

/C O R R E C T I O N -- Atlona/

In the news release, Atlona Introduces Most Advanced 4K AV Extender for Latest HDR-Equipped Home and Commercial Entertainment Systems, issued 07-Sep-2016 by Atlona over PR Newswire, we are advised by the company that the first and second paragraphs should read "Centum" rather than "Centrum", as originally issued inadvertently. The complete, corrected release follows:

Atlona Introduces Most Advanced 4K AV Extender for Latest HDR-Equipped Home and Commercial Entertainment Systems

First Extender to Send 4K/60 4:4:4 HDR Video Signals at 30 and 60 FPS Up to 100 Meters

SAN JOSE, Calif., Sept. 7, 2016 /PRNewswire/ -- [Atlona](#), a leading manufacturer of connectivity solutions for AV systems, is introducing the **Centum Series AT-CENT-301-CEA**, the most advanced 4K AV extender available for HDR-equipped home entertainment systems and light commercial applications.

The Centum Series extender will be shown for the first time at next week's CEDIA conference in Dallas, booth #1900. It is the industry's first high dynamic range (HDR) compatible video extender that delivers 4K/UHD video @ 60 Hz (or 60FPS) with 4:4:4 chroma sampling and HDMI data rates up to 18 Gbps to meet next-generation AV requirements.

This extender pair is ideal for applications utilizing the latest generation of 4K/UHD and HDR sources, such as the recently available Ultra HD Blu-ray players, and compatible TVs and projectors. It is compatible with all video resolutions, audio formats and color space formats supported in the HDMI 2.0a specification, and has the ability to pass metadata for HDR content.

The AT-CENT-301-CEA is HDCP 2.2 compliant and provides HDMI transmission up to 330 feet (100 meters) over category cable with embedded multi-channel audio. HDR and 4K/60 4:4:4 video extension are made possible through the use of visually lossless VESA Display Stream Compression (DSC). This extender also supports Ethernet pass-through, RS-232 and IR control, and Power over Ethernet – the receiver is powered by the extender. EDID management features ensure proper audio formats and video resolutions are provided to the AV system.

The extender pair also supports the HDMI Audio Return Channel, with the ability to transmit digital audio from a television back to the transmitter, and then to an AV receiver via HDMI or a TOSLINK digital audio output. This allows easy integration of audio from over-the-air TV broadcasts and smart TV apps.

The AT-CENT-301-CEA is configured and managed by the company's Atlona Management System (AMS). It also includes Atlona's award-winning 10-year limited product warranty.

The AT-CENT-301-CEA extender pair will be available March 2017 for an MSRP of \$1,499.99.

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. Follow Atlona on Twitter at @Atlona.

SOURCE Atlona
