

SnapAV and Atlona Form Distribution Alliance

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SnapAV forms a distribution alliance with connectivity solutions provider Atlona, providing the distributor with a selection of 4K/UHD solutions ranging from matrix switchers to HDMI-over-HDBaseT receivers.



Also covered by the partnership are Atona HDMI distribution amplifiers.

“We recognized Atlona’s clear leadership in designing and bringing to market high quality media distribution products that support the growing demand for transmitting 4K UltraHD content,” SnapAV says. “By adding Atlona’s 4K-compatible matrix switchers, receivers and splitters to our existing portfolio of Binary [SnapAV brand] media distribution products and cables, we’re now able to offer a 4K solution for every residential application.”

Following the agreement Atlona products will be available through SnapAV from August 2015, although Atlona says dealers should not notice any difference as to how the products come to market.

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