



# Amina Newsletter - September 2007

## Introduction

Welcome to the September edition of the Amina Technologies Trade Newsletter. It is our intention to send this out on a regular basis updating you on all the latest news from Amina.

I hope you enjoy reading the newsletters and please let me have your feedback on the content and your ideas for other topics you would like to see included.

Babs Moore Distribution Manager Amina Technologies e-mail [Babs@Amina.co.uk](mailto:Babs@Amina.co.uk)

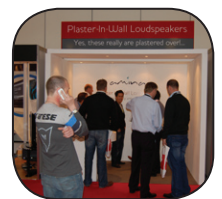


## Amina at CEDIA 2007: Highly Commended

Amina were delighted to receive the “Highly Commended” accolade for the “Best Show Stand” Award at the recent Cedia Expo 2007, London ExCeL 26-28th June.

Standing out against much bigger budgets and larger brand names the Judges commented, “ the Amina stand was effective, it told you exactly what it did and the stand staff were excellent: enthusiastic and professional”.

To narrowly miss the top prize with a stand size that was only 10% of the winner’s is a further testament to excitement the Amina Plaster-in-Wall speakers are generating in the market place and the dedication of the Amina team in evangelising the product.



## Forthcoming Exhibitions

Amina will be exhibiting at Homebuilding & Renovating Show in the ‘Smart Home Zone’ from the 21st to 23rd September in Excel, London UK. The web link for more information is... <http://www.homebuildingshow.co.uk>

If you would like to learn more about the unique Amina Plaster in Wall product line, please call T: 01480 354390 or email: [inspired@amina.co.uk](mailto:inspired@amina.co.uk)



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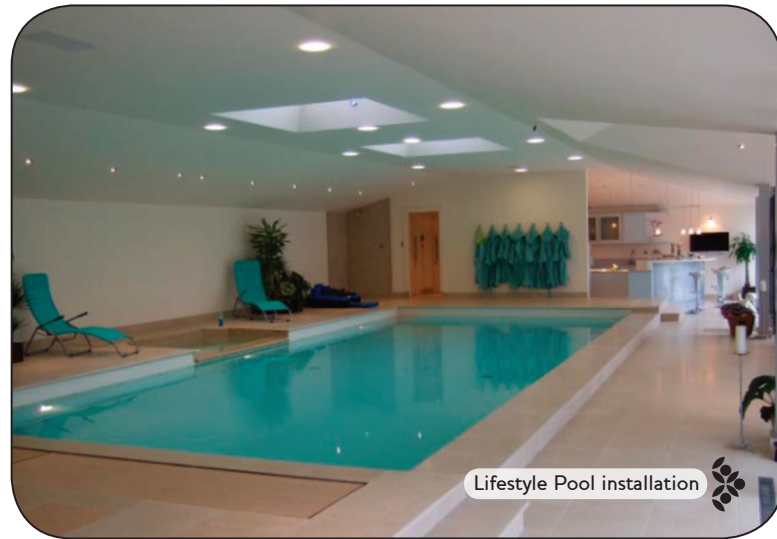
### A Pool to Dive for!

Over 80 top quality images are now available of the high profile lifestyle pool project completed earlier this year in Cambridge.

The stunning project, designed by London based architect, Mark Saxton T: 07973 525 318, for local business man Alan Willis, is a fabulous signature show piece for Amina, using a total of ten high power AIW5's to create a full surround sound home theatre above ground level, crystal clear ambient sound in the reception areas, and even an under water audio track created by placing the units behind the tiles below the water line.

The images (in both low and high resolution formats) are available to all Amina partners and integrators as a marketing resource and can be used with prospective clients, reproduced on web sites, e-newsletters, printed material and in regional or national advertising when promoting Amina products.

The text of an associated case study is also available. These can all be downloaded online from our web sever at address [www.amina.co.uk/marketing/pool](http://www.amina.co.uk/marketing/pool)



### On-line Installation Video now available

Visit [www.amina.co.uk/movie/aminamovie.mpg](http://www.amina.co.uk/movie/aminamovie.mpg) to view a 3 minute installation video showing just how easy the Plaster In wall products are to install. The end of the video also contains a very short section showing the product's application in **wooden paneling** and furniture. Please do use it with clients and building contractors.



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### Soundart create Grand Design statement

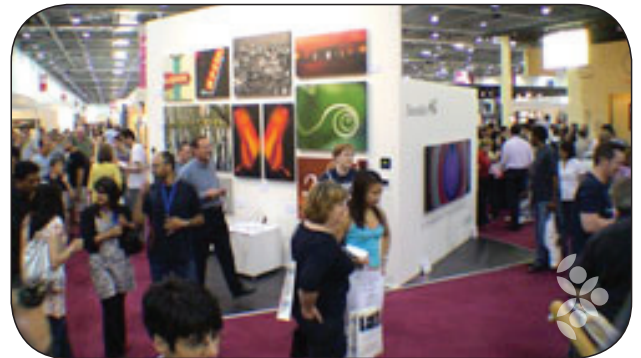
Amina partner SoundArt UK, made their first major presentation at the Grand Designs exhibition in London's Excel centre in June. One wall of the 12m<sup>2</sup> stand displayed a number of size variations of the standard SoundArt canvass image based loudspeaker systems.

The other wall showed the new SoundArt picture split which features two canvass wrapped image loudspeakers that, using a mechanical automation system, split apart via remote control command to reveal a Plasma display within.

The Picture Split solution found a very willing audience amongst budding Grand Designers who fully realised the potential of being able to disguise large video screens within contemporary interior design.

Amina's MD Richard Newlove was on hand to meet British Televisions Channel 5 Gadget Show host Jason Bradbury with SoundArt M.D Mark Butcher at the Grand Designs Exhibition. Jason has been an enthusiastic evangelist for the technology since reviewing the SoundArt system on his TV programme. He uses a system at home and presented it on stage during his show presentation spot. It also gets a great mention on his latest web review.

## SoundArt



Jason Bradbury & Soundart's MD Mark Butcher at Grand Designs Exhibition

### CEDIA Exhibition

Amina will be exhibiting at CEDIA in Denver,  
**5th ~ 9th of September 2007**  
**Booth No: 1088**

This will be our second US CEDIA, building on our successful launch in 2006 in the US market. If you are visiting the show please make sure you make contact with Richard Newlove [richard@amina.co.uk](mailto:richard@amina.co.uk) and take the opportunity to meet the team.

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