



## LF Channel will manage ATEN's communication strategy in the Spanish market

*The results obtained as a consequence of a previous collaboration between the agency and the firm during the last edition of MATELEC has been the determining factor that led to the actual signature agreement*

**Barcelona, March 1, 2011.** - [LF Channel](#), full-service marketing and communication agency, has been selected by ATEN multinational company, a leading manufacturer of advanced connectivity solutions and KVM Switches, to develop a communication strategy for its brand in Spain.

In MATELEC, an International Exhibition of Electrical and Electronic materials held last October, the agency developed a pilot project promoting the family of solutions ALTUSEN for the management of servers. LF Channel's methodology and extensive media knowledge generated very positive results for ATEN. This experience was decisive in the signature of the current annual arrangement for 2011.

After months of preparations to re-launch its brand in Spain, ATEN has decided to promote its brand image and products in Spain on a regular basis. To do this, ATEN will utilize the proven experience of LF Channel to take full advantage of the coordinated work between local dealers and the customer's team located in Belgium. LF Channel will also provide support in producing content that will educate the market about the key role of connectivity technologies in high-impact sectors, such as data centers, broadcasting, and storage in general.

Founded in 1979, ATEN International Co. Ltd. specialized in connectivity solutions and systems management of information technology. Today, it is considered the leading manufacturer of KVM Switches worldwide. ATEN offers a wide range of solutions designed to meet the expectations of consumers, SMBs, and large corporations.

For more information about the online services offered by LF Channel, please visit: [www.lfchannel.com](http://www.lfchannel.com)

Follow us:



**About LF Channel**

LF Channel is a marketing and communications agency with 15 years of industry experience, specializing in developing and implementing comprehensive plans that suit the different needs of each client and market. The company's main objective is to serve its clients with a number of vital tools to enhance the quality and quantity of their sales, market share, and image, allowing them to grow and evolve in an increasingly competitive and dynamic sector.

LF Channel has more than 40 specialists working, who are distributed among the various corporate communication disciplines: public relations and communications, marketing and event management.

LF Channel is part of Worldcom Public Relations Group, an international network of independent agencies, and is an active member of Word of Mouth Marketing Association (WOMMA).

## **LF Channel**

Raúl García  
Director of Communications  
Tel. (+34) 93 418 81 51  
Email: [rgarcia@lfchannel.com](mailto:rgarcia@lfchannel.com)