

Essential **INSTALL** MAGAZINE

The essential magazine for the custom install industry

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THE GREAT OUTDOORS!

EI takes a close look at the Landscape Series from Sonance available through Habitech, described by the manufacturer as 'the best outdoor audio you'll never see!'

ALSO IN THIS ISSUE:

PMC targets the domestic install market, the latest from *Essential Install Live! South* and all the latest news from CYP, Wyrestorm, AMX, HD Connectivity, our AV Jobs page and major features on install speakers and TVs

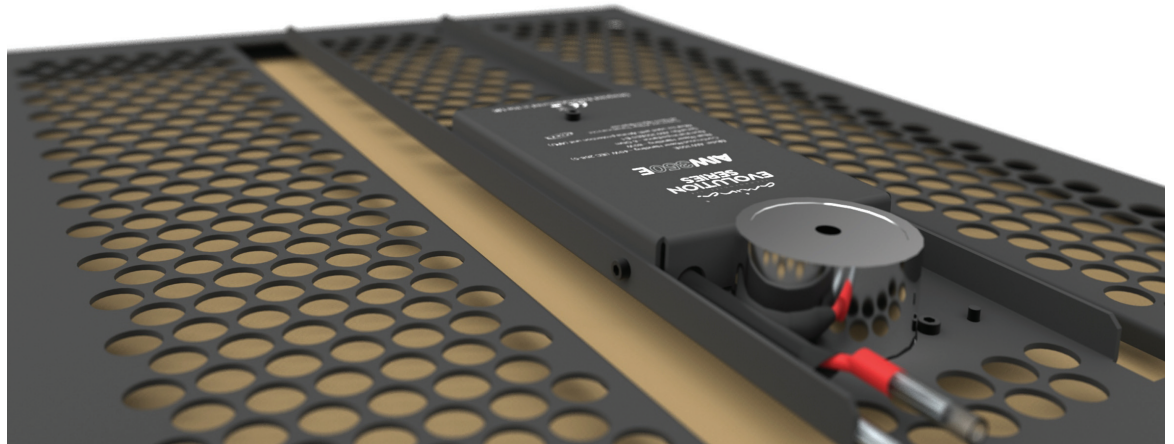
Registration for *Essential Install Live! South* is open!

Visit www.essentialinstalllive.eu to register for free

See you on June 13!

HIDE AND SLEEK

Options are increasing for installers to maintain a quality audio performance, but achieve either a minimal impact on the interior or make a design statement that fits with the decor. *EI* catches up with some of the latest CI focused releases.



■ Viva the Revolution! new from Amina Technologies is its most sophisticated invisible speakers series yet

Amina Technologies has recently launched its new Evolution series of Invisible Loudspeakers. The Evolution range builds on a 12 year history of creating discrete and invisible loudspeaker solutions for image conscious clients wanting audio to complement, not ruin, their interior design, says the company. The Evolution Range is the most significant upgrade to the AIW family since the first plaster over speakers were launched.

Designed to be installed into walls or ceiling ahead of the final skim of plaster being applied, these invisible solutions are well suited for historic and modern minimalist designs for residential properties or high end commercial facilities. The product is designed to replace a cut away section of plasterboard and, once cables are in place, Amina says the products are simple to install either in a new build or in a retrofit renovation.

The Evolution range features 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, Amina says, directly into the territory of expensive tweeter based conventional speakers.

The mid and high power Evolution AIW350E and AIW550E products are now in full production, with the AIW150E, suitable for reduced sound pressure applications such as bedrooms and bathrooms, available in May. The company expects to complete the range with a high power flagship bi-wire model, the AIW750E, aimed at dedicated home cinema applications, by the end of the summer.

The first Evolution products are already being supplied into two high-end multi-apartment developments. In both cases 'dinner plate' ceiling speakers were selected for

surround sound in the main living areas. However, Amina says that buyers were not keen on the visual impact. The maker says that once key project decision makers had heard the AIW350E, they had no hesitation in specifying these instead.

One of Amina's greatest challenges in the market is awareness by the trade and the consumer that such a radical technology exists and has been successfully applied for over a decade now.

As an example of the lengths to which the company goes to educate the consumer and generate pull for the trade, Amina has just returned from Toronto having equipped the entire Toronto Home Show 'Dream Home' with invisible speaker technology. This purpose built house is the central attraction at the show – the biggest exhibition of its kind in the whole of North America.

Using seven pairs of Evolution invisible speakers, Amina created a whole house entertainment system fashioned by the Dream Home design team. Every room has full independent audio output without seeing any source whatsoever. This even extends to the full wet room where the Amina Invisible loudspeaker is embedded within a waterproof concrete ceiling structure.

Amina also says that because of the way the speakers produce and radiate sound, fewer devices are required to fill a large space, meaning less electrical power is required to run the system.

In the UK, Amina partners with **Redline Distribution** and Amina MD Richard Newlove, says: 'Redline has a great high end demonstration facility close to London and provides valuable expertise and training sessions in room design and sub bass application. We work very closely with them to educate the trade and provide full installation training, technical support and sales services.'