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NIRV

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## SpeakerCraft Debuts Revolutionary A/V Distribution and Control System

### NIRV!

RIVERSIDE, CA: June, 2009 SpeakerCraft, the world leader in custom installed loudspeakers and electronics, announced a groundbreaking new A/V distribution and control system today. Called Nirv, the new system will feature several innovations that will obsolete many of the current offerings on the market.

“Being allowed to create the product from the ground up with no legacy system requirements gave us incredible design freedom,” says Jason Craze, SpeakerCraft’s Director of

Electronic Development, who headed up the project. “We wanted the system to be powerful, flexible, simplistic to program and to operate with unparalleled audio and video quality. The team has hit it out of the park in every area.”

The system has a modular architecture instead of a massive central hub design. This means the dealer will only need to buy the pieces necessary for the specific system he has designed and upgrading or expanding is as simple as adding what is needed to the network. On screen programming is so easy and intuitive it can be accomplished on-site by

virtually anyone on the project team.

All media, data, control, and communication signals are distributed through a single CAT5 cable making system wiring both simple and cost efficient. Beyond standard A/V distribution, the system also integrates theatre surround sound, home automation, and page / intercom into one easy-to-manage package.

“It’s the first system of its kind that allows the user to own the experience instead of having the experience dictated by the equipment,” said Jeremy Burkhardt, SpeakerCraft’s President.

# Speakercraft Nirv Control system

“The system is almost transparent bringing content and control to the fingertips of the user through either touchpanel keypads or while navigating a GUI on the video screen. The remote single-handedly takes the complexity out of owning this type of system, and you have to experience it to truly understand what a landmark product this is.”

That experience will first be available at the Nirv dome in the SpeakerCraft booth at the CEDIA Expo. Dealers will be able to see a full demonstration and talk to members of the design team. Product will begin shipping in the first quarter of 2010.

SpeakerCraft, established in 1976, devoted itself for more than a decade to the design and development of architectural loudspeakers and became known as the prime OEM for many well-known, in-wall speaker brands in the field. In marketing its own brand, now one of the widest lines of architectural speakers and electronics in the industry, SpeakerCraft brings with it years of experience and a dedication to dealer satisfaction.

No olvides visitarnos en CEDIA '09 en nuestro booth, para saber mas de NIRV!!!

Saludos,

Carlos J. Guerra

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