability to equalize, amplify, and relock the signal to ensure HDMI-accurate signal transmission through long cables without quality loss.

The matrix switchers feature stereo pass-through to allow the routing of local source audio from the matrix head-end to zone receiver units. Supporting bidirectional RS-232 and IR makes the units ideal for control and automation solutions such as Control4, RTI, and all other control systems. In addition, the matrix switchers provide support for Deep Color, HDCP, as well as full 3D support for all formats, while preserving 7.1-channel digital audio, including DTS-HD and Dolby® TrueHD. For portability and rack-mount installations, the AT-PRO2HD88M and AT-PRO2HD1616M are available with four convenient U rack ears attached.

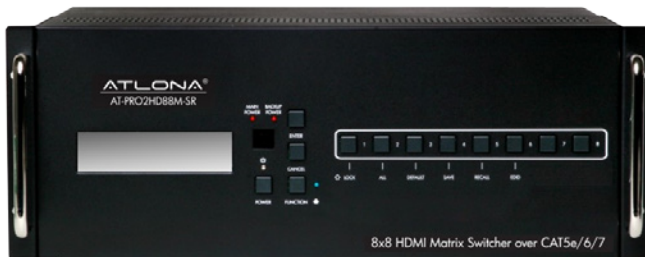
"The next-generation AT-PRO2HD88M and AT-PRO2HD1616M are the most advanced and industrious matrix switchers on the market today. Bolstered with HDBaseT technology, the units greatly simplify installations, saving time and money for integrators without compromising on quality for their clients," said Atlona's vice president of product development and co-founder, Michael Khain.

"Atlona is an influential player in the professional audio/video industry and a key supporter of HDBaseT technology," said Micha Risling, vice president of marketing and business development for Valens Semiconductor and member of the HDBaseT Alliance board. "The HDBaseT Alliance relies on the innovations of its member companies like Atlona to drive HDBaseT technology forward and, as a fellow member of the Alliance, we appreciate Atlona's dedication to furthering the impact of HDBaseT technology in the marketplace."

Connecting technology to your world



The AT-PRO2HD88M is available now and the AT-PRO2HD1616M will be available Oct. 15, 2011, at MSRPs of \$7,499.99 and \$16,499.99, respectively.



AT-PRO2HD88M



AT-PRO2HD1616M



**Image Link:** [www.ingearpr.com/Atlona/AT-PRO2HD1616M.zip](http://www.ingearpr.com/Atlona/AT-PRO2HD1616M.zip)

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Atlona is an adopter member of the HDBaseT Alliance, the cross-industry alliance formed to promote and standardize HDBaseT technology for whole-home and commercial distribution of uncompressed HD multimedia content. The cornerstone of HDBaseT technology is 5Play™, a feature set that converges uncompressed full HD digital video, audio, 100BaseT Ethernet, power over cable, and various control signals through a single LAN cable. Members supporting HDBaseT technology play a pivotal role in defining the future of multimedia transmission and data communication in the consumer electronics and content provider industries.

#### About Atlona Technologies®

Atlona Technologies® — "Connecting Technology to Your World." As a global manufacturer of cutting-edge digital connectivity solutions, Atlona supplies an extensive range of high-quality products — from cables, splitters, and extenders to distribution amplifiers, converters, switchers, and much more — to a diverse client base spanning the consumer electronics, home theater, computing, retail, systems integration, professional A/V, broadcast, entertainment, medical digital imaging, and digital signage markets.

Made from the finest materials and offering unique feature sets, the company's value-added products can be found in installations worldwide. Atlona provides a wide range of solutions from all three of its comprehensive product lines: Atlona Home (consumer electronics), Atlona Professional (systems integration), and Atlona Industrial (commercial). More information about Atlona Technologies is available at [www.atlona.com](http://www.atlona.com).

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