



PRESS RELEASE

## **ATEN Strengthens its Cooperation with HDBaseT Alliance to Power the Next Generation of Connectivity**

*ATEN's new member status to help Alliance accelerate AV/IT convergence*

**Taipei, Taiwan (August 24, 2017)** – ATEN, the leading provider of IT connectivity and total management solutions, announced that it has become a contributor member of the HDBaseT Alliance. The upgraded status will allow ATEN to contribute its nearly four decades of IT management and control experience, thereby helping the Alliance to accelerate the integration of AV and IT technologies already occurring in the industry. It will also allow ATEN to enhance its next generation of Professional A/V products by offering access to the latest HDBaseT technologies.

A longtime member of the Alliance, ATEN has over 30 qualified HDBaseT trainers and over 20 Pro A/V solutions powered by HDBaseT™ technology including video matrixes as well as high definition video/KVM extenders and splitters. In addition to new privileges such as a dedicated company page in the HDBT Alliance's Installer Zone, ATEN will also be invited to contribute its over 38 years of KVM and IT experience to define specifications for products that integrate AV and IT technologies, in turn helping both customers and solution partners to stay ahead of the curve.

HDBaseT technology is ideal for professional A/V installations and provides a simple and cost-effective solution to transmit 4K ultra high definition (UHD) signals up to 100 meters. It combines uncompressed ultra-HD video/audio, 100Mb Ethernet connectivity, USB2.0, and 100W of power over cable and control signals, enabling a single LAN cable to replace multiple cables and connectors in home entertainment and business environments. The HDBaseT Alliance – which is made up of more than 170 members from all over the world – works to promote, advance, and standardize the technology.

“The requests of professional A/V market are growing rapidly, especially the reliable connectivity for long distance and high resolution. ATEN is committed to providing the most high performance, professional, and cutting edge A/V solutions to our customers. Since joining the HDBaseT Alliance in 2013, ATEN has held the HDBaseT Installer Expert Program\* frequently around the world. We are very excited to become a contributor member, and we are confident the cooperation between ATEN and the Alliance can realize the integration of AV and IT,” said Kevin Chen, President of ATEN International.

ATEN provides a full range of high quality HDBaseT solutions, such as modular matrix switches that can be inserted with a [4-Port HDBaseT I/O board](#) that provides the ability to route up to 32 input and 32 output HDBaseT connections, along with high definition video/KVM extenders and splitters. Besides HDBaseT 2.0, ATEN plans to integrate the latest 4K 60Hz 4:4:4 over Display Stream Compression (DSC) lossless compression technology into more of its Pro A/V solutions in the near future.

ATEN already has numerous success stories for its solutions incorporating HDBaseT, such as providing a 10 x 6 and 5 x 5 video wall solution in a state-of-the-art newsroom for Artear, one of Latin America's biggest broadcasters (see video [here](#)). The support for extended HDBaseT transmission over a single Cat 6/6a cable ensured that the solution was easily adaptable to the physical architecture of the newsroom while providing seamless switching and video wall functionality. For more detailed information about this success case, please click [here](#).



For more information, please visit the [ATEN HDBaseT](#) webpage

\* ATEN's HDBaseT Installer Expert Program provides InfoComm CTS Renewal Units (RUs)

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### **About the HDBaseT Alliance**

The HDBaseT Alliance advances and promotes the adoption of HDBaseT technology as the global standard for ultra-high-definition, digital connectivity. Since its founding in 2010 by LG Electronics, Samsung Electronics, Sony Pictures Entertainment, and Valens, the Alliance has brought together the leading names in the consumer electronics, professional AV, industrial and automotive manufacturers, and it counts today with more than 180 members and thousands of products. The Alliance's Board of Directors includes representatives from LG Electronics, Samsung Electronics, Sony Pictures Entertainment, Valens, and General Motors. For more information, check [www.hdbaset.org](http://www.hdbaset.org)

### **About ATEN**

ATEN International Co., Ltd. (TWSE: 6277), established in 1979, is the leading provider of IT connectivity and management solutions. Offering integrated KVM, Professional Audiovisual, and Intelligent Power solutions, ATEN products connect, manage, and optimize electronics in corporate, government, industrial, educational, and retail environments. ATEN has 500+ issued international patents and a global R&D team that produces a constant stream of innovative solutions, resulting in a comprehensive portfolio of products available worldwide. Headquartered in Taiwan, ATEN International Co., Ltd. has grown to include subsidiaries in China, Japan, Korea, Belgium, Australia, the U.S., the U.K., Russia and Turkey – with R&D centers in Taiwan, China, and Canada.