

User Manual

**ATLONA**  
**HDMI TO HDMI UP/DOWN CONVERTER**  
**AND SCALER**  
**AT-HD550**



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## INTRODUCTION

The Atlona AT-HD550 is HDMI up/down converter/scaler is designed to allow user match the native resolution of the display. HD550 is mainly designed to be used in conjunction with HDMI Matrix Switchers, HDMI Distribution Amplifiers, etc... as some displays within the installation might not support as high of a resolution as other displays and in order to keep high resolution to the displays that can accept it, the HD550 needs to be attached to the displays that can't do it in order to down convert to an acceptable resolution. The supported output resolutions are 1280x800, 1366x768, 1920x1200 and 720p/1080p. The AT-HD550 will accept all incoming resolutions from 640x480 to 1920x1200 and 480p to 1080p. This unit allows the user to change the resolution of their video signal with a variety of output resolutions and adjust for the best picture quality.

## APPLICATIONS:

- Retail store demo room set-up
- Home video sources displaying on a HDTV
- Low resolution content video or images displaying on a HDTV
- Situations where the incoming video signal needs to match the native resolution of the display

## PACKAGE CONTENTS:

- HDMI to HDMI scaler box
- 5V DC power adaptor (universal)
- Operation Manual

## SYSTEM REQUIREMENTS:

Input source equipment and output HD display with HDMI connection cables.

## FEATURES:

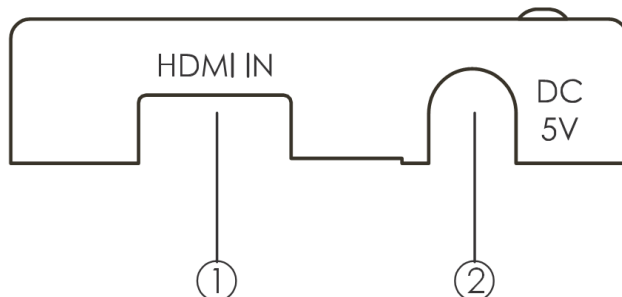
- HDMI 1.3, HDCP 1.1 and DVI 1.0 compliant
- HDCP compliant
- Supports HDMI v1.3 with up to 36-bit deep color mode
- Support HD resolution input: 640x480 ~ 1920x1200 480p@60, 720p@60, 1080p@60
- Support HD resolution output: 1280x800, 1366x768, 1920x1200, 720p, 1080p
- Auto –Detection and Hot plug
- Interlaced to progressive conversion with various picture display supplement

**SPECIFICATIONS:**

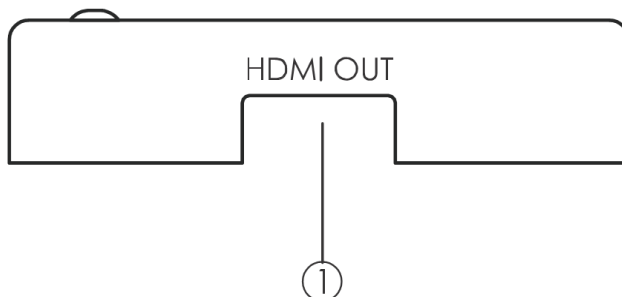
Frequency Bandwidth	2.25Mbps
Input Port	1 x HDMI
Output Port	1 x HDMI
Dimensions (in.)	4.49" (W) x 2.44" (D) x 1.02" (H)
Power Supply	5V/1A DC (US/EU standards, CE/FCC/UL certified)
Weight (lb)	0.5
Chassis Material	Plastic
Silkscreen Color	Black
Power Consumption	2.7W
Operating Temperature	0°C~40°C / 32°F~104°F
Storage Temperature	- 20°C~60°C / -4°F~140°F
Relative Humidity	20~90% RH (non-condensing)

**HARDWARE DESCRIPTION**

The following sections describe the hardware components of the unit.

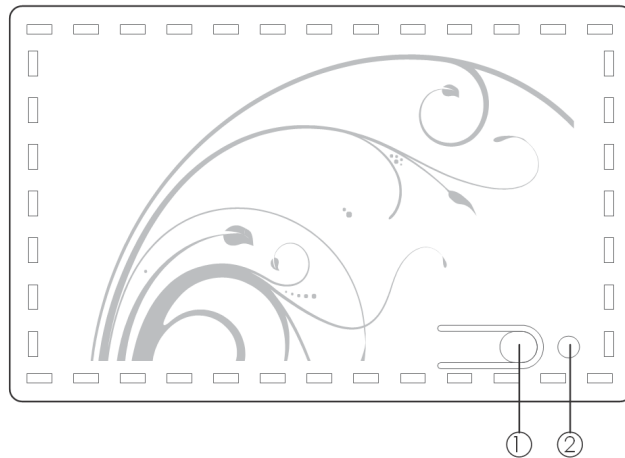
**7.1. Front Panel**


1. HDMI IN: This slot is where you plug your input source equipment with a HDMI cable for sending the signal source.
2. DC 5V: This slot is where you plug the 5V DC power supply into the unit and connect the adaptor to an AC wall outlet.

**7.2. Rear Panel**


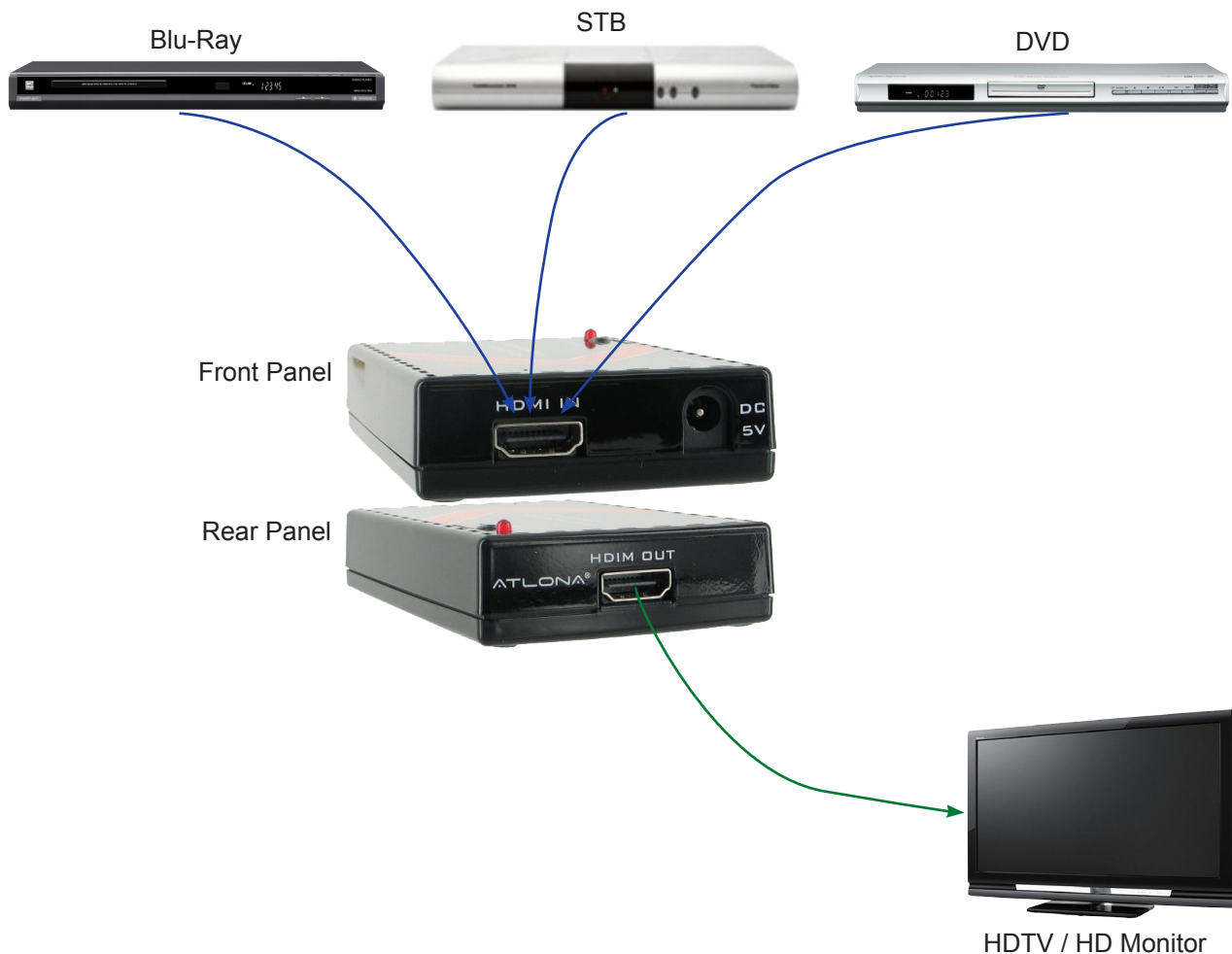
1. HDMI OUT: This slot is where you connect to a HDTV display with a HDMI cable for source signal display.

### 7.3. Top Panel



1. Timing button: Press this button once to show both input and output display resolution and while the OSD is still on the screen press it again to select output resolution from 1280x800, 1366x768, 1920x1200, 720p, 1080p
2. Power LED: This LED will illuminate when power is connected.

#### CONNECTION DIAGRAM



## SAFETY INFORMATION

### Safeguards

To reduce the risk of electric shock, do not expose this product to rain or moisture.

If the wall plug does not fit into your local power socket, hire an electrician to replace your obsolete socket.

Do not modify the wall plug. Doing so will void the warranty and safety features.

This equipment should be installed near the socket outlet and the device should be easily accessible in case it requires disconnection.

### Precautions

FCC Regulations state that any unauthorized changes or modifications to this equipment not expressly approved by the manufacturer could void the user's authority to operate this equipment.

Operate this product using only the included external power supply. Use of other power supplies could impair performance, damage the product or cause fires.

In the event of an electrostatic discharge, this device may automatically turn off. If this occurs, unplug the device, and plug it back in.

Protect and route power cords so they will not be stepped on or pinched by anything placed on or against them. Be especially careful of plug-ins, or cord exit points from this product.

Avoid excessive humidity, sudden temperature changes or temperature extremes.

Keep this product away from wet locations such as bathtubs, sinks, laundries, wet basements and swimming pools.

Use only accessories recommended by ATLONA to avoid fire, shock or other hazards.

Unplug the product before cleaning. Use a damp cloth for cleaning. Do not use cleaning fluid or aerosols, which could enter the unit and cause damage, fire or electrical shock. Some substances may also mar the finish of the product.

Never open or remove unit panels or make any adjustments not described in this manual. Attempting to do so could expose you to dangerous electrical shock or other hazards. It may also cause damage to your AT-HD550. Opening the product will void the warranty.

Do not attempt to service the unit. Instead disconnect it and contact your Authorized ATLONA reseller or contact ATLONA directly.

## Atlona, Inc. ("Atlona") Limited Product Warranty Policy

### Coverage

Atlona warrants its products will substantially perform to their published specifications and will be free from defects in materials and workmanship under normal use, conditions and service.

Under its Limited Product Warranty, Atlona, at its sole discretion, will either:

- A) repair or facilitate the repair of defective products within a reasonable period of time, restore products to their proper operating condition and return defective products free of any charge for necessary parts, labor and shipping
- OR**
- B) replace and return, free of charge, any defective products with direct replacement or with similar products deemed by Atlona to perform substantially the same function as the original products
- OR**
- C) refund the pro-rated value based on the remaining term of the warranty period, not to exceed MSRP, in cases where products are beyond repair and/or no direct or substantially similar replacement products exist.

Repair, replacement or refund of Atlona's products is the purchaser's exclusive remedy and Atlona's liability does not extend to any other damages, incidental, consequential or otherwise.

This Limited Product Warranty extends to the original end-user purchaser of Atlona's products and is non-transferrable to any subsequent purchaser(s) or owner(s) of these products.

### Coverage Periods

Atlona's Limited Product Warranty Period begins on the date of purchase by the end-purchaser. The date contained on the end-purchaser's sales or delivery receipt is the proof purchase date.

#### **Limited Product Warranty Terms – New Products**

- 10 years from proof of purchase date for hardware/electronics products purchased on or after June 1, 2013
- 3 years from proof of purchase date for hardware/electronics products purchased before June 1, 2013
- Lifetime Limited Product Warranty for all cable products

#### **Limited Product Warranty Terms – Refurbished (B-Stock) Products**

- 3 years from proof of purchase date for all Refurbished (B-Stock) hardware and electronic products purchased on or after June 1, 2013

### Remedy

Atlona recommends that end-purchasers contact their authorized Atlona dealer or reseller from whom they purchased their products. Atlona can also be contacted directly. Visit [www.atlona.com](http://www.atlona.com) for Atlona's contact information and hours of operation. Atlona requires that a dated sales or delivery receipt from an authorized dealer, reseller or end-purchaser is provided before Atlona extends its warranty services. Additionally, a return merchandise authorization (RMA) and/or case number, is required to be obtained from Atlona in advance of returns.

Atlona requires that products returned are properly packed, preferably in the original carton, for shipping. Cartons not bearing a return authorization or case number will be refused. Atlona, at its sole discretion, reserves the right to reject any products received without advanced authorization. Authorizations can be requested by calling 1-877-536-3976 (US toll free) or 1-408-962-0515 (US/international) or via Atlona's website at [www.atlona.com](http://www.atlona.com).

### Exclusions

This Limited Product Warranty excludes:

- Damage, deterioration or malfunction caused by any alteration, modification, improper use, neglect, improper packing or shipping (such claims must be presented to the carrier), lightning, power surges, or other acts of nature.
- Damage, deterioration or malfunction resulting from the installation or removal of this product from any installation, any unauthorized tampering with this product, any repairs attempted by anyone unauthorized by Atlona to make such repairs, or any other cause which does not relate directly to a defect in materials and/or workmanship of this product.
- Equipment enclosures, cables, power supplies, batteries, LCD displays, and any accessories used in conjunction with the product(s).
- Products purchased from unauthorized distributors, dealers, resellers, auction websites and similar unauthorized channels of distribution.

### **Disclaimers**

This Limited Product Warranty does not imply that the electronic components contained within Atlona's products will not become obsolete nor does it imply Atlona products or their electronic components will remain compatible with any other current product, technology or any future products or technologies in which Atlona's products may be used in conjunction with. Atlona, at its sole discretion, reserves the right not to extend its warranty offering in instances arising outside its normal course of business including, but not limited to, damage inflicted to its products from acts of god.

### **Limitation on Liability**

The maximum liability of Atlona under this limited product warranty shall not exceed the original Atlona MSRP for its products. To the maximum extent permitted by law, Atlona is not responsible for the direct, special, incidental or consequential damages resulting from any breach of warranty or condition, or under any other legal theory. Some countries, districts or states do not allow the exclusion or limitation of relief, special, incidental, consequential or indirect damages, or the limitation of liability to specified amounts, so the above limitations or exclusions may not apply to you.

### **Exclusive Remedy**

To the maximum extent permitted by law, this limited product warranty and the remedies set forth above are exclusive and in lieu of all other warranties, remedies and conditions, whether oral or written, express or implied. To the maximum extent permitted by law, Atlona specifically disclaims all implied warranties, including, without limitation, warranties of merchantability and fitness for a particular purpose. If Atlona cannot lawfully disclaim or exclude implied warranties under applicable law, then all implied warranties covering its products including warranties of merchantability and fitness for a particular purpose, shall provide to its products under applicable law. If any product to which this limited warranty applies is a "Consumer Product" under the Magnuson-Moss Warranty Act (15 U.S.C.A. §2301, ET SEQ.) or other applicable law, the foregoing disclaimer of implied warranties shall not apply, and all implied warranties on its products, including warranties of merchantability and fitness for the particular purpose, shall apply as provided under applicable law.

### **Other Conditions**

Atlona's Limited Product Warranty offering gives legal rights, and other rights may apply and vary from country to country or state to state. This limited warranty is void if (i) the label bearing the serial number of products have been removed or defaced, (ii) products are not purchased from an authorized Atlona dealer or reseller. A comprehensive list of Atlona's authorized distributors, dealers and resellers can be found at [www.atlona.com](http://www.atlona.com).

## **Atlona, Inc Product Registration**

Thank you for purchasing this Atlona product. - We hope you enjoy it and will take an extra few moments to register your new purchase.

Registration creates an ownership record if your product is lost or stolen and helps ensure you'll receive notification of performance issues and firmware updates.

At Atlona we respect and protect your privacy, assuring you that your registration information is completely secure. Atlona product registration is completely voluntary and failure to register will not diminish your limited warranty rights.

To register go to: <http://www.atlona.com/registration>