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## **ATON™ to Showcase Dynamic Level Adjustment Technology And Storm Series Speakers At EHX Spring 2008**

*New DLA Technology Represents Industry First,  
While New Storm Series Speakers Ratchet Up Audio Quality with Musician-Tuned Sound*

**LEXINGTON, KY** — ATON™, a premier manufacturer of high-end, affordable home audio and video signal routing and distribution products for the custom installer market, announced today that the company will exhibit at EHX Spring 2008 (booth #442) from March 13-15 at the Orange County Convention Center, Orlando, Florida. The company will showcase recently released and upcoming products including its Dynamic Level Adjustment (DLA) Speaker Level Audio Routers and musician tuned Storm Speaker Series. The announcement was made by Bob Williams, ATON's General Manager.

ATON's DLA Speaker Level Audio Routers are the industry's first audio router products to be developed from the ground up as high-end, yet affordable and easy to install, audio components for whole-home systems. Utilizing patent-pending technology, ATON delivers a family of logic based or "intelligent" speaker routers that deliver maximum available volume levels to speakers in each room connected through the system while protecting all speakers from damage. Individual volume levels for each room can be controlled from the front of the DLA, but more importantly, the products' Radio Frequency (RF), Infrared (IR) and Touchpad remote control options are what put ATON's DLA routers in a class of their own. Using the RF remote control that operates within 200' of the DLA, the user can control sound levels in rooms throughout the house, mute the audio, turn all rooms on or off and turn on a programmable "scene" for one-touch recall of favorite system settings. Additionally, IR receivers can be connected to the DLA for IR remote control of the DLA as well as all connected audio sources. Finally, ATON's highly anticipated in-wall Touchpads (DLATP – available Spring 2008) can be connected to each room on the system for elegant in-wall control of the DLA and system status. In a nutshell, these revolutionary new routers offer installers a cost effective way to quickly set up a multi-room audio system with remote volume control, or easily add up to six rooms to an existing system.

Offering the construction quality and advanced features of more expensive market leaders, ATON's Storm Series Speaker product line is comprised of a selection of 19 new speakers, including ceiling, in-wall, theater and outdoor models, and features high-end specifications that provide the best price / performance ratio in the industry. Features include pivoting waveguide tweeters, excellent off-axis frequency response, high power handling and custom driver materials. The series was designed by audio engineers and voiced by working musicians to provide consistent room coverage and optimum sound at all levels. The speakers' "colored" tuning provides music and vocals that are crisp and clear with rich bass across all levels.

“Our mission is to make whole home systems accessible to all users,” said Mr. Williams. “With the introduction of our intelligent DLA Speaker Level Audio Routers and our line of Storm Series Speakers we are well on our way to achieving this goal. Looking forward we will continue to develop and bring to market exciting new products including ones that port our technology and business model to the video sector. The ATON team is breaking the mold in whole home systems and we look forward to sharing our vision with our current family of dealers and installers at EHX and to making some new friends and contacts.”

Nancy Franco, EHX Show Director said, “Having ATON on board this year as a first time exhibitor is exciting especially considering that they will be showcasing their logic based DLA Audio Routers and Storm Speaker Series. Even though the company is just over a year old, General Manager Bob Williams and National Sales Manager Jim Koenig are leading the company’s fresh take on this industry utilizing their combined over half a century of experience in Computer and Home Entertainment. ATON is a welcomed addition to our Exhibitors at EHX Spring 2008.”

ATON is currently shipping four models of its DLA Speaker Level Audio Routers including the DLA2 at an MSRP of \$299, DLA2RF at \$299, DLA4 at \$399 and the six-room DLA6 at \$499. Current promotions include a \$25 Dealer rebate offer on any of these routers sold as a bundle with any manufacturer’s receiver. ATON’s Storm Series Speakers are currently available with nineteen affordably priced models to choose from including seven ceiling speakers and five in-wall speakers with MSRPs ranging from \$139 to \$379, five outdoor speakers ranging from \$249 to \$479 and two LCR theater speakers priced at \$379 and \$429.

**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/DLA2RF\\_KitShot.jpg](http://www.stylegroup.com/DLA2RF_KitShot.jpg) and <http://www.stylegroup.com/A83C.jpg>

**PHOTO CAPTION:** “ATON’s DLA Speaker Level Audio Routers feature four models including the Radio Frequency controlled DLA2RF. The Storm Speaker Series features 19 whole home speaker models including the A83C LCR Theater Speaker”

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