Written by Marco Attard
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Atlona boosts its global partner network with the appointment of new distributor in Italy-- Prase Media Technology, who will handle the company's products in the region.

Founded in 1993 by Alberto and Ennio Prase, the company is a distributor of professional audio equipment for the Italian market. It is based just outside of the city of Venice, and Atlona hopes its 20 years of AV experience in the Italian market will further improve its sales in the region.

In 2013 Prase was honoured with the InAVation "Distributor of the Year" award.

“We are witnessing the progressive and unstoppable convergence of AV technologies with the IT industry, which is creating new business opportunities for those AV systems integrators who invest in new IT skills and solutions,” Prase Media CEO Ennio Prase says. “Atlona is at the forefront of this evolution, with innovations such as the OmniStream AV over IP platform delivering a complete range of features that the market will soon consider essential. Atlona expertly combines these AV capabilities with the requirements of the IT sector-- ensuring secure AV communications, enabling remote monitoring of entire systems, and offering redundancy to prevent network failures.”

Go Prase Media Technology