



Atlantic Technology: 810  
NetStreams: 930  
AVAD: 701

**CEDIA BOOTH #810**

Press Contact: Gordon Sell or Raney Nelson  
contact@gspr.com  
908 788-0700

For immediate release:

## **Atlantic Technology to Develop IP-Ready Loudspeakers for NetStreams' StreamNet Whole House Protocol**

DENVER- 9/4/08 -- Atlantic Technology, a leading manufacturer of home theater and architectural loudspeaker systems, has announced plans to introduce IP-Ready loudspeakers that are compatible with the *NetStreams*<sup>™</sup> StreamNet<sup>™</sup> whole-house Internet-Protocol (IP) A/V distribution technology. Atlantic's StreamNet-Ready speakers deliver unsurpassed audio performance because the *NetStreams* system produces a synchronized digital signal from the source that provides a pristine signal to the speaker's voicecoil. *NetStreams* will be showing these Atlantic Technology speakers at their CEDIA booth (930), as will AVAD in their "Connectivity Pavilion" (701).

Atlantic has modified three of its most popular in-wall systems—the IWTS-4 LCR, the IWTS-7 LCR and the IWTS-14 LCR to have a special "A-B" connector switch that allows the speaker to either be connected conventionally via the regular speaker terminals, or, when the switch is thrown into the "*NetStreams*" position, the speaker connects via the *NetStreams* Euro-style barrier connector. When connected to the *NetStreams* system, the speakers are bi-amplified using either *NetStreams* 2-channel or 4-channel SpeakerLinX<sup>™</sup> room amplifiers, taking advantage of the cutting-edge digital equalization that is built into the *NetStreams* system architecture. The net result is dramatically improved dynamic range and sound pressure level from the speaker.

*NetStreams* is the global leader in networked A/V systems based on Internet Protocol (IP) standards. *NetStreams*' IP-Based and IP-Controlled systems handle any number of digital/analog sources, delivering uncompressed content, including high definition audio and video, to an unlimited number of rooms. By combining content and control signals in one data stream, *NetStreams* systems offer new levels of simplicity, reliability, and expandability, benefiting installers and end-users with lower costs for installation, set-up, and support.

"*NetStreams* is committed to producing and delivering state-of-the-art Internet Protocol systems to provide top-quality audio and video program content throughout the home," said Sanjay Castelino, VP Marketing & Business Development. "We are particularly excited to be working with Atlantic Technology, since their reputation for quality sound, ease of installation, and reliability is a perfect fit for our goals with our IP-based systems."

Chuck Kittelson, Atlantic's Director of Strategic Planning, adds, "As the consumer electronics market continues to evolve, we're always on the lookout for business opportunities and new partners that reflect the changing sales/distribution environment. *NetStreams'* cutting-edge approach to whole-house digital content distribution represents an ideal fit for our speakers. Our new IP-compatible speakers will leverage the potential of *NetStreams'* newest systems."

Atlantic Technology expects to ship the first of these products to its dealers in the 4<sup>th</sup> quarter of 2008.

***About Atlantic Technology***

From its inception in 1989, Atlantic Technology's mission has been to produce home entertainment products that exemplify the very best in both performance and value. The company specializes in complete high-performance multi-channel speaker systems, state-of-the-art home theater electronics components, and products for custom audio/video installation. For more information on Atlantic Technology and its many fine products for home theater and custom audio/video installation, visit [www.atlanticttechnology.com](http://www.atlanticttechnology.com) or call 781-762-6300.

***About NetStreams***

Headquartered in Austin, Texas, *NetStreams* delivers the Ultimate IP A/V Experience by distributing high definition audio and video over TCP/IP networks. *NetStreams'* products, designed for commercial and residential use, offer unprecedented levels of performance, functionality, simplicity, reliability, and expandability. By combining audio/video content, meta-data and control signals into one stream and incorporating industry standards, *NetStreams* solutions are a smart investment. *NetStreams* is enabling the future of IP A/V – today.

For additional information on *NetStreams* and its innovative products, please visit [www.netstreams.com](http://www.netstreams.com).

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