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ATON To Showcase First Shipping Digi-5 Products at CEDIA

Whole House Audio Innovator Uses New Technology Infrastructure to Boost Quality and Value With Cutting Edge Digital Audio Routers

/24-7PressRelease/ - LEXINGTON, KY, July 04, 2008 — ATON , a premier manufacturer of affordable, high performance speakers and audio/video distribution systems, announced today that the company will showcase the industry's first Digi-5 products - the DH44/DH46X digital audio routers and their accompanying DHTP1 Amplified Touchpads, at the 2008 Custom Electronic Design and Installation Exposition, September 4th through the 7th in Denver, Colorado. All Digi-5 products will be on display at ATON's show floor booth (#484), and will be featured alongside the company's hugely popular line of Dynamic Level Adjustment (DLA) speaker level audio routers and its renowned, musician-tuned Storm Series Speakers. In addition, ATON will unveil its much anticipated HDR44 4x4 HD Video Router which distributes High Definition video (up to 1080p), SPDIF digital audio, analog audio and IR over two Cat5 wires to R44WP single gang wall plates in each zone. Bob Williams, ATON's General Manager, made the announcement.

"Digi-5 technology was unveiled at CEDIA 2007 and ATON was there with an announcement to develop products using this remarkable technology. The Digi-5 infrastructure, developed collectively by Linear's Home Technology Group, will be cropping up in other manufacturers' products over the next year, and we are proud to say that we are the first to market with our DH44, DH46X and DHTP1 products, all which utilize Digi-5 Technology," said Mr. Williams.

The cutting-edge Digi-5 Digital Audio Router, along with the company's new, HD Video Router, round out a strong initial ATON product line that covers both analog and digital audio distribution, a supporting speaker series specially tuned for real-world, residential environments, and the first HD video over Cat5 solution to route High-Def video, digital & analog audio and IR using a single 1U rack height chassis and single gang wall plates. These will build on the continuing success of the company's very popular DLA Speaker Level Audio Routers, which provide an easy solution for safely expanding an existing AV receiver based audio system, or setting up a simple, multi-room audio system with advanced RF, IR and touchpad control options. ATON's initial products provide affordable entries in the Whole House Audio arena that match the quality of some of the industry's top performers, and all will be available for hands-on demos at CEDIA Expo 2008 September 4th through the 7th at the Colorado Convention Center in Denver, Colorado.

ATON's DH44 Digital Audio Routers (MSRP \$799) and HDR44 HD Video Routers (MSRP \$1299) will begin shipping in September 2008, while the Storm Series Speaker line (MSRP's ranging from \$139 to \$379 per pair) and the DLA routers (Ranging from \$299 to \$499) are currently available and shipping.

About ATON

ATON products are designed using multiple control and distribution technologies to provide easy-to-install systems that route, control and deliver audio and video content throughout the home. The company's core technologies include Dynamic Level Adjustment (DLA) Speaker Level Audio Routing, Radio Frequency (RF), Infrared (IR), and Category 5 (Cat5) digital distribution of audio and video. Organized in late 2005 as a development group, the company has been working on key products aimed at providing innovative, affordable systems for consumers. The company is based in Lexington, Kentucky, and sells through a distribution network to custom installers. To learn more, visit <http://www.atonhome.com>

ATON is a trademark of ATON, LLC, Lexington, KY.

ATTENTION EDITORS: Hi-resolution photography for this story is available for your use at:

<http://www.stylegroup.com/DH44.jpg>

<http://www.stylegroup.com/HDR44.jpg>

PHOTO CAPTIONS:

"ATON's DH44 is the Custom Audio Industry's First Digi-5 Digital Audio Router."

"ATON's new HDR44 High Definition Video Router delivers four 1080P HD sources to four zones"

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