

FOR IMMEDIATE RELEASE:  
May 2, 2008

## **ATON™ Spanks Trade Advertising Into A New Realm**

*Emerging A/V Routing Manufacturer Rewrites the Book on Product Advertising*

**LEXINGTON, KY** — May 2, 2008 - An upstart Kentucky manufacturer focused on signal routing solutions for the custom home audio and video market is turning heads across America's advertising and custom install landscapes. ATON is running a small but controversial new ad campaign for its latest electronics package, which breaks the mold with a new risqué trade advertising campaign that is sure to make the industry standup and notice.

ATON, a premier manufacturer of high-end, home audio and video signal distribution products, breaks with tradition this May as it debuts its titillating new trade print advertising campaign featuring a sexy dominatrix with whip in hand standing over the company's patent-pending, intelligent IR & RF remote controlled speaker selector. The headline reads, "Old Technology Just Got Spanked."

"Oh, that's going to leave a mark," said ATON's General Manager Bob Williams. "We had just broken the mold with our newly developed A/V signal routing technologies, so it seemed appropriate to break the mold on the way we presented them to our industry. We spent a few years in product development with a clean slate on both the analog and digital side of audio and video distribution systems. Our new products are unique enough to have set new benchmarks in our industry in terms of cost, performance and utility. On an extremely limited budget, we needed something that shouted 'Stop the presses and take a look at this! We are doing something no one has done before.' Considering the extremely conservative advertising that had become the norm in our industry, we needed to speed shift into high gear, grab the attention of the custom installers and deliver the momentum our new products demanded."

Marketing guru Steven Style of the Steven Style Group in New York thinks ATON's out-of-the-box approach will serve the company's new products well, while potentially breaking ground for other trade advertisers. "ATON's imaginative ad campaign draws attention to its products in a fun and provocative way," said Mr. Style. "Today the Industry has the sophistication to accept advertising that presents products in new and memorable ways."

The creative team behind the ad at Ott Communications in Louisville, Kentucky clearly understood that the time was right for trade advertising to join the 21st century. On the consumer side, sex has played a role in advertising's most memorable campaigns for almost a decade with manufacturers like Benetton, Levi's, Absolut and even Dell Computers leading the way. On the other hand, most trade advertising has stuck to simply presenting products.

"We understand that what we are doing has a level of risk," continued Mr. Williams. "We know this new campaign definitely represents a paradigm shift. The truth is we are ready to take the risk with our selling channel. The technology within the box is groundbreaking; we thought our ads should be too. We believe the new ads with our sense of humor, visually stunning graphics and technology will get the job done."

ATON's Technology Spanking Ads debut in the May issues of Consumer Electronics Pro (CEPro) and Custom Retailer magazines..

**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), 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. ATON, a Division of ELAN Home Systems, LLC, 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 ELAN Home Systems, LLC, Lexington, Kentucky.*

**ATTENTION EDITORS:** Hi-resolution photography for this story is available for your use at: [http://www.stylegroup.com/ATON\\_AD\\_V2.pdf](http://www.stylegroup.com/ATON_AD_V2.pdf)

**PHOTO CAPTION:** "ATON's new Whole Home ad, changes landscape in trade advertising"

# # #

**Press Contacts:**

Bob Williams  
ATON  
Lexington, KY  
t) 859-422-7095  
e) [bwilliams@atonhome.com](mailto:bwilliams@atonhome.com)

Steven Style  
The Steven Style Group  
New York, NY  
t) 212-465-1290 f) 212-465-1299  
e) [stevens@stylegroup.com](mailto:stevens@stylegroup.com)