



ATLONA NOW SHIPPING NEW AT-HD4-SI40SR HIGH-SPEED HDMI EXTENDER KIT WITH 3D SUPPORT

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Low-Cost Solution Extends Full HD 1080p Signals up to 130 Feet Over a Single Cat 5/5e/6/7 Cable

SUNNYVALE, Calif. — April xx, 2011 — Atlona Technologies® today announced that the company is now shipping its new AT-HD4-SI40SR high-speed HDMI extender kit. The perfect solution for remotely located Blu-ray™ players, Sony® PlayStations®, or Apple TVs®, the low-cost unit extends full HD 1080p or 1920x1200 signals from an HDMI source up to 130 feet over a single Cat 5/5e/6/7 cable. In addition, the AT-HD4-SI40SR provides support for Deep Color, HDCP, and full 3D, while preserving 7.1-channel digital audio, including DTS-HD and Dolby® TrueHD.

HDMI.org only certifies HDMI cables up to 33 feet, posing a challenge for installers when it comes to delivering a reliable signal from remotely located devices. To solve this issue, Atlona's AT-HD4-SI40SR HDMI extender features two independent power supplies and allows the transmission to be reliably extended by up to 130 feet at 1080p, or 200 feet at 720p/1080i.

Other more expensive HDMI extenders typically don't fully pass extended display identification data (EDID) from the display to the source, thus inducing errors. The AT-HD4-SI40SR, however, features seven selectable on-board EDID modes, plus a learning feature, to ensure that optimal display requirements are met. And while other extenders are not yet capable of providing 3D support, the AT-HD4-SI40SR can pass on the newer 3D EDID currently being used by 3D displays, while still maintaining a lower price point.

"We are very excited to announce our new AT-HD4-SI40SR HDMI extender," said Steve Heintz, product manager for Atlona's Si line. "Although the AT-HD4-SI40SR is our entry-level active extender, we designed it with full compatibility in mind for current and future formats. We are very proud to now offer installers a complete suite of extenders that work with today's latest technologies."

The AT-HD4-SI40SR is available now at an MSRP of \$229.

RECEIVER



SENDER



About Atlona Technologies®

Atlona Technologies® is a global manufacturer of cutting-edge digital connectivity solutions. The company 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 CE (consumer electronics), Atlona Si (systems integration), and Atlona Signature (professional and commercial). More information about Atlona Technologies is available at www.atlona.com.

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