

**SOUNDVISIONINSTALL**

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HOME IS HIS CASTLE...



# 50

## **FABULOUS YEARS**

KEF's Much Admired R Series Gets  
A Golden Anniversary Makeover

**TOUR DE FUTURE**

Continuing its year of education, market leading manufacturer AIA has taken the show on the road with a European tour designed to demonstrate how the company's current portfolio of products addresses not only technical challenges, but also brings significant fiscal benefits to integrators, customers and the consultant community. AIA President and CEO Rachel Skel, together with senior members of the AIA management and product development teams, was on hand to bring recent innovations like the Enova range and Modern X Series touchpanels firmly into the spotlight, as part of a series of events which culminated at London's luxurious Carlton Tower at the end of May.

Despite the economic backdrop, 2012 is already proving to be a year of growth for AIA, whose diverse product range now encompasses everything from control, through to distribution and including world class switching technologies and HDMI solutions. It's proving to be a successful formula for AIA Europe in particular who made a record-breaking start to 2012 and continues to buck the economic trend by taking an unprecedented number of orders in both the first and second quarters.

"At AIA we are committed to delivering technologies with real ROI and products like the Enova range have been phenomenally well-received." Explained Kevin Morrison, Managing Director and vice President AIA Europe. "When you consider the economic backdrop of the Euro-zone and all the negative noise surrounding the world stock markets, our performance so far this year has been a remarkable achievement. This roadshow has been a way of taking these positive messages out to the market and of sharing our achievements with our partners who make a valuable contribution to our ongoing success."

Topics of discussion during the roadshows included AIA's focus in the rapidly converging markets of AV and IT, an overview of the key market drivers shaping the company's research and development efforts, together with an overview of the technologies it predicts will revolutionise the industry. Technologies like the ground-breaking Enova range which combines all of the components needed to automate any environment into one simple, flexible, comprehensive solution, including control, multi-format inputs, video switching, transcoding and scaling, local and remote distribution, plus audio mixing, and amplification - all in a single box.

Delegates were able to find out how the Enova DGR 16 and 32 Digital Media Switchers receive AV inputs for digital video distribution while enabling connected devices to be centrally monitored, managed and controlled over an IT infrastructure. And, as analogue fades into the sunset and the AV industry moves towards an all-digital future, delegates discovered why the Enova DVA 3150HD All-in-One Presentation Switcher is a cost effective room solution that eases the transition, supports HDCP and is easy to scale, configure and install.

And if you didn't make it along and now feel a little out of the loop, then don't panic, because AIA hardware and software solutions are here to simplify the way people interact with the technology around them. With an increasing number of technologies and operating platforms at work and at home, AIA solves the complexity of managing this technology with reliable, consistent and scalable systems and award-winning products that span control and automation, system-wide switching and audio/video signal distribution, digital signage and technology management. So, if the idea of all-digital is getting you down and you missed time on the tour bus, simply point your browser at the address below:

[www.aia.co.uk](http://www.aia.co.uk)



**INTELLIGENT DESIGN**

Innovative British Loudspeaker producer Amina Technologies has just launched the third product in its new Evolution series of Invisible Loudspeakers: the AIW150E. Suitable for reduced sound pressure applications such as bedrooms and bathrooms, the AIW150E joins the mid and high power Evolution AIW350E and AIW550E products in full production at the company's UK manufacturing facility in Cambridgeshire.

At the same time Amina has also opened a brand new demonstration facility in Huntingdon, open to both the trade and their clients, to hear for themselves the performance of these outstanding new products. Amina M.D. Richard Newlove commented: "The performance of the Evolution range has exceeded our expectations, and our new demonstration space offers a great opportunity for others to appreciate it for themselves, in their own time and with their own material."

The Evolution range builds upon its 12-year long history of creating invisible loudspeaker solutions for image-conscious clients wanting audio to complement, not ruin, their interior design. The Evolution Range is the most significant upgrade to the well-established AIW family since the first 'plaster-over' speakers were launched into the market in the mid-00s.

Amina's products are based upon the concept of reproducing sound from a vibrating surface, just like that of a natural musical instrument. The company uses terms such as 'electronic tuning fork' and 'soundboard' (made from high tech composite materials) to describe its revolutionary, flat panelled products which are designed to be installed into walls or ceiling ahead of the final skim of plaster



being applied. This invisible solution is perfect for historic and modern minimalist designs whether for stunningly beautiful residential homes or high end commercial facilities. The product is designed to replace a cut away section of plasterboard, and, once cables are in place, is extremely quick and simple to install either in a new build or in a retrofit renovation.

The new Evolution range features innovative technologies Amina has developed over the last three years to extend the bass response of the vibrational sound board loudspeaker and to lift the overall mid and high frequency balance to improve the clarity and presence of these devices, bringing them directly in to the territory of expensive tweeter based conventional speakers.

The company expects to complete the range with a brand new high-power flagship bi-wire model, the AIW750E, aimed at dedicated home cinema applications, by the end of the summer.

Those wishing to visit the company's new demonstration facility should contact Babs Moore on +44 (0)1480 354 390 to arrange an appointment.

[www.amina.co.uk](http://www.amina.co.uk)

**REFLECT ON THIS**

Like TV? Like your own reflection? Like some proper design? NESCO Mirror TV has led up with frames Joseph McCarthy enabling them to produce truly bespoke mirror TVs for the high-end residential and hotel markets. Often driven by interior designers or end users wishing to hide TV technology, great importance is given to the quality and beauty of the frame. After all, an ugly mirror is no less unappealing than an ugly TV hanging on the wall!

Using the same mould used to create frames for some of the world's leading art galleries, institutions and stately homes Joseph McCarthy can design and craft a frame to exacting requirements, whether it is a traditional, classical or contemporary look required. In choosing a NESCO bespoke mirror TV you're not only buying a stunning, individual centrepiece for your room, you're also investing in British craftsmanship with a truly unique heritage. It's a piece of history in the making.

With integrated Laser TV and handcrafted frames of top quality, NESCO really do offer high-end mirror TVs without compromise.

[www.josephmccarthyframes.co.uk](http://www.josephmccarthyframes.co.uk)

