

## CEDIA 2011 Preview Newsletter

Anthem  
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Digital Projection  
DNP Screens  
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Seura  
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Thinksound  
Totem Acoustic

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With CEDIA just a few short weeks away, it is difficult to believe that the Summer is almost over! The specialty audio video and CI business is alive, and based on the number of our manufacturers exhibiting, and the incredible amount of new products being shown, CEDIA 2011 should be a wonderful show and opportunity for all the dealers that attend.

This preview newsletter will give you some insight on the new offerings from many of our top brands for the Fall selling season. Below is an outline of booth numbers for our lines that are attending CEDIA 2011;



Anthem & Paradigm	Booth 3224
BG Radia	Booth 4935
Digital Projection	Booth 4340
DNP Screens	Booth 5545
Kordz Cables	Booth 5524
McIntosh Labs	Hilton Hotel
Panamorph	Booth 3265
Procella Audio	Booth SR-8
Salamander Designs	Booth 3755
Seura	Booth 4754
SurgeX	Booth 5133
Totem Acoustic	Booth 5325

**DIGITAL** **PROJECTION**  
HOLLYWOOD'S HOME CINEMA



Digital Projection was debut the dVision Scope 1080p, native 2:35 DLP projector. The 2560x1080 dVision scope offers a true 1080p solution for 2:35 content without the need for an anamorphic lens solution. No optical stretching is required to achieve a picture perfect 2:35:1 aspect ratio, guaranteeing that no image distortion is introduced. In addition to high pixel density, the dVision Scope 1080p presents a solution for moving between 1:78:1 and 2:35:1 aspect ratio content (or any content wider than 1:78:1.)

Projector lumens and black level can be optimized to suit various venues through the adjustment of a motorized lens iris. In addition, the dVision Scope 1080p's quick-change motorized lens mount provides a broad range of horizontal and vertical lens shift, allowing this projector to be utilized in a wide variety of theater applications.

This projector and many others will be on display in booth 4340 at CEDIA 2011.

It is well known about Paradigm's passion for loudspeaker research and development. Having the worlds best R&D center, Anechoic Chamber and Double Blind Listen Rooms mean that Paradigm backs up their passion with science and experience.

This new generation of Paradigm's best selling series, Monitor, will blow away the competition sonically, and boasts a level of technology never found in products at these price points. The Monitor v7 Series uses design innovations from the higher priced Reference Series line-up. Bass drivers utilize Carbon-infused co-polymer polypropylene cones, and rubber/elastomer surrounds. Satin-anodized pure-aluminum midrange and bass/midrange cones contribute to greater dynamic contrasts and clarity. This is a must hear-n-see line up of loudspeakers.

Paradigm will be demonstrating their exciting new line-up of Monitor Series & Cinema Series loudspeakers at booth 3224 at CEDIA 2011.





Salamander will be introducing at CEDIA 2011 a new line of products, Salamander Basics, offering lower price points than our current Chameleon Series A/V furniture.

We had the opportunity to view these exciting models in May during our visit to the Salamander plant. Suggested retails were projected to be below \$600. This will open up new opportunities for our Salamander accounts into price points that we have never had before.

Tired of the old standby Middle Atlantic black metal racks? We have the answer, with beautiful furniture cabinets surrounding Salamanders rack mount option series of racks. These are available in multiple sizes and exterior options to dress up you're A/V equipment. All of these new models may be seen online at;

[www.salamanderdesigns.com](http://www.salamanderdesigns.com)



BG Radia will be introducing a fresh new concept loudspeaker based on their award-winning Planar technology, the FS420. This small foot-print floor-standing system contains two NEO10 mid-ranges and a NEO3 tweeter in point source alignment.

High-gloss color options will be available including:

Bright White, Triple Deep Black, Platinum White Pearl, Hot Rod Red, Speed Blue, Brilliant Silver Metallic, Egyptian Gold Metallic, Kryptonite Green metallic, Chrome Yellow and Racing Orange.

Any dealer that stops by BG Radia's booth #4935, will receive a 10% discount on their next order.

BG Radia will also have on display their full line of in-wall and in-ceiling speakers, and some new variations on the BGX in-wall sub-woofer system.



**cue**<sup>TM</sup>  
acoustics



**Cue Acoustics PS1  
Wireless Speaker  
System Shown  
Without Grilles.  
Downward Firing  
Subwoofer Located  
At Bottom Of  
Speaker!**

Small size and big sound is a Cue Acoustics hallmark, and the new PS1 powered speaker system is no exception. The PS1 is a complete reinvention of the bookshelf stereo speaker. It's the first wireless active speaker (DLNA) designed to outperform most floor-standing speakers, and its done simply and elegantly without speaker wires or the need for a subwoofer. With an extraordinary frequency response that reaches down to an unprecedented 27Hz, the PS1 is the first to bridge the divide between ease of use and extreme high fidelity.

At the time of this newsletter, the PS1 is scheduled for delivery in September. Many news publications have already written about this exciting new product including the Wall Street Journal, Boston Globe, Gizmodo, and the Detroit Free Press, just to name a few. More than 3000 consumers have already signed up to receive information on this exciting bookshelf speaker system. Cue will be off-site at CEDIA 2011, please watch for location announcement.

**kordz**



Using cutting edge HDBaseT™ technology, the PLX-HDB.4 Extends HDMI, IR & RS232 up to 10.2Gbps and over a distance of up to 100m/328' using a single CAT6 cable. Unlike conventional single cable extenders, there is no compression, while the maximum bandwidth of 10.2Gbps supports all video and audio modes in the current HDMI specification.

In addition to HDMI, the PLX-HDB.4 extends 100Base-T Ethernet, with a 3-port switch on both send and receive units. Facilities to extend IR and RD-232 signals is also included.

The PLX-HDB.4 was designed with the custom installer in mind. It features Power Over Ethernet (POE), allowing the receiver unit to be powered from the transmitter unit. Visit KORDZ during CEDIA at booth# 5524.



Procella Audio will be exhibiting at CEDIA 2011 in Sound Room SR-8. On display will be the full line of Procella Audio's theater products, plus the introduction of their new P610.

As a full-range speaker, the P610 produces the sonic coherency and cinema impact that have made Procella Audio the reference standard for screening rooms and theaters worldwide.

The P610 combines the midrange and compression driver from the legendary Procella Audio P6, with a 10" woofer, mounted in separate enclosures. Expected MSRP is \$3,199 each, with external bi-amplification required.

Chuck Back, Anders Uggelberg and Gerben Van Duyl from Procella Audio will on-hand to demonstrate these exciting theater products.

Don't miss the Procella Audio Class at CEDIA, in room 128 of the convention center.



# Panamorph™

**Announcing the  
Biggest Ever CEDIA  
Special - Save up to  
45% on DC1 or UH480  
Lens Systems!**

Panamorph will be exhibiting at CEDIA 2011 in booth# 3265. During CEDIA Panamorph will be running their deepest discount program ever on DC1 and UH480 lenses.

**THE MORE YOU BUY, THE MORE YOU SAVE!**

Purchase a single lens in any configuration and get a 15% discount. Purchase additional lenses of equal or lesser value and receive an additional 10% off on each additional system for a maximum discount of 45% off when purchasing four or more lens systems.

Just announced, new attachment kits for the Digital Projection Cine400, Cine400-3D and Mitsubishi HC9000 3D projectors.



## XU-315-DC GENERAL SPECIFICATIONS

<i>UPS Type</i>	<i>Online (Double Conversion)</i>
<i>Capacity</i>	<i>1500VA / 1200 W (15 Amp)</i>
<i>Warranty</i>	<i>11 Years</i>
<i>Battery Warranty</i>	<i>2 Years</i>
<i>Outlets</i>	<i>6 NEMA 5-15R (All UPS)</i>
<i>Rack Size</i>	<i>3U</i>
<i>Weight</i>	<i>55 Pounds</i>
<i>Hot Swappable Batteries</i>	<i>Yes</i>
<i>Battery Type</i>	<i>12 Volt 7.2 Amp Hour (4)</i>
<i>Expandable Battery Pk.</i>	<i>Yes</i>
<i>Switchover Time</i>	<i>None</i>
<i>Battery Recharge Time</i>	<i>8 Hours From Total Discharge</i>
<i>Comm. Control</i>	<i>USB, RS232, and SNMP Card</i>
<i>SNMP Manageable</i>	<i>Yes</i>
<i>Waveform Type</i>	<i>True Sine Wave</i>
<i>Voltage Range</i>	<i>90-138VAC</i>
<i>Surge Let Thru Voltage- (6000-volt Surge)</i>	<i>0 Volts</i>
<i>Input Protection</i>	<i>Resettable Circuit Breaker</i>
<i>Operating Elevation</i>	<i>0-3000m</i>
<i>Power Management &amp;- Diagnostic Software</i>	<i>Yes</i>
<i>Operating System- Shutdown Software</i>	<i>Yes</i>
<i>Availability</i>	<i>September 2011</i>

SurgeX will be exhibiting at CEDIA 2011 at booth# 5133. For those of you that visited the booth last year, you were amazed at the performance of the SurgeX brand compared to other manufacturers that they had on display in their booth.

New products platforms will include the XW715 and XU315DC shown above, as well as a *super secret surprise that SurgeX will not divulge to us at this time!*

We will begin touring with the XU315DC soon after CEDIA, but here's a preview of the general specifications.

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