

FOR IMMEDIATE RELEASE

## **ATLAS Technology Celebrates 15 Years of Innovation with Bold Brand Refresh and New Website Launch**

Las Vegas, NV — July 29, 2025 — ATLAS Technology, a leading provider of Revenue Cycle Management software solutions for the CRT/HME industry, proudly marks its 15th anniversary with a dynamic rebranding and the launch of its newly redesigned website: [www.atlas-vue.com](http://www.atlas-vue.com).

Since its founding in 2010, ATLAS Technology has consistently pushed the boundaries of RCM technology, empowering CRT providers across the industry to harness data and drive smarter decisions. Over the past 15 years, ATLAS has grown out of a multi-location CRT provider business into a trusted strategic partner serving CRT/HME providers across the U.S.A.

“Our 15-year milestone represents not just longevity, but continual evolution,” said Bill Paul, CEO and Founder of ATLAS Technology. “This anniversary is the perfect moment to reintroduce ourselves to the market with a refreshed identity that reflects our forward-thinking spirit and commitment to CRT Workflow software.

### **A Fresh Look for the Future**

To celebrate this major milestone, ATLAS Technology has unveiled a comprehensive brand refresh, including:

- **New Company Colors:** A vibrant, modern palette that reflects clarity, confidence, and creativity—qualities at the heart of ATLAS’s approach to technology.
- **Updated Visual Identity:** Streamlined graphics and a refined logo that align with the company’s vision of simplicity and high performance.
- **Revamped Website:** The new [www.atlas-vue.com](http://www.atlas-vue.com) offers an enhanced user experience, easier navigation, and a clear showcase of ATLAS’s capabilities, products, and customer success stories.

The rebranding initiative reinforces ATLAS Technology’s focus on delivering scalable, intuitive, and impactful technology solutions in an increasingly digital and data-driven world.

### **Looking Ahead**

With a new look and a strong foundation, ATLAS Technology is poised for continued growth and innovation. The company remains committed to building powerful tools that simplify complexity, drive efficiency, and help clients unlock the full potential of their data.

“We’re excited about where we’ve come from—and even more excited about where we’re headed,” added Bill Paul “This refresh is just the beginning of the next chapter in the ATLAS story.”



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For more information, visit the new website at [www.atlas-vue.com](http://www.atlas-vue.com) or follow ATLAS Technology on LinkedIn and Facebook for the latest updates.

**About ATLAS Technology:**

ATLAS Technology is a leader in **HME/CRT enterprise software**, providing cutting-edge solutions that drive efficiency, accuracy, and growth for healthcare providers nationwide.

Media Contact:  
Bret Tracy

Executive Vice President Operations

ATLAS Technology  
[btracy@atlas-vue.com](mailto:btracy@atlas-vue.com)

702-809-6148 cell